

Section 15

Customer Call-Backs

We use the “Customer Call-Back Sheet” to find out what the customer thinks of our service, product and team members.

We are here for the customer and are always looking for ways to improve.

Call-backs must be completed on the day of the order.

Try to call about 1 1/2 to 2 hours after the customer placed the order.

Never call after 9:00 pm

Call back as many customers as you can and spread it out. Call some everyday.

Anytime that you feel that you have not provided the customer with outstanding service it is very important that you do a call back to apologize and give the customer incentive to return.

In order to do call backs you must get a phone number for all orders, carry-out and delivery.

COMPLETING THE FORM

Put the “Date,” “Name of Caller,” and “Store” on top of the form.

CUSTOMER’S NAME, PHONE #, AND \$ AMOUNT

This is taken from the “Door-Sheets.”

CALL THE CUSTOMER

Say something like this:

Good evening. This is Scott from Pizza Pro did you order a pizza from us today?”

If “no” write did not order across the sheet.

If “yes” ask if you can ask some questions about their order.

If “no” write did not want to answer across the sheet.

If “yes” start asking the questions listed.

Did you have any coupons? (N or Y)

If YES ask where they got the coupon (Newspaper, Doorhanger, boxtop, etc.).

Were you placed on hold when you called in your order? (N or Y).

If yes ask for how long (put it in the block).

Were our team members courteous and knowledgeable (N or Y)

This will tell you how well your training program is working.

How long did you have to wait for your order after placing it?

This will tell you what kind of service you are giving. If you have customers waiting in your lobby for 20 to 25 minutes you may want to put more team members inside. If all your waiting time is 10 to 20 minutes and you had one at 35, you will want to find out what went wrong with that order.

Is this the first time you ordered from Pizza Pro? (N or Y)

If yes, ask what made them order from us this time.

How often do you order from Pizza Pro? (1 Week, 3 Month, etc.)

Were the toppings adequate on your order? (N or Y)

If no ask what was wrong.

How was the bake on your pizza?

(U-Under cooked, O-Over cooked, OK)

Was Your Order Hot, Warm or Cold? (H, W, C)

If you are getting a lot of cold orders you might want to check your warming rack.

How did we do over all?

On a scale of 1 to 10 with 10 being high, how would you rate Pizza Pro's product and service?

If they rate us 7 or below ask what we can do to become a 10. Use the back of the sheet for any comments.

After you have asked all the questions as the customer for their correct mailing address so you can mail them a coupon.

If everything went well and the customer is satisfied with the product and service they received send them the Gift Certificate for \$3.00 OFF their next order.

Put a little note on each one thanking the customer and sign with "First Name Only" and "The Pizza Pro Team."

If the customer rated us at 7 or below, or was not satisfied in any way send a Gift Certificate for what ever they ordered.