



## Best Buy Retail Scenario

March 10, 2004  
Best Buy Retail Services  
7601 Penn Ave South  
Richfield, MN 55423

Dear Employee,

Welcome to Best Buy. We are excited that you decided to join the Best Buy Customer Service Dept. I would like to take this opportunity to tell you about the history of Best Buy.

Richard Schulze founded Best Buy in 1966. In the begin it was called "Sound of Music". In 1981, a tornado wiped out the Roseville, Minn. store. It was decided that there would be a tornado sale and eventually, the "SuperStore" concept was born. In 1989, Best Buy launched Concept II stores-they were fun and interactive. In 1996, Best Buy revamped again and Launched SOP-Standard Operating Platforms to help its store run smarter and more efficiently.

Today Best Buy is the largest volume specialty retailer of consumer electronics, personal computers, entertainment software and appliances, Best Buy Co., Inc. (NYSE:BBY) is headquartered in Richfield, Minnesota. Best Buy currently operates retail stores in almost every state and is on track to have more than 600 stores nationwide by 2005.

Best Buy brings customers an extensive selection of affordable, easy-to-use technology and entertainment products that improve their time in a fun, informative and no-pressure shopping environment, while maximizing the company's profitability and offering shareholder value.

As a Customer Services representative you have the responsibility to treat our customer fairly, communicate in a respectful and helpful manner, provide prompt and accurate customer service, protect our customers privacy and service our customer with integrity. As the largest specialty retailer it is Best Buys goal to become the retailer of choice for all our current as well as future customers. Your role as a customer service agent is pivotal to Best Buy achieving this objective.

You will be joining a team of 100 customer service representatives that help to support both our customers and our 350 field technicians. Our field technicians are responsible for the back end fulfillment services for our customers home appliance products and TV's over 27 inches. Listed below are the services that we offer to our customers:

1. Professional and friendly In-Home repair services by our Field Technicians
  - Technicians are on call 24 hours for emergencies
  - Technicians are available Monday through Saturday 8:00 am – 5 p.m.
  - Technicians are equipped with Nextel phones for communication with customer service agents if needed
  - Customer are contacted the day of their service by the technician who provide them with for a 2 hour window to wait for service
  
2. Professional, friendly customer service representative who can help resolve customer service issues efficiently and with integrity.
  - Customer Service agents are equipped with computer stations that are state of the art
  - Customer Service agents are equipped with a customer history data base (Vantive) that provides the agent with a completed history associated with the customer current and previous service events
  - Customer service agents are empowered to resolve issues and retain customer by offering alternate service solutions, refunds, and replacement of the product and gift certificates if needed. All giveaways are monitored and tracked to ensure that this was the best possible solution to the customer service issue.
  - Customer service agents are provided copies of our field technician schedules

Once again, we are happy to have you join the Best Buy team, and wish you much success on your new assignment.

Sincerely,

Human Resources

## Telephone Customer Service Scenario's

### *Customer Service Scenario's Number 2:*

#### *Customer Info:*

Phillip Morphus

- Shops Best Buy for all of his computer needs
- Phillip notices during his last shopping trip to Best Buy that they perform Appliance repairs
- Customer purchased a major brand Washer Machine 6 years ago not from BBY
- Customer lives in Houston, TX
- Customers phone number is 713-539-6282

1. *Customer went to put some clothes in the washing machine and notices that the timer wasn't engaging.*
2. *Customer called the 1-888-BestBuy number to schedule service.*
3. *Customer Service Representative covers the COD (cash on delivery) charges and schedules the collect service for Mr. Morphus on Friday at 12:00 during his lunch hour.*
4. *Technician contacted the customer the morning of the service call and confirms the 12:00 PM service call.*
5. *Technician arrives at the customer home and is able to completed the repair on the washing machine within 15 minutes and collects the \$150.00 service fee and leaves*
6. *Customer feels that he was overcharged so he calls the 1-888-BestBuy number and asks to speak to a customer relations representative. You take the call*

#### *Best Buy*

- Founded in 1966*
- Largest Consumer Electronic Company in the United States*
- Vision – making Life fun and easy*
- Stakeholders – Customer choice*
- Values – Having fun while being the best*
  - *Learn from challenge and change*
  - *Show respect, humility and integrity*

1ST SCENARIO BEGINS AT START

2ND AT 3 MINUTES IN

3RD AT 7 MINUTES IN

## Telephone Customer Service Scenario's

### *Customer Service Scenario's Number 3:*

#### ***Customer Info:***

*John Wilshire*

- Manager of cleaning business
- Avid Best Buy Shopper (Averages 2-3 visits monthly)
- All 3 of his last major home Appliance purchases were made at Best Buy
- Lives up on the North Shore in Minnesota (Summer nights are typical cool except this year the weather has been unseasonable hot)
- Purchased a window air condition 1 year ago with PSP (In-Home Performance Service Plan)
- Customer Phone Number 724-555-8811

1. *Customer went to use his window air conditioner and its not cooling*
2. *Customer called for service and due to the unseasonable hot weather the soonest a Best Buy technician could come to his home was 3 days later*
3. *Best Buy Technician called the customer that morning during his call first program to tell the customer he would be at his home between 1-3 PM.*
4. *This is the busy season for the customer who had to leave work to met the technician at his home for this service call*
5. *It is now 4 PM and the technician still hasn't arrived at the customers home*
6. *The customer is livid and has called into the call center wanting to know where the technicians is*
7. *The Customer Service Representative just contacted the technician who informed her that he would not be able to make the service call due to a personnel commitment*
8. *Due to demand none of the Best Buy stores have any window units in stock*

#### ***Company Info:***

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  - ***Unleash the power of our people***

## Telephone Customer Service Scenario's

### *Customer Service Scenario's Number 4:*

#### ***Customer Info:***

Eve Hartford

- ❑ Mother of 3 pre-school children
- ❑ Shops Best Buy only when something is on sale
- ❑ Runs a daycare for 3 additional children in her home
- ❑ Purchased a TV/DVD player 6 months ago for her daycare
- ❑ Customer didn't purchase a PSP (In-Home Performance Service Plan) and the TV failed after the Best Buy standard 30 day exchange policy
- ❑ Customer lives in St Charles, ILL
- ❑ Customers phone number is 630-430-7517

1. *Customer went to put a movie in for the children to watch and the DVD portion of the TV isn't working*
2. *Best Buy technician was at the customer home 6 weeks ago and ordered parts and shipped them to the customers home*
3. *Customer just recd the parts and contacted the call center to schedule a service call*
4. *Customer is scheduled for service today between 3:00 and 5:00 PM*
5. *Technician contacted the customer and confirmed the 3:00 to 5:00 PM service call*
6. *Technician arrives at the customer home to completed the repair and discovers that the parts received are broken and will need to reorder the parts again*
7. *Customer at this point is very upset as she has already waited 6 weeks to get the DVD portion of her TV fixed*
8. *The technician apologizes for the delay, but the customer isn't satisfied with that and wants to speak to a supervisor*
9. *Technician contacts the call center customer service supervisor, explain the issue and hands the phone to the customer*

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