

Face-to-face Greeting Standards

Standard	Standard Achieved	Considerable Development Needs.
Customers should be greeted with a smile, and a 'good morning'/' good afternoon'.	<ul style="list-style-type: none"> Greeting the customer in a friendly, approachable and warm manner. 	<ul style="list-style-type: none"> Sullen faced. Acting in an unfriendly and unapproachable manner.
Employees should approach customers in a confident manner.	<ul style="list-style-type: none"> Employee approaches the customer in a confident, upright manner. 	<ul style="list-style-type: none"> Employee is slouching, and nervously approaches the customer.
Employees should introduce themselves in the following manner – "hello, I'm..... I work in thedepartment.	<ul style="list-style-type: none"> Greeting using a formal introduction. 	<ul style="list-style-type: none"> No formal introduction/ greeting used.
Employees should greet customers in an appropriate manner. For example with a handshake.	<ul style="list-style-type: none"> Employee greets customer appropriately. 	<ul style="list-style-type: none"> Employee does not greet customer in an appropriate manner.
Create a positive impression by being professional, friendly and interested.	<ul style="list-style-type: none"> Addresses the customer by their surname at appropriate times during the meeting. Sounds interested and gives customer space to think/respond. Summarizes understanding of customers needs/wants. 	<ul style="list-style-type: none"> Addresses customer using their first name when not invited to do so. Sounds uninterested. Interrupts the customer at inappropriate times. Does not acknowledge customers feelings, and fails to respond to them. Allows their voice to become sharp, sarcastic and abrupt.
Treats every individual uniquely.	<ul style="list-style-type: none"> Sounds interested. Creates rapport by giving the customer their full attention. Actively listens and acknowledges using empathy and 	<ul style="list-style-type: none"> Sounds uninterested/bored. Shows impatience and displays a lack of empathy. Conversations are unbalanced.

	patience.	<ul style="list-style-type: none"> • Too many/few questions. • Too little/much information.
Body language should be attentive at all times.	<ul style="list-style-type: none"> • Employee demonstrates they are alert and listening, by maintaining eye contact with the customer. • Open body language gestures. 	<ul style="list-style-type: none"> • Constant yawning. • Frequent concentration lapses. • Fidgeting, playing with hair. • Closed body language gestures.
Delicate/sensitive issues should be dealt with in a proper manner.	<ul style="list-style-type: none"> • Discussions are carried out in a private area/booth. • Member of staff can empathise with situation of customer. 	<ul style="list-style-type: none"> • Private matters discussed openly in front of others. • Member of staff is not able to empathise with customer.
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