



L'BRI
PURE n' NATURAL

Customer Care Checklist

NEW CUSTOMER ORDERS:

1. Contact customer within a few days to say “*thank you*”. Provide them with your contact information and a reminder that you will be following up within the first week of use to make sure they are loving their product and to see if they have questions. If it is a sample order, reach out to discuss how to use the samples and to ensure they are using them properly.
2. Put their contact info into your phone for future communication with a note as to how you met this customer.
3. Add the follow-up dates to your calendar or in your Customer Management tool in the L'BRI Business Center.
4. If it is an online event, post a “*thank you*” image in the event and tag the customer.
5. Add/friend the customer on social media.

CUSTOMER CARE FOLLOW-UP

>>> *New Products Ordered*

1. Call within the first week of the customer receiving their order. You can check the tracking information from your Orders tab to make sure their order has arrived.
2. Follow up again:
 - 1-2 weeks after first call
 - 30 days of customer using product
 - 3-4 months from order (*Remember to offer all 3 opportunities: to **join**, **host**, & **order**.*)

CUSTOMER CARE FOLLOW-UP

>>> *Sampling*

1. Call 3 days after they receive their product.
2. Determine the second follow-up based on the discussion. If they do not reply to the first follow-up call or if they haven't started using the sample yet, wait 2–3 days and contact them again. Let them know you will be checking back on (*date*). If they have a question or issue that you are unsure of, always refer to the resources in the Product section in the Learning Center, contact your Executive Manager or contact Customer Care at the Home Office.

CUSTOMER CARE FOLLOW-UP

>>> *Reorders*

1. After receiving email confirmation of an order, send a thank you for their order via phone call, text, message, or a card in the mail. Remind them of the other services you offer: makeup consultations, facial demonstrations, fun themed events, spa treatments (*either one-on-one, or with friends for host rewards*), or to chat about our income opportunity.
2. Check Customer Management tool in your Business Center to see if they are trying a new product. If so, add a date in your calendar or Customer Management tool to follow-up with them.