



Customer Service Compensation Standards

As we all know, our mission is to provide high quality, professional-grade photography at a great price with superior service, convenience and choice to every customer, everyday.

This means that we always capture great and varied photography, exhibit the highest levels of professionalism, and attend to the customers' needs with the utmost care, concern and courtesy. It also means that we acknowledge our mistakes, apologize, and make things right for the customer if we do not meet their expectations.

The keys to correcting a customer service issue or minimizing a customer's frustration include:

1. Acknowledging the issue immediately and taking responsibility for the dissatisfaction
2. Remaining calm and maintaining control over the situation
3. Resolving the situation, making the appropriate adjustments

Almost all of our customers will be satisfied with our sincere apologies and one of the following resolutions:

1. Offering the customer a free enhanced sheet(s) to supplement their order OR
2. Comping their session fee if one applies OR
3. Discounting their order using one of our Manager's Specials discounts

Under no circumstances should a portrait CD of the session be offered as compensation for free. Discounting the CD is an option with our Manager's Special discounts, but giving away the content devalues the CD itself.

We are all empowered to immediately resolve any situation that occurs with the customer transaction. Use this authority to provide a satisfactory solution, while keeping the adjustment appropriate to the issue at hand.