

Team Riccarton's GREATNESS Stories

Tessa

"I had the pleasure of helping a visually impaired lady find the perfect, affordable pair of sunglasses that were dark enough to shield her eyes from any light coming in. I began showing her some wrap styles from the Dirty Dog, \$39.90 and North Beach ranges. Due to Sandra's condition, she relied on myself and her husband to describe every detail of the sunglasses she tried on; from colour of the frame, the way they made her look, whether they were gloss/matte/mirrored, and how protective they were for her eyes. Of course she wanted them to look good as well as being practical so I suggested a pair of Cancer Society Roma. I knew this style was petite so they fitted her face nicely and they looked really feminine due to the smaller, softer shape and the plum frame with the brown lenses. Her husband and I told Sandra they looked really nice on her and she left the store wearing her new sunnies with a huge smile on her face. This was a great experience for me as Sandra trusted me to suggest the best options for her and relied on my verbal descriptions of each pair. This is why I love communicating with and getting to know our customers!"

Caroline

"Over the past month I have had the loveliest lady, Melaine, regularly popping in to store to try on sunnies. I think the whole team has served her at some point! We originally picked out a pair of Marc Jacobs aviators that she put on Layby but she came in a few times since to try on new season stock and see if there were any other pairs she liked. It's so nice to recognise your regular customers and greet them by name; we always have a catch up when she comes into store (she was telling me about her upcoming trip to Europe last time she was in and we both agreed her new sunnies would be perfect for the summer days!) It's always great when a customer leaves the store happy, it's a very rewarding part of the job."

Bree

"Last week I had a customer, Angela, come into our store as she had lost her pair of Maui Jim Ilima. We had the same pair in store but she didn't want to get them again in case her original pair turned up. We started looking at options for her, starting with Maui Jim but she wanted a change so I showed her feminine styles from the Bolle and Revo ranges. Then we started talking about Serengeti as her husband had a pair of them and loved the lenses so we picked out a great style. When she left she was very thankful and said thank you so much for finding me a pair! She seemed so pleased with her new pair and it felt great as they were a lovely couple to deal with."

Caity

"I think customer service is great when you can just talk normally as though they're a friend and it doesn't feel like you're trying to be sold a product but that you're getting genuine advice for what is best for you. A recent example is when I was buying makeup and I wanted to upgrade from the products I had but didn't really know what I was looking for. The girl at the store went through trialing so many different products with me and telling me the difference between the various brands. Although I was with her for ages, I never once felt like she was just trying to sell me as much as she could but instead just felt like I was getting genuine advice for what would be useful and good for me."

Team

"We had a customer bring in 2 pairs of Maui Jim's that both had broken temples to Caroline and myself. We ordered in them both free of charge but when they arrived we had to send to HO to get them fitted. Throughout this whole process we updated the customer with all updates and she was always extremely thankful. When they arrived in store yesterday and I called the customer and came in shortly after. When she came in to pick them up she again thanked me and told me that the service she received from us both was outstanding. She gave Caroline and myself 2x \$10 Westfield vouchers to buy ourselves a coffee for all the trouble we put in to help her out. I was absolutely shocked when she handed them to me as of course I wasn't expecting anything. Really goes to show what can happen when you give great customer service!"

Team Hornby's GREATNESS Stories

Rachel

"The other week I had an older lady come in to the store who was upset as the sales assistant at the optometrist store she visited had been very dismissive and unhelpful towards her. So she came to us and I am so glad that she did! She explained to me about the previous ordeal and I immediately set out to fix how she had been wronged. She was after a lighter lens with a wraparound frame for when she was walking and playing bowls, as the air and brightness can make her eyes water but a dark lens was hard for her to see through. I had just the pair in mind! It was a little out of her price range so we moved over to the two for \$30 pairs and found the PERFECT pair. I felt so happy and satisfied to see her whole mood change as we joked, laughed, and solved her problem.

We continued to look at another pair of glasses that she had her eye on for when her pension came through. After about 20 minutes, she had her two pairs of glasses in hand, the other glasses she loved on hold (which she came back and purchased the next day!) and a huge smile on her face. She was incredibly happy and content as she went to pay and could not stop complimenting my customer service skills, knowledge of product and happy demeanor. She stated how sometimes at her age it feels like the world moves on and forgets about you and how it was a breath of fresh air that I had made such an effort with her to make sure she got what she needed. The next thing I know – she is gifting me a giant bag of marshmallows to say thank you! The feeling I had after she left was better than any marshmallows could be – to me, that feeling of satisfaction is what is great."

Amy

"On Saturday I had a young family come in (Mum, Dad and young girl maybe 3-4 years old). They asked me if we sold kids sunnies. I showed them our kids range but the wee girl didn't want a bar of it she had her eye on a pair of Eleven. When the parents informed their daughter that she was only allowed to pick from the children's range she was not impressed at all and started crying.. I quickly showed her a pair of pink kids glasses with glitter but nope she wanted yellow ones. Unfortunately we didn't have any yellow glasses in our kids range but we did have a gold glitter pair. I showed the wee girl the gold ones and informed her that they would look soooooo pretty on her and told her to try them on and look in the mirror. She stopped crying and did what I said and slowly but surely a smile appeared on her face. The parents and I started telling the girl how gorgeous she looked and she seemed to have completely forgotten about the pair of Eleven. I then told the girl that they even came in a special bag, with that statement she was sold (who doesn't love a special bag). The parents brought the pair of sunnies and bid me a farewell and thanked me for my help. Even got a wave from the young girl who was stoked with her sunnies and special bag (a black pouch lol)"

Renata

"I've had many great experiences with customers during my time here at Sunglass Style.

