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SPHM
HOSPITALITY

SPHM – GIFT SHOP MANUAL



By: | Drs. Agustinus Agus Purwanto, SE MM



Gift Shop Manual

Welcome to SPHM Water Park GIFT SHOP

The purpose of the SPHM Waterpark orientation and on-site training program is to help you become more familiar with the Waterpark and the expectations we have of you as a member of the department. The Waterpark and the Park under SPHM reputation is riding on YOU! Each employee is expected to do what they can to exceed guest expectations...and that's not an easy task. Every time a guest visits, their expectations are raised, and to exceed their expectations becomes even more difficult.

As you go through this training manual you will become familiar with the responsibilities of your position and your department.

All you need to remember is three Simple rules for excellent customer service:
Clean, Friendly, Fun!



SPHM Water Park Philosophy of positions- SPHM Water Park has hundreds of positions that each requires specific skills and experience. However, the fundamental purpose of every position is to offer a quality and level of service that meets or exceeds the customer's expectations and establishes or maintains a positive and productive relationship both within the organization and with the citizens. (From the seasonal handbook)

Customer service is everyone's responsibility. As a member of the Gift Shop Team, you will be asked a variety of questions from the guests. The questions range from "Where are lockers?" to "How do you use a big squirt?" How you answer and treat the customer will help determine their mood and if they will visit again. As the saying goes, "if you don't take care of the customer, someone else will". If you aren't sure of what to do in a guest situation always seek out advice of the supervisor on duty.

MISSION OF THE GIFT SHOP:

To be a successful revenue generating department for SPHM Waterpark and the Other Waterpark under SPHM. We will strive to ensure all guests receive the exceptional customer experience through knowledgeable gift shop staff. The gift shop will stock a variety of reasonable priced merchandise while meeting the RPD

cost recovery policies. Ensure that our expenses including wages do not exceed our seasonal budget.

(The 2019 season revenue forecast for the Gift shop is \$85,000, approximately \$1,000 per day sales)

Our Message to Guests: Gift Shop houses a collection on colorful products to include vibrant apparel, sunscreen, towels, goggles, souvenirs, and sandals, not to mention the most fashionable bathing suits. A large variety of toys, candy and snacks. This is a great place to stock up for the day, and grab something for the road.

Essential Functions of the Gift Shop Associate

The Gift Shop will have least 2 associates schedules at all times. One cashier (POS) station and one as the Floater. The Floater is responsible to greet guests as they enter the Gift Shop this is the initial contact with the guest, walking throughout the gift shop providing assistance and also keeping things in order. It is also the floaters responsibility to observe guest behavior and to be as tentative as possible to avoid any shop lifting. Floaters can also play with the merchandise (ie: Big Squirts) to help promote sales. We will have special sampling days with candy. The cashier and floater should remain busy at all times. The cashier must log off of Rec Trac if assisting with cleaning or stocking. At no time will the Floater step in and ring up a sale using the cashiers till or Rec Trac log in. The Floater is to remain on the Gift Shop sales floor, no sitting on the floor or counter tops will be tolerated.

One of the most crucial jobs of the cashier is suggestive selling (UpSell). This is when the cashiers helps the customer decide to buy a little extra, often candy, snacks add-on items to the sale.

2019 Management Staff

Operations Manager-

Assistant Operations Manager-

Guest Relations Supervisor (Gift Shop)-

Guest Relations Assistant Supervisor-

Guest Relations Assistant Supervisor-

Guest Relations Lead –

Section 2: Facility Policies

Staff Meetings

All Gift Shop team members will attend bi weekly meetings and training as a department. All Gift Shop members will be

scheduled for trainings and meetings in advance. If unable to attend the department meeting a make-up time must be scheduled with the department manager.

Full Staff meetings with all SPHM Water Park and Aquatic members are scheduled two times during the season, once in July and August. Every employee must attend these meetings.

Staff Expectations

- All Gift Shop employees are expected to arrive on time.
- Staff must have proper uniform, including water bottle
- Staff must be clocked in and have checked in with a supervisor prior to scheduled shift.
 - If you are locked out at any time from the time clock system, contact one of your supervisory team at once.
- All personal items must be left at home, locked in a locker, or left in vehicle
- No purses, cell phones, tablets, books, magazines or any item that would interfere with fulfilling the responsibilities as a cashier will be allowed at any work station at any time
- No food will be allowed at any work station
- All staff must attend required trainings and orientations in order to be scheduled for work
- All staff will be audited at least once a month and must pass these audits to remain on the schedule
- All staff will receive a performance appraisal at the end of the season, you must schedule a time with your supervisor before your end date, by signing your PA you will receive a seasonal rehire letter/email for our next season

Schedules

- Schedules will be posted in when to work and also in the gift shop.
- All staff will work various shifts and days throughout the summer including holidays
- All requests offs should be in two week prior through When to Work.
- If special circumstances occur notify your supervisor/manager immediately.

