

Market Force Procedures

Step 1 - You will receive guest feedback from Market Force via email.

Even if it is “closed”, you should still read it and add your own response

Depending on the guest Contact Category of the feedback, you will receive an open or closed case. Please be aware that there are different levels of complaints.

Level 1 - Extremely urgent, such as; criminal activity, injuries and emergencies

Level 2 – Employee issue, refer to Blended Star franchise office HR department

Level 3 – Product / service issues

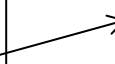
Level 4 – Requests and Suggestions

Level 5 – Compliments

Step 2 - THESE ARE YOUR GUESTS, AND YOUR CHANCE TO WIN THEM BACK! When you get feedback please check to see what has already been written to/sent to the guest and then contact the guest and personally follow up and invite them back, bcc your DM on the email.


Even though corporate takes care of some of the feedback, you are still responsible for reaching out to the guest EVERY TIME. If corporate did not send them anything, feel free to send them a personal letter and free smoothie card(s). If corporate HAS sent them something, please still offer a personal follow up/feedback and invitation back to use that card.

Click on the “Click here to close/view report” to access the Market Force Platform.

Contact Details	
I purchased 3 jamba juices tonight and they were the worst ones I have ever had. They were beyond mediocre. The frozen fruits were not blended. It lacked flavor because all of it was trapped in the chunks. Very bland. I am very disappointed!	
*****GUEST IS REQUESTING COMPENSATION*****	
Resolution Details	
<ul style="list-style-type: none">----- Sent 'Poor Product - 3 TOOU Cards' letter (12/13/2016 9:12:25 PM) - cbaniuk -----	
Resolution	Recipient List
Please follow the link below for resolution and follow up with this customer.	<ul style="list-style-type: none">Cristina Rayburneric@blendedstar.comgm1013@blendedstar.comjason@hunalco.commkafka@JambaJuice.comRBaker@JambaJuice.com
 Click here to close/view report	

Step 3 – Click on “Click here to update this customer contact without using a wizard.”

Resolution Options
Click here to update this closed customer contact using a wizard.
Click here to update this closed customer contact without using a wizard.



Step 4 - Please use the Marketforce Platform to respond so that everyone is aware you have followed up as well. You should add your own response within 2 days of receiving the email. Please use the pre populated letters and emails from marketforce, but feel free to add your own changes to the letters as necessary.

Please check to make sure you have envelopes, stamps and free smoothie cards, in the case that you need to send out a letter or free smoothie cards.

Resolution without the wizard:

Answer the three questions to track your activity and close the contact.

Add resolution notes that will be noted in the history of the contact.

Select a Resolution Type that will categorize your action.

The Update/Close button will submit your changes and refresh the contact.

Resolution Details

Has customer been contacted? Yes ☒ No ☐

Was the issue resolved? Yes ☒ No ☐

Close this customer contact? Yes ☒ No ☐

Resolution Notes

Resolution Type

Select One

Date and Time Closed: 1/21/2016 5:17:09 PM Eastern ST

UPDATE/CLOSE

Resolution Tools

Correspondence

Would you like to send an email or a letter to the customer?

☐ Send a replyable email to the customer

☐ Create a letter to send to the customer

☒ I do not need to send anything

Please choose a template to use. If applicable

1. General Apology - Guest Recovery

GO

Forward This Contact

To forward this customer contact by email to another person(s) click this button

FORWARD CONTACT

Use the Correspondence Tools to email the guests with pre-populated, editable templates – see example on following page.

You can also access it by logging on to www.onlinekmc.com

Tips and Reminders:

- It is *not* true that a guest is never wrong....we just try not to tell them they are wrong. 😊 Use tactful and kind language—remember, everyone in management will see your response
- You do not need to apologize or admit guilt for things that may or may not have happened, but you can acknowledge they *feel* that way, whether it be right or wrong..... Simply say “I am sorry you felt that your drink was unsatisfactory “ or “My apologies that our employee seemed rude to you.”
- It’s OK to compensate them, especially if you can win a customer’s loyalty. Complaints are opportunities to take a good customer from a bad situation and make them into a loyal customer. Don’t hesitate to send them a free smoothie or two when needed.
- Almost every complaint has some level of truth and some level of falseness. Don’t get caught up in the embellishments or falseness and so toss the whole complaint out.....look at each one as a chance to coach your team and look for the parts where we could have done better to meet the guests needs
- Celebrate the positive feedback! Reward your team mentioned with free smoothies or write their names on the white board.
- When in doubt, please reach out to your DM or Shannon for assistance in dealing with a guest or sending out coupons.