

Retail Customer Service SOP

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Revision	1.0
Owner	Store Manager
Effective date	September 15, 2026
Review cycle	Every 12 months

1. Purpose

To give every customer helpful, consistent service from greeting through checkout, and to resolve problems in a way that keeps their business.

2. Scope

Applies to face-to-face customer interactions on the sales floor and at checkout. Phone, email, and online chat support are covered by the customer service department's own SOPs.

Definitions

Service recovery	The actions taken to make things right for a customer after a service failure or complaint.
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3. Responsibilities

Sales Associate	Greets customers, helps them find products, and follows up on any promise made during the interaction.
Cashier	Offers the store's standard solution for issues raised at checkout, within their approval limit.
Store Manager	Approves exceptions outside standard policy and reviews recurring complaint trends with the team.

RACI matrix

Activity	Sales Associate	Cashier	Store Manager
Greet and identify customer needs	R/A	I	I
Answer policy and pricing questions	R/A	C	I
Offer a standard service recovery	C	R/A	I
Approve an exception to policy	I	C	R/A
Review recurring complaint themes	C	C	R/A

R = Responsible, A = Accountable, C = Consulted, I = Informed

4. Materials and PPE

Materials, tools and systems

- POS terminal
- Product knowledge guide or catalog
- Customer feedback forms or tablet
- Store return and service policy sheet

5. Procedure

Step	Task	Owner	Done
5.1	Greet every customer promptly Greet each customer within the first 30 seconds of entering your area, using a genuine greeting rather than a scripted line said without eye contact.	Sales Associate	☐
5.2	Ask open questions about their need Ask what the customer is looking for or what they're trying to accomplish, using open questions rather than yes-or-no questions.	Sales Associate	☐
5.3	Guide them using product knowledge Recommend products based on what the customer described, using the product knowledge guide for details you don't already know rather than guessing.	Sales Associate	☐
5.4	Answer policy questions accurately Check the current return, price-match, or promotion policy sheet before answering a policy question you're unsure about, rather than giving an answer that might be wrong.	Sales Associate	☐
5.5	Listen fully to a complaint Let the customer finish explaining the problem without interrupting, and repeat back what you heard to confirm you understood it correctly.	Sales Associate	☐
5.6	Offer a solution within authority Offer the store's standard solution for the issue, such as an exchange, discount, or replacement, if it's within your authority to approve.	Cashier	☐
5.7	Escalate exceptions to a manager When a solution falls outside standard policy or the customer remains unsatisfied, bring in the store manager to review the situation and decide on an exception. Checkpoint: Any exception granted outside standard policy is approved and logged by the store manager.	Store Manager	☐
5.8	Follow up on a promised action If you promise to call a customer back, order an item, or check on something, do it by the time you said you would, and update them if it will take longer.	Sales Associate	☐
5.9	Assist across departments If a customer's need spans more than one department or product area, walk them to the right associate or area instead of pointing and leaving them to find it alone.	Sales Associate	☐
5.10	Log unresolved or notable issues Record any complaint that required an exception, remained unresolved, or revealed a recurring problem in the customer service log for follow-up and trend review.	Store Manager	☐

Step	Task	Owner	Done
5.11	Review recurring issues with the team Bring up recurring complaint themes at a team huddle or meeting so associates understand the pattern and how to handle it consistently.	Store Manager	☐

6. Quality checks

- Customers are greeted within 30 seconds of entering the department on observation checks.
- Complaints requiring an exception are approved and logged by a manager.
- Promised follow-up actions are completed by the date given to the customer.
- Recurring complaint themes are reviewed with the team at least monthly.

7. Records

- Customer feedback forms
- Customer service and complaint log
- Manager exception approvals

8. KPIs

- Customer satisfaction score from surveys or feedback cards
- Percentage of complaints resolved on first contact
- Average time to resolve escalated complaints

9. Common mistakes

- Interrupting a customer before they finish explaining a problem.
- Promising a follow-up and not delivering it.
- Guessing at a policy answer instead of checking the policy sheet.
- Not looping in a manager when a customer remains unsatisfied.

10. Revision history

Revision	Date	Description	Reviewed by
1.0	September 15, 2026	Initial release	Alexa Uskova

Approval

Prepared by	Approved by	Date

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