

## NON-MANAGEMENT RETAIL RESPONSIBILITIES

### “IT’S ALL ABOUT THE CUSTOMER EXPERIENCE”

It all starts with the **Pak Mail Retail Associates!**

As a **Retail Associate** in a **Pak Mail** store, you are at the front line of our business. It is therefore your responsibility to ensure that the **Pak Mail** values of the “**Customer Experience**” are always adhered to, continuously reinforced and, whenever possible, enhanced.

Over the years, we, at **Pak Mail** have gone to great lengths to differentiate ourselves from the competition. In part, we accomplish this by adhering to: our rather unique core services, our market niche and our competitive pricing, to name but a few of the areas in which we strive to be different. What will always set us apart from competition however, is our genuine desire to deliver on the “**Customer Experience**” every single time we deal with a customer, be it face to face, over the telephone, or via email.

Without that commitment, customers will be motivated to explore other options and sooner rather than later take their business elsewhere. The reality of today’s society is that a business does not lose only one dissatisfied customer. With the instant, world-wide access that is offered by social media, you can count on losing several existing and potential customers with each one that walks out of our stores dissatisfied.

Merely satisfying a customer’s needs however, does not in of itself ensure that a customer will continue to bring all their packaging and shipping needs to **Pak Mail**, which is our ultimate goal. We want our customers to make **Pak Mail** their habitual destination point every time they need to have something packaged, every time they need to ship or courier an item, every time they need packaging supplies, every time they need to rent a mailbox; without even thinking about exploring other options. We want them to experience the “**WOW! Factor**”, or as we prefer to call it the **Pak Mail Customer Experience!**

The day-to-day tasks and responsibilities listed below are not all inclusive but they are meant to become second nature to you in the course of your work day at **Pak Mail**. Simply going through the motions of completing these tasks every day, does not ensure the ongoing success of the **Pak Mail** business which you have joined and by extension, your own ongoing success. First and foremost, you must clearly understand the principle of the **Pak Mail Customer Experience**, you must believe in it and you must be committed to making it happen each and every time you are dealing with a **Pak Mail** customer. Anything less is simply not acceptable!

Rest assured however, we will not “throw you to the wolves”. At **Pak Mail**, we provide you with on-the-job training that covers every facet of your job description. The store manager and/or franchise-partner are responsible to ensure that you have successfully completed the training program we offer (a copy is available for you to review) by way of demonstration, discussion, supervision and a treasure trove of **Pak Mail** support material that we maintain online and which can be offered for your review during down times. You are of course obligated to keep all training material, methodologies and information strictly confidential and you will be required to sign a **Pak Mail** Standard Form Confidentiality Agreement.

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#### RESPONSIBILITIES AND TASKS

- **STORE OPENING:**

Depending on your hours, you may be responsible for opening the store in the morning. If so, you will be given the appropriate keys and be expected to handle them safely at all times. In the event that you have misplaced or lost a store key, you are expected to immediately notify the franchise-partner, or store manager. Remember that these are expensive security keys, some of which are also given to our mailbox customers, so replacing a lost key is quite an expensive proposition as we have to provide all mailbox customers with replacements. Take care to keep them safe!

- **CLEANLINESS:**

Although our expectation is to ensure that the store is clean and tidy every night at closing, we do understand that on occasion these tasks may need to be left for the next day. If so, you are expected to arrive a few minutes before opening the next day to ensure that the store is clean, tidy and presentable to customers, by the time the doors open.

- **PRESENTATION:**

Retail product is a very small element of our business, consequently we only display a minimal amount of inventory in addition to our collection of boxes which are primarily used for packaging but also for retailing. Nevertheless, it’s just as important to properly present all retail product, including the boxes in the box wall, as it is our expectation that the ***Pak Mail Customer Experience*** apply to every single customer whether they are spending several hundred dollars to ship one-of-a-kind art, or \$3.00 for a packing box. An organised store is a happy store so make sure that goods are well displayed!