One customer came in about 4.30pm, so I was just getting ready to start cleaning the store for close. Obviously I greet him, ask how his day has been, then we start getting into conversation which included him wanting to "change his style". We had a great chat about self confidence in style and comfort, and no matter what age you are (he was about 45). We tried on some sunglasses. He loved this pair of silver Prada. He then thanked me so much for my time, listened to my tips on styling, telling me how much he had enjoyed our conversation and how changing styles no longer seemed so daunting for him! I was pleased to be able to someone with more than just choosing a great pair of sunglasses. I went home that evening chuffed at our conversation and the ability of more than just selling sunglasses.

That's what I enjoy most about this job, sunglasses are for literally everybody no matter what shape, size, age, ethnicity, gender etc and being able to help people feel more confident in their skin leaves me with amazing job satisfaction."

Team Queen Street's GREATNESS Stories

Tamzyn

"Sunglass Style has an international reputation!

I had a customer recently who was visiting from South America, she told me that she had bought some sunglasses from us for her mother when she was last in New Zealand, over TWO YEARS AGO!

She said she was looking for something similar again because her Mum loved them so much that she had asked her to come back to our store and get her another pair. We picked something out together and as she was purchasing them she told me that she really trusts our company and that we're definitely the best sunglass store in Auckland.

I loved this because it serves as a reminder to why we always provide excellent customer service, you never know how far our reputation will travel and it results in loyal returning customers, even if it's years later!

Whoever served this customer two years ago obviously made a lady all the way in South America very happy!"

Hritika

"My greatness story took place in March this year.

A customer and his two girl mates came into store and were all looking for a pair of sunglasses for him.

He claimed that finding sunglasses that suited him was a mission and that he could never find the right pair! I started helping him out and showed him different styles, from squares to circles, fast fashion to high end brands. After a couple minutes two men walked in behaving very strange and dodgy. The boy and his two girl mates knew exactly what was going on and started keeping a watch on these customers too!

I found this so amazing because I had never had any customers who helped me prevent stealing in our store. The dodgy customers eventually left unsuccessfully, and all of us were so happy they didn't get away with anything. We went back to looking for styles and FINALLY found the perfect pair for him (Marc Jacobs). He was just so happy to have found something he loved! Furthermore, when putting the sale through and taking his details, I noticed that his email had a 19 straight after his name (same as mine).

I ended up telling him that I had a 19 in my email too because my birthday is the 19th of March, his friends started laughing and he replied and said "MINE IS TOO!" It was super exciting because he was turning 19 also and our shared birthday was less than a week away! Since then, he has come into store a couple times with other friends who have ended up purchasing sunglasses from us also!! It makes me SO happy that in Sunglass Style we put customer service before everything else because it not only helps us sell and make more of a profit but also, create such amazing relationships with our customers, in which they know they can trust us and therefore, spread good reviews"

WHAT DOES GREATNESS LOOK LIKE?

ARIKI (store manager)

Today is a perfect example with many of my customers requesting styles that they have seen on our website. Unfortunately, a few of these are out of stock, but I continued to check the other selected styles the customer was after as well as suggesting similar options. This resulted in several transfer requests which the customers were over the moon about. One of these customers was from overseas and there was a bit of a language barrier; we communicated through pen and paper and she was very stoked that I was able to assist her even though we didn't verbally exchange words

While all the above was happening I also managed to heat set a gentleman's Ermenegildo Zegna glasses that had been stretched out due to constant wearing. He was over the moon and couldn't believe there was no charge associated, which I know will make him return in future when he needs his next pair.

(sunglass stylist) NATALIA

A walk-in customer had trouble with his sunglasses, they were slightly stretched. I happily tightened these for him and he was very pleased with the service; especially the fact that I did not charge him for this. During this time, he browsed a few styles and claimed he would be coming back! I think it's always important to make sure we are building relationships with every person that comes into store as they will likely return as a result of having such a pleasant experience.

KORALEE (sunglass stylist)

A customer came in to exchange a pair of her sunglasses. She was in the store for about 20 minutes and could not find a pair that she loved. She also did not want any help. After watching her try on pair after pair I then went over and advised her of this really funky style of Eleven's we had which was similar to the styles she was trying on. She tried them on and loved them straight away! She then exchanged for that exact pair. I felt I really reached a level of greatness by pleasing that customer and really making her happy and certain about her final choice. It just shows that our effort is really shown and that our work can really make someone's day. She said she would definitely be back when she's after a new style.

(sunglass stylist) LUCAS

There was a time when I was running sole charge, during the middle of the day an older Chinese woman came in and enquired about a pending refund. Turns out this had been processed but she was out of the country at the time so wasn't sure if it had been sorted. As Chinese is my first language it was nice to communicate with her in our language, as I think she had problems communicating with the other staff on previous visits. A couple of weeks later she came back with candies to thank us for our exceptional customer service; which actually made me feel really good.

**sunglassstyle
NEWMARKET.**