Sunday through Saturday (park open 10:00am -6:00pm) Gift Shop 11:00am to 6:00pm

Cashier #1	Floater #1	Floater #2
9:30am	9:30am	1:00pm
6:30PM	2:15pm	6:00pm
(1:15pm-1:45pm Unpaid lunch break)		(on till 1:15pm- 1:45pm cashier)

Wednesday's in July and August (park open 10am-8:00pm) Gift Shop 11:00am to 8:00pm

Cashier #1	Cashier #2	Floater #1	Floater #2
10:00am	2:45pm	10:00am	3:00pm
3:15pm	8:30pm	3:00pm	8:00pm

Private Party scheduled will be posted at needed

Private parties are held in the evening after the park has closed to the public. They may begin to arrive at SPHM Water Park at 4:15pm the day of the event and close at 8:30pm. The park attractions are closed from 6:00pm -6:30pm, to clear the park and then at 6:30pm the attractions reopen for the party's guests. The guests are allowed to enter at 4:15pm in order to provide the private party with full time allotted for their rental. Private party guests will be identified by wearing a special wristband that is received prior to their entrance t the park. During private parties all tube rentals are free. If you have questions about private rentals please ask any supervisory staff within Guest Relations Department.

Gift Shop: if you have a line to check out that runs over 6:00pm you will need to continue to check out those guests. If guest with wristbands enter the gift shop after 6:00pm and purchase merchandise you can process them with check out. If a guest without a wristband enters after 6:00pm they are not permitted to make a purchase during the private party day.

SPECIAL EVENTS

Special Events are held throughout the season during daily hours. These events are a value add for our guests that day. Examples: Scout Day, Sun Safety Day, Father's Day, 4th of July, Mid Summer Palooza, and Season Pass Holder Appreciation. There will be opportunities for you to work at these events for added hours to your gift shop schedule.

*Scheduled hours may change due to weather and park attendance. All of the Gift Shop employees are responsible for any tasks the facility supervisor or manager may ask of them. This may include help cleaning up the park, picking up tubes, helping other departments, etc.

Staff Breaks

All staff scheduled to work more than 7 hours will have a 30 minute unpaid lunch break. All lunch breaks must be taken in the bull pen or your car. Staff are strongly encouraged to pack a healthy lunch to bring to work. Especially on hot humid days, it is important to eat breakfast as well as pack a lunch. The bull pen is equipped with a microwave and a refrigerator to store lunches. Please be sure to label your lunch bag before placing it in the refrigerator. We also have lockers, you must bring your own lock and remove it every night.

Radio Etiquette

Radios will serve as the main form of communication between staff and supervisors. Radios should not be used for frivolous means. All communications over the radio must be professional. Please remember that guests can hear everything that is transmitted over the radio. Improper use of the radios may result in disciplinary actions. For safety purposes we have created codes when a cashier needs change for tills. These codes are posted at all work locations to request needs over the radio.

Cashier Codes for Money Runs:

When requesting money at your work station the following codes should be used when calling over the radio to Revenue Control or 111 (one-eleven) The cashier should indicated ow may "fishes" 50, 1 fish +\$50

10 dollar bills – ten fish

5 dollar bills – five fish

1 dollar bills- one fish

When requesting change "1" frog would mean 1 roll of quarters which would =\$10

Quarter's – 25 frogs

Dimes-10 lizards

Nickles-5 newts

Pennies- 1 crab







Daily Expectations

All Gift Shop Associates are responsible for the following:

- Showing up on time
- Proper uniform, neat and clean appearance
- Clocking In/Out
- Checking in with Supervisor before the beginning of their shift
- Making sure they have all the supplies needed for their work station
- Following Cash Handling Procedures
- Provide High Quality Customer Service
- Process all POS Sales accurately
- Completing opening and closing check sheets
- Daily housekeeping of Gift Shop







CUSTOMER SERVICE

HELPFUL HINTS

-  Always treat the customer how you would like to be treated.
 - Make Eye Contact & Smile
 - Start and end every Guest contact & communication with direct eye contact and a sincere smile.
- 
 - Greet & Welcome Each and Every Guest
 - Extend the appropriate greeting to every Guest with whom you come into contact.
 - Make Guests feel welcome by providing a special differentiated greeting
 - “Good Morning/afternoon/evening”
 - “Welcome”/”Have a good day”
 - “May I help You?”
 - Welcome to “Big Squirt Day” / “Christmas in July” Don’t let the
-  age of the guests determine the quality of your service.
-  Display Appropriate Body Language at All Times
 - It is the responsibility of every staff member to display approachable body language at all times.
 - Attentive appearance
 - Good posture
 - Appropriate facial expression
-  An apology is the first thing customer’s want to here when they have been disappointed by our service.
-  Ask your guest questions to determine their needs and/or wants. We learn more by listening then by speaking.



