

Part 3: 3-4 Customer Service Elements for Building Store Image

The consumer's perception of the store's customer services and the responsiveness of the store to the customer are both very important in establishing a constant and consistent store image. Easily accessible web pages, 1-800 numbers, e-mail messages answered in a timely manner -- even informational catalogs -- are almost a must in today's retail scene. For customer convenience and time saving measures, many consumers have come to expect that retailers offer these services.

The *number and types of services*, whether available in-store or through technology, assist in building a loyal customer base as well as attracting the desired target consumer. Additionally, the number and types of services offered by the mall or shopping center where the store is physically housed are very important. Are wheelchairs, baby strollers, baby changing areas, ATM machines, fax machines, mail services, etc., available and easily accessible? In the store, are there adequate seating areas, clean restrooms, and available sales personnel? Are there free gift-wrap services, free delivery, or additional services such as a personal shopper or wardrobe expert available?

