

# Customer service booklet for tjx

[Business](#), [Marketing](#)



The TJX Companies is one of the leading off-price retailers of clothing and home fashions in the United States and worldwide, ranking 119 in the most recent Fortune 500 listings. With over \$20 billion in revenues in 2009, TJX has more than 2,700 stores in six different countries around the world and approximately 154,000 Associates/employees. TJX mission is to deliver a rapidly changing assortment of quality, brand name merchandise at prices that are 20 - 60% less than department and specialty store regular prices.

What Customer Service Means In general customer service means providing a quality product or service that satisfies the needs/wants of a customer and keeps them coming back. But in TJX customer service means much more, it means continued success, higher job satisfaction, improved company image, better teamwork, and market expansion of services products across TJX companies. " Our aim is to provide a high-quality service to all our customers."

Target customers TK Maxx's target customer are primarily focused on a middle to upper-middle class earners, TJX focuses on shoppers who are fashion, value and brand conscious and this fits the same profile for the TJX Home department. Customer wants and needs TK Maxx has a wide and large selection of customer needs and wants; TK Maxx offers Women's cloths, Handbags, Shoes, Accessories and Beauty products, and for men TK Maxx offers Men's cloths, Accessories, Shoes, Gadgets and Gifts. TK Maxx provides low prices on excellent and well known brands and this is something that the customers want and this is why we are ranked 119th in the most recent Fortune 500 listings 2009.

We know what the customers need this is why we offer clothing and home basics which are of every day needs, for example socks and under wear to kitchenware and bedding. Customer Service Qualities At TJX the professional qualities of customer service are highlighted and always relate to what our customer wants. After years of market research, it seems that customers constantly following the business upon their customer service experiences; this means they are grading your customer service quality during each transaction or enquiry but most probably and rarely you won't know it, while there are a massive amount of customer needs below are the basic needs that stand out: The telephone is often the first or last place a customer comes in contact with you as a part of TJX. Being telephone friendly is one of the least expensive and cost-effective ways to deliver better customer service. ([http://www.businessballs.com/customer\\_service.htm](http://www.businessballs.com/customer_service.htm))

Answering the Telephone How you answer the phone can tell the whole story of how TJX treat their customers. The correct phrase said in the right order in a positive tone leaves a good impression and starts the customer relationship off on the right foot. You must pick up the phone in three rings as more than three rings signals inattentive and portrays bad customer service on the part of TJX companies. Start by greeting the caller " hello", " good morning". Good manners show you respect the caller. Give location and state your name, " Hello, TK Maxx Hammersmith, Saad speaking".

You now have a point of reference if the customer decides to call back or follow further enquiries. Ask the customer if or how you can help put it altogether and you have a good example: " Good morning, TK Maxx

Hammersmith, Saad speaking" and after the enquiry finish by saying " thanks for calling the TK Maxx, Have a nice day" The greeting is key because it sets the tone and style of the whole interaction. If a customer has come to you with a question or a problem but they are not happy with your response, then they have a right to complain. Never be dismissive of your customer's problem - even if you're convinced you're not at fault, a customer with a complaint represents a genuine opportunity for you and TK Maxx to improve on service and behaviour. Customers willing to complain are rare but if you handle the complaint successfully, the customer is likely to prove more loyal than if nothing had gone wrong.

Complaints should be handled sympathetically by listening to establish the details of the complaint, recording the details together with relevant material, such as a sales receipt or damaged goods, offering alternatives; whether by repair, replacement or refund and follow-up actions appropriately and when all is over apologise to the customer. If you have questions or concerns, talk to your immediate supervisor. If you are uncomfortable speaking with your supervisor, talk with your supervisor's manager or an executive or contact an Associate Relations or Human Resource Representative.