Seek out assistance from your department supervisor, Facility Supervisor, or from the park Manager.

-  If you don't know an answer, please don't act like you do. Find out and get back to the guest.
-  Saying "calm down" to an angry customer is like trying to put a fire out with gasoline.
-  After a difficult guest, be exceptionally nice to the next one. Their warm response will make you feel better.
-  Be an equal opportunity service provider. Treat **ALL** guests as welcomed guest.
-  The word "customer" should include your co-workers. They need respect and courtesy, too.
-  Thanks Each and Every Guest
 - Extend every Guest a sincere thank-you at the conclusion of every transaction.
 - Extend every Guest a thank-you or similar expression of appreciation as he/she leave the Gift Shop area.



"SMILE" if you are smiling it is very hard for you to have an unpleasant mood in your voice. The act of smiling at someone puts them at ease and more relaxed. This is something that needs to be done all the time, but especially on those long, hot days. On these types of day, people probably have had to stand in line. When they reach you, they may be hot and tired of a long car or bus ride.

GREET THE GUEST

By you taking the time to acknowledge them, even in a small way, for example, Good Morning, or Good Afternoon. Or how was your trip here, some travel long distances with a bus full of children excited to be coming to SPHM Water Park for the day. When dealing with a customer over the phone, treat them as if they were in person.

LISTEN TO WHAT THEY HAVE TO SAY

The guest may know what they want, but may not express it. Be polite repeat key phrases back to them to make certain that you understand what they are communicating. Guests may also have a comment or complaint; listen to what they are saying. If this is something that you can handle, explain to the guest what you are doing to correct the problem or complaint. If this is not what the guest wants to correct the situation, then let the guest know that you are going to get the supervisor to further help them solve the problem.

IF YOU DON'T KNOW THE ANSWERS

If you don't know the answer to a particular question the worst thing you can do is fake it. Simply tell the guest that you will find out the answer and let them know as soon as possible. And then do it! A "Cardinal Rule" for staff is that we don't leave guests hanging..be sure to call guests back as soon as possible. The rule is, return all phone calls, with answers, the same day.

INTERNAL CUSTOMER SERVICE

The SPHM Water Park serves all kinds of customers. External customers are patrons who pay for a service or good and are the most obvious customers. Staff also works with internal customers. These internal customers work as partners to help this department to operate safe, effective and efficient facilities. These include our maintenance staff, other programming staff, our vendors, etc. Internal customers are to be treated with the same respect and professionalism as external customers are treated. Please remember that all the SPHM Water Park staff depend upon each other to be successful.

HAVE FUN AT YOUR JOB

Your job here at SPHM Water Park should be a fun time. I am not saying to have so much fun that you ignore the guest, but the more fun that you have at work the more the guest will enjoy coming to SPHM Water Park. This will make the job easier because the guest will be happy and coworkers will be happy. This makes for a good work environment. An enthusiastic out look and personality makes your work are a fun place for everyone.

THINK ABOUT IT:

It costs five times as much to get a new customer than it does to keep one.

- How much are our customers worth?
- How many can we afford to lose?
- How much will it cost us to replace each one we have lost?

Bad News Spreads Fast

- Angry customers tell up to 20 other people when they are unhappy about your service.

Good News Spreads Slower

- Happy customers will share their experiences with 9 to 12 people.

Non-Complainers are Serious to Our Business

- We never hear from 96% of our unhappy customers!
- For every complaint we receive, we have 26 others that didn't bother to tell us what we did wrong.
- Complainers are our best allies.
- They are more likely to keep doing business with us, and tell others about their good experiences with us.
-

Where have all the Customers Gone?

- 1% - Die
- 3% - Move Away
- 5% - Get other Friends
- 9% - have Competitive Reasons
- 15% - Due to Dissatisfaction
- 67% - Left due to employee's attitude of indifference

Department Audits

Gift Shop staff will be audited randomly throughout the season in order to maintain a high level of excellence. Staff will be taught department expectations during preseason trainings as well as throughout the season during department meetings. A sample audit will be available for staff to review. Audits are a positive part of departmental training, especially within this department to ensure high quality internal revenue and inventory control. Audits will also provide information needed in order to measure the department's successes as well as determining which areas staff need additional training.

