

# CUSTOMER SERVICE

Customers are the foundation of every business because they are the reason the business exists, and the source of the revenue it needs to cover its costs and earn a profit.

The Beverage Containers Program requires customers to visit a redemption centre (RC) to obtain refunds for their empty beverage containers. It is thus helpful for RC operators to look at what they offer from the customer's point of view.

When customers visit an RC, they may expect:

- The centre to be clean, safe, and well organized.
- Service that is courteous, prompt, and efficient.
- Counts of their beverage containers that are accurate, and a receipt of their transaction.

Customers are more likely to want to return their beverage containers if the overall redemption experience is pleasant. Customers who find the experience unpleasant may very well lose their motivation to recycle and start tossing their containers in waste bins, or simply opt for using blue bag or blue bin recycling curbside pickup options, thus forgoing their refund on deposit-bearing beverage containers. The following pages are meant to give RC operators helpful ideas and tips to share with their staff, to improve customer service / the overall redemption experience.

## Customer Interaction Tips

1. Greet customers warmly. Even if you're assisting someone, look up, and appropriately acknowledge the presence of each new person.
2. Priority in terms of counting should be given to the customer waiting in line. In between customers, staff may likely be sorting containers or counting bulk or dropped off materials; however, staff allocated to the customer service area should pause what they are doing and direct their full attention to a customer who arrives or is waiting in line.
3. Use open-ended questions when the opportunity arises to chat with customers.
4. Answer questions and provide proper information.
5. Count containers in the presence of the customer, confirm the total refund, and then issue payment. Offer the customer a receipt.
6. If your RC offers drop-off options, politely invite drop-off customers that you see waiting in line to go straight to the drop-off area so that they are not waiting in line unnecessarily. A staff member can make themselves available to assist them as required to quickly process their transaction.
7. Thank each customer for recycling and invite the customer back.
8. Be empathetic and courteous when handling customer complaints. Never get upset or use foul language.
9. Turn customers over to Management when extra help is needed when dealing with a complaint or enquiry.

## How to Reject Containers

Customers will sometimes bring containers to your RC that you will need to reject, either because they are not deposit-bearing, or because they are contaminated and/or broken. The following example scenarios and scripted responses are available to you and your staff to help deal with these situations.

Scenario	Example Responses
<b>Broken container</b>	To be refunded your deposit, your beverage containers have to be in good condition. Unfortunately, we cannot accept broken glass bottles or containers that are shredded/broken into tiny pieces (politely refuse the customer).
<b>Container not clean</b>	<p>To be refunded your deposit, make sure to empty your containers before you bring them to our redemption centre. They should also be clean.</p> <p>For health and safety reasons, we cannot accept:</p> <ul style="list-style-type: none"> <li>• beverage containers with hazardous waste (politely refuse the container).</li> <li>• beverage containers with organic waste (politely refuse the container).</li> <li>• beverage containers with a significant amount of liquid left inside (ask customer to empty if they can on the spot at an appropriate location and remind them to empty next time).</li> <li>• beverage containers filled with debris or other contents (ask the customer to empty if they can on the spot at an appropriate location and remind them to empty next time).</li> <li>• beverage containers covered in mud or paint or other significant residue (ask customer to clean the container on the spot at an appropriate location if applicable or politely refuse the container and remind the customer to clean/wipe such containers prior to bringing them next time).</li> </ul>
<b>Container without labels or markings identifying the container as deposit-bearing</b>	<p>To be refunded your deposit, please keep the labels on your containers and do not flatten them.</p> <p>Unfortunately, we cannot accept:</p> <ul style="list-style-type: none"> <li>• beverage containers with their label removed (accept the containers, but politely remind the customer not to do this next time).</li> <li>• crushed cans (flattened like a puck), because we cannot see the label (politely refuse the container).</li> <li>• flattened containers (accept the containers, but politely remind customer not to flatten them next time).</li> </ul>