- **CUSTOMER INTERACTION:**

By now you must have come to realize that the way we interact with customers is the most important activity in a ***Pak Mail*** business. It is also your biggest responsibility. The ***Pak Mail Customer Experience*** begins and ends with the way in which we interact with a customer from the moment they open the door to enter our store, until the moment they drive off and oftentimes beyond.

It is imperative that you clearly understand and buy into the ***Pak Mail*** philosophy where it concerns our customers! Although we pride ourselves on the quality of the work we perform for our customers, be it packaging, shipping, crating, mail distribution, etc., it’s all inconsequential if the ***Customer Experience*** turns out to be anything less than what we’re striving to maintain.

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Here are but a few pointers to keep in mind:

- Smile! Smile! Smile! (Practice if you need to.)
- Always greet a customer, welcome them, even if you’re busy with another!
- Never ignore a customer, be it the one you’re serving or those waiting to be served!
- Take ownership of customers’ needs, as they relate to our business!
- Listen! Listen! Listen! Make sure you have a clear understanding of what customers need to accomplish when visiting our store. If you’re not sure, ASK!
- Offer customers the most sensible solution to their problem. Offer them a choice!
- Always thank customers for their business! If you look closely enough, you will notice that the signature at the bottom of your paycheck reads: “**Pak Mail Customer**”.

- **MAIL DISTRIBUTION:**

In most of our locations, mail is delivered in the morning. As quickly as possible, after receiving the mail, you need to sort it by suite number and place it in its respective mailbox. Some customers make a point of stopping in to pick up their mail soon after it arrives, therefore it’s important to have it in their mailbox as soon as possible.

- **PACKAGING/CRATING:**

Every effort should be made in the course of the day to have all customers’ items packaged and ready to be shipped by the time the carriers arrive. In most cases, between 3:00 and 5:00 p.m.

It’s imperative that you follow the training program to a tee in packaging (or crating) customers’ prized possessions. Under no circumstances should you take any shortcuts with packaging or crating.

The only difference between the two is that most crating jobs will take longer to complete and will usually take up more premium floor space until they’ve been shipped.

In crating (or packaging) items, you will encounter many interruptions primarily from customers entering the store. That’s normal. Stop what you’re doing and tend to those customers. You can pick up where you left off with the packaging (or crating) once the customers have left the store.

- **FULFILMENT:**

If your store has fulfilment customers, their inventory is on hand for us to pick, pack and ship. It’s imperative that you check email and faxes as soon as possible after opening, in order to view any fulfilment orders that may have come in the previous evening.

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Fulfilment orders must leave the store within 24 hours of being received. Although you will probably have many interruptions throughout the day, you must not forget to get back to the fulfilment orders you have been processing and get them ready for shipping.

- **SHIPPING:**

Roughly half of a **Pak Mail** store’s business is in shipping. That should tell you the importance of shipping to your store’s success.

Customers have expectations of when their goods should be arriving at their destination and oftentimes they will pay a premium rate in order to get their goods to their destination by a specified date. This expectation can only be fulfilled if their goods leave the store the same day they were dropped off, or within 24 hours if dropped off late in the day.

Equally as important is the process of offering shipping choices to our customers and advising them of the best possible option for their specific need, although the customers’ wishes is what matters in the end.

- **CARRIER PICK-UPS:**

The carriers, or vendors as we often refer to them, that we use are another integral part of **Pak Mail**’s success. The drivers who pick up and/or deliver to our stores can be extremely helpful to you, if treated right. At **Pak Mail**, we treat all our vendors’ drivers as if they are our customers.

- **HAL DROP-OFFS:**

If your store participates in a “Hold At Location” program, namely the FedEx HAL program, you will be required to receive packages that are being dropped off for FedEx customers, log them, store them and turn them over to the customers when they arrive to pick them up. You will of course be trained on the specifics of this program, but the important thing to remember is that for every pick-up by a FedEx customer we have an opportunity to gain a new **Pak Mail** customer. Always remember that you only get one opportunity to make the right first impression.

