

Use Empowerment and Be a Client's Hero

Providing our Clients with exceptional service, sometimes means resolving problems when something has gone wrong using our empowerment.

EMPOWERMENT MEANS:

- You are personally accountable for making any situation right for the Client
- You have the authority act on a situation and are expected to provide a solution immediately
- There are no mistakes when helping a Client with their problem
- Understanding what you can/can't do to correct a problem
- Always state what you can do for the Client and avoid using words such as "No", "I can't", "I won't", etc.



Two facts you should keep in mind when dealing with Client problems are:

1. Clients remember how you dealt with a problem long after they have forgotten what the problem was.
2. Clients are more loyal to a business that exceeded their expectations when handling a problem, than Clients who had an "okay" experience.

WHEN PRESENTED WITH A PROBLEM:

Apologize

- Don't make excuses, immediately apologize and take ownership for what happened
- Saying "I'm sorry" sets a positive tone and starts to put the Client at ease

Resolve

- Explain what you can do to resolve the problem
- Ask for the Client's commitment to the plan before proceeding
- If the Client still seems unhappy, ask them "What would you like to see happen instead?" This question opens the issue up to the Client and allows you to understand what the real issue is

Go the Extra Mile

- Use one of the following options to show your Client that you are truly sorry:
 1. Free enhanced sheet(s), OR
 2. Free session fee if one applies, OR
 3. Discounting or adding to their order using one of our Manager's Specials/Discounts

Thank

- Thank the Client for giving you the chance to solve their problem
- Reinforce that you are happy they choose your studio and let them know you hope they will continue to choose your studio for their portrait needs

Take Action

- Follow through with the commitment you agreed upon with the Client
- Failing to put your commitment into action will result in an even bigger problem and the Client will likely never visit your studio again



It's important for you to remember that there are no mistakes when helping a Client with their problem. All that is required to use empowerment is knowledge of what you can or can't do to correct a problem and your own good judgment.