



Best Buy Retail Scenario

June 10, 2006
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 a little bit 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, but what could have spelled out the end was actually a big learning experience, 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 681 retail stores in the United States, 32 in Canada, 115 Future Shop Stores and 20 Magnolia Audio Video Stores in the United States. We have 681 Geek Squad Precincts and 5 Stand Alone stores in the United States and 31 Geek Squad Precincts in Canada.

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 over 100 customer service representatives that help to support both our customers and our 850 field technicians and installers. Our field technicians and installers are responsible for the back end fulfillment services for our customers home appliance products, TV's over 27 inches and Home Theatre installation.

Listed below are the services that we offer to our customers:

1. Professional and friendly In-Home repair services and installations by our Field Technicians and Installers
 - Technicians/Installers are on call 24 hours for emergencies
 - Technicians/Installers are available Monday through Saturday 8:00 am – 5 p.m.
 - Technicians/Installers 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 that provides the agent with a complete 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 for the customer.

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

STAFF

Telephone Customer Service Scenario's

Customer Service Scenario's Number 4:

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 Wed 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*

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Telephone Customer Service Scenario's

Customer Service Scenario's Number 5:

Customer Info:

Greg Thompson

- ❑ Owner of a lawn service business
- ❑ Avid Best Buy Shopper (Averages 2-3 visits monthly)
- ❑ All 3 of his last major home Electronic purchases were made at Best Buy
- ❑ Lives in Chicago, Ill and business has been keeping him busy 7 days a week, this is his peak season
- ❑ Purchased a Plasma TV and installation 1 year ago along with PSP (In-Home Performance Service Plan)
- ❑ Customer Phone Number 630-987-3457

1. *Customer went to use his TV and he has no picture*
2. *Customer called the 1-888-BestBuy number to schedule service and due to his very busy schedule needs to have a guarantee appointment time*
3. *Customer Service Representative let the customer know that we can not provide him with a guaranteed window for service, that we can only provide him with a day, along with a call from the Best Buy Technician the morning of the call to provide him with a 2 hour window.*
4. *This is the busy season for the customer who has to leave work to meet the technician at his home for this service call and the option offered by the Customer Service Representative is not acceptable and is becoming very agitated.*
5. *The Customer Service Representative offers to make a note on the work order to let the repair technician know what the customer's preference is for the time that the technician needs to be at the customers home with a disclaimer we cant guarantee the time only request it.*
6. *The customer finds this solution to be unsatisfactory what do you do?*

Company Info:

Best Buy

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- ❑ *Stakeholders – Customer choice*
- ❑ *Values – Having fun while being the best*
 - *Learn from challenge and change*
 - *Show respect, humility and integrity*
 - *Unleash the power of our people*

Telephone Customer Service Scenario's

Customer Service Scenario's Number 6:

Customer Info:

Angie Oellrik

- ❑ Single Sales Executive for a Software Company (requires lots of travel)
- ❑ Just purchased a Home Theater System to be delivered, including an installation total dollar purchase of \$10,000.
- ❑ Was told by the store associate at the store that we will deliver the Home theater system to her home on Friday and the installer will be out on Saturday to do the installation
- ❑ Customer lives in a company delivery area
- ❑ Customer lives in a 3rd party installation area
- ❑ Closest Company installer lives 65 miles away
- ❑ Customer lives in Great Falls, MO
- ❑ Customers phone number is 670-297-7520

1. *Customer's product was delivered as promised on Friday.*
2. *Customer is home waiting to receive a call Saturday Morning from the installer to confirm her time of arrive for the installation on Saturday and was told by the store associate that the installer should contact her between 7:00- 9:00 am*
3. *Customer has not received a call as promised and it is now 10:00 am*
4. *Customer calls the 1-888-bestbuy number looking for at status update regarding her installation.*
5. *Customer Service Representative answers the call and the customer explains the situation. The customer service representative put the customer on hold and contacts the 3rd party service office to get a status on installation.*
6. *Customer Service Representative is told by the 3rd party service company that the installer was just in an traffic accident and will not be able to fulfill the installation as promised and that they do no have anyone else that can do the installation today.*
7. *Customer Service Representative explains the situation to the customer and apologizes for the inconvenience.*
8. *Customer is very upset as result of her travel schedule this is the only time that she is available for over a month to have the installation done and wants to return the entire Home Theater System. What do you do?*

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