- **QUOTES:**

In the course of your work day, you will encounter requests for quotes on our services primarily shipping and packaging. Those requests will come in almost every form available, be it online, fax, phone, or personal visit.

As you may have gathered by now, this is the lifeblood of our business! The preceding statement alone should tell you of the importance we place on this activity. Ignoring quote requests, or marginalizing them is simply not acceptable. Those potential customers will not spend their day

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idly waiting for us to get around to providing them with a quote. They will simply give their business to the competition. In fact, it’s safe to assume that first-time customers are shopping around for the best service and price. So, if we’re not on the ball getting back to them on a timely basis with the best possible solutions to their needs, rest assured the competition will be.

Keep these points in mind, when it comes to quote requests:

- Promptly acknowledge the quote request.
- Carefully review the request to ensure that you have all the relevant information you need in order to put together a quote.
- If you need additional information, take the time to request it from the customer preferably by phone. This will give you the opportunity to have a conversation with a potential customer even if their request came in by some other means. Do not guess!
- As soon as the quote is prepared, get back to the customer with the information. Be prepared to answer the customer’s questions.
- Ask for the order! Ask for the order! Ask for the order! Get the picture? If you don’t ask, the customer may be inclined to take the easy way out, which is to do nothing. Or worse yet, give the business to the competition when they do ask for the order. Don’t be shy. Don’t let all the work you put into preparing the quote go to waste. Ask for the order! How you ask? Here are some suggestions:
  - May I go ahead and book this shipment for you, so that it will arrive by (insert the date they gave you when they asked for the quote)?
  - How would you like to take care of this? Credit or debit card?
  - May I go ahead with the insurance on this shipment?
  - Would you like me to email you the tracking number so that you can follow the shipment online? **OR:** I’d be happy to track this for you until it arrives at (insert city/town of desired destination). Would you like me to email you when it has arrived?
  - Your information as the sender, other than your credit card information of course, will be kept on file once I book this shipment for you so you won’t have to give it to us every time you ship something. May I go ahead?
- Last but certainly not least, always thank the customer for their business. Make sure the customer understands that we do appreciate their business.

- **STORE CLOSING:**

Depending on your hours, you may have to close the store for the day. You need to take care to ensure that all reports are done and the day’s receipts are balanced. You also need to ensure that the store is clean and tidy for the next day. Take care to ensure that all doors are securely locked and the appropriate lights are turned off.

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- **FRANCHISE INQUIRIES:**

As at the time of writing, **Pak Mail** is well over 400 locations strong, in four countries. Yet every store is owned and operated by a franchise-partner who, in most cases, is a resident of the community within which the store is located. This scenario is what gives **Pak Mail** the “best of both worlds” and helps make us the destination of choice for packaging and shipping needs.

Our size gives us our formidable buying power. Our locally owned and operated franchises offer our customers personalized service. Is it any wonder therefore that our objective is to continue to grow the chain through individually owned and operated franchised locations?

And this is where you come in.

Based on experience, we have found that the best candidates for **Pak Mail** franchises are existing customers. That is, happy **Pak Mail** customers who have experienced the “**WOW**” factor. Some of those customers will express an interest in the **Pak Mail** franchise opportunity. Be sure to respond to them by offering them a franchise brochure displayed at your counter, asking them to take a moment to complete it and assure them that you will get it to head office ASAP.

One of the reasons for the brochures being on display at the store is so that you won’t have to worry about engaging into a conversation about franchising, with which you may not be adequately familiar.

For that effort, **Pak Mail** makes available a considerable bonus to the store and to the associate from whom a franchise candidate is secured, if he/she subsequently invests in a **Pak Mail** franchise. Please be sure to ask your manager or franchise-partner for details.

### **WELCOME ABOARD**

We are happy that you’re now a member of our **Pak Mail** family. Our commitment to you is to do all we can to help make your **Pak Mail** experience a memorable one! If ever we fall short, please let us know.

***Pak Mail Management***