Scenario	Example Responses
<p><b>Container not deposit-bearing</b></p>	<p>Only beverage containers for which you paid a deposit can be refunded.</p> <p>Unfortunately, we cannot refund:</p> <ul style="list-style-type: none"> <li>• beverage containers for which you did not pay a deposit.</li> <li>• non-beverage containers / general recyclables, because they are not part of the Beverage Containers Program - and you did not pay a deposit on these.</li> </ul> <p>In both cases, refer the consumer to a poster or handout explaining which beverage containers are deposit-bearing, and which ones are not.</p> <p>It is also a good idea to keep the container/recyclable/waste item returned by the consumer and place it in its appropriate waste/recycling bin rather than giving it back to the customer. Tell the customer that you can dispose of the item properly for them but you unfortunately cannot issue a refund for items that do not have a deposit.</p> <p><b>If the customer insists that they paid a deposit on a beverage product that is not deposit-bearing, it is better to issue them a refund on the product. After issuing them a refund, send an email to Encorp including a photo of the product, informing Encorp of the situation and providing as much information as possible on where the product was purchased. Encorp will then be able to investigate the retailer/producer to find out if a deposit is being incorrectly charged, as this does sometimes happen.</b></p>

## EXAMPLE

### Checklist for Indoor Customer Service Area Appearance

- Is the customer service area well-lit?
- Is the customer service area heated on cold operating days?
- Is the floor dry and free from broken glass, cardboard, plastic bags, refuse, debris, and other hazards?
- Are there any overhead hazards?
- Is the customer service area well laid out, easily accessible and identified?
- Does the layout contribute to the easy flow of materials?
- Are there any objects in the customer service area that currently obstruct the path to the count/sort table(s) and which need to be cleared?
- Are the count/sort tables clean, disinfected, and in good condition or do they need to be repaired or replaced?
- Are clean garbage receptacles placed in front of each count/sort table so that customers are able to remove and dispose of any contaminants? Do these need to be washed to remove any stains and strong unsightly odours?
- Are areas off limits to customers identified?
- Are customer education and promotional materials and signage about the Beverage Containers Program clearly visible and available for customers?
- Are handwashing/sanitizing stations clean and stocked with soap and towels or hand sanitizer? Do soap/hand sanitizer dispensers need a refill?
- Are washroom facilities clean and well-indicated?
- Are walls, windows, doors and signs clean?
- Is the paint starting to yellow or be discoloured? A fresh coat of paint may be in order.

## EXAMPLE

### Redemption Centre Facility Cleaning Checklist

Date	Time	Initials	Tasks
<b>DAILY</b>			
_____	_____	_____	Keep displays clean and orderly.
_____	_____	_____	Maintain clean count/sort tables. Disinfect regularly throughout the workday.
_____	_____	_____	Spray a sanitizer on touchable surfaces regularly throughout the day.
_____	_____	_____	Sweep the floor.
_____	_____	_____	Mop/clean sticky floors.
_____	_____	_____	Vacuum all mats at entrances and throughout the customer service area.
_____	_____	_____	Empty trash receptacles and take out the garbage.
_____	_____	_____	Ensure all floors, stairways, ramps, landings, steps and entryways accessible by the public are swept and kept free of debris and clutter.
_____	_____	_____	Make sure the exterior of the building is well-lit.
_____	_____	_____	Collect litter around building.
_____	_____	_____	Clear snow and ice on all exterior stairs and ramps. Sand or salt as needed.
_____	_____	_____	Clear snow and ice in a loading area. Sand or salt as needed.
_____	_____	_____	Check gutters and edges of the roof for debris or materials which might dislodge and fall on a customer causing injury. Remove these promptly.

### WEEKLY OR AS NEEDED

_____	_____	_____	Restock paper and soap/hand sanitizer at hand-washing stations.
_____	_____	_____	Clean all toilets and sinks, disinfect washrooms and ensure washrooms are well stocked with soap and paper.
_____	_____	_____	Wash trash receptacles when there are stains and strong odours.
_____	_____	_____	Spray and clean windows.
_____	_____	_____	Clean grimy door handles.
_____	_____	_____	Dust shelving, windowsills, and permanent displays.
_____	_____	_____	Dust high areas and remove cobwebs on ceilings.
_____	_____	_____	Dust light fixtures and remove all cobwebs.
_____	_____	_____	Check the exterior of the building for any necessary repairs to windows, doors, siding, paint, signage and trim.
_____	_____	_____	Cut grass.
_____	_____	_____	Trim and maintain flower beds, bushes, and trees.
_____	_____	_____	Make sure the building is kept rodent/pest free.
_____	_____	_____	Replace yellowed or damaged signs.
_____	_____	_____	Contact Encorp to replace consumer education signage and replenish consumer education handouts when needed.