Audit Procedure

- ✓ Staff will receive at least 3 audits by the end of the season, preferably 1 per month
- ✓ These audits can be completed any day or time
- ✓ Audit results will be "Exceeds, Meets or Needs Remediation"
- ✓ Once an audit is completed it will be reviewed with a supervisor/manager
- ✓ If a "Needs Remediation" is received there will be an opportunity for coaching and the operations manager will be notified
- ✓ If a 2nd "Needs Remediation" is received for the same audit, a corrective action will be taken and the operations manager will be notified

PERSONAL ITEM STORAGE

We recommend that you leave personal items in your locked car out of visual site. The gift shop area is a high traffic area with no locker for valuables.

End of Season

- Staff must put the last day they are working on the "Last Day"
- Staff must provide their last day at least four weeks in advance
- All staff will receive a performance appraisal at the end of the season, before your schedule last day. This performance appraisal evaluates their performance with the SPHM Water Park.
- Once your signed appraisal is received by the RPD Human Resources Dept. you will be approved to receive a rehire letter for the following season.
- If you do not sign your appraisal, we are assuming you are declining your rehire position.

Employee Benefits

Gift Shop staff will receive a variety of incentives and will participate in the Gift Shop Associate of the week program. Each week one staff Associate will be chosen as "Gift Shop Associate of the Week." This person will receive Karat card to put towards the Bait Shop.

Guest Relations Office

The Guest Relations office is located in the main office. The supervisory team is here to assist you in any way possible. Please let them know if you have any questions.

Your Operations Managers office is located in the back of the main office. You are welcome to stop by at any time. I am here to answer questions, hear your suggestions or concerns regarding any SPHM Water Park issues.

Emergency Response Plan

SPHM Waterpark and the Aquatics Department has a thorough emergency response plans in the event of a crisis or emergency. The following codes will be called.

Department supervisors are aware of their role in the event of each code. You will learn your specific role in the event of a code called at your on-site department training.

Inclement Weather

If the weather is poor you must still come into work unless you have called a supervisor who informed you that the park is closed. The supervisor may leave a voice message on your phone indicating the closing of the park. You may also receive text messaging from "When to Work".

SPHM Water Park Weather Policy

If SPHM Waterpark has to close due to inclement weather, the customer must hold onto their ticket stub. This ticket stub contains a date. WE will add this date to the "Rain Date" section on the POS Screen.

Customer will just need to hold onto their ticket stub and exchange it for a new ticket on whichever day they decide to return during the 2016 season.

QUALITY ASSURANCE POLICY

It is our goal of the SPHM Water Park to provide our customers and citizens with recreational programs, events, and activities of the very highest quality. If a customer is not satisfied, the SPHM Water Park sincerely requests their comments, suggestions, or ideas for improvements.

Processing & Procedures

Rec Trac Log ON/Off

All cashiers have an individual user name and password for using the RecTrac system. All Cashiers are responsible to Log in at the beginning of their shift and to Log out at the end of their shift. All computers must be turned off at the end of the day.

Once Revenue Control has assigned a till/drawer, the cashier will not allow any other person, other than management personnel access to their drawer.

Split Payments

Guests may choose to pay for their purchases with multiple forms of payment. (\$20 cash and \$30 with a credit card) You will need to process their transaction using the Split payment process.

Forms of Payment

We accept credit cards and cash (even when wet) only. NO CHECKS WILL BE ACCEPTED. Travelers checks are the exception and you will need to call a supervisory staff to process.

Credit Card Processing

All credit card transactions must be swiped. If the information has to be manually entered into Rc Trac you must make sure that the CVV number is entered.

Stand Alone POS Procedures

When the Rec Trac system has lost connection with the main server it may require that a workstation be placed on Stand alone. A supervisor or manager on duty will make this determination. If the procedure is not possible, manual procedures must be put into place. An emergency cashier kit will be at POS stations. During this time MOD may decide to close down certain POS stations until things are restored.

Emergency kit includes:

- Calculator
- Receipt pad
- Manual credit card machine
- Credit card receipts



REFUND/VOIDS

Supervisors are the only ones who may give refunds and/or do voids. The cashier must call the supervisor on duty and that supervisor will come to speak with the guest. **Refunds may only be given in the case that the supervisor on duty has talked to the customer and the customer has the original receipt.**

Broken Big Squirts will be exchanged from the stock behind the counter with the Big Squirt logo. Initial the original receipt and give back to the customer. They may only receive one replacement Big Squirt.

REFUND POLICY

Big Squirts

- **NO CASH BACK!!!!!!**
- If the Big Squirt breaks in the park on the day of purchase, the customer may receive a new one, but only with receipt.
- Check the receipt for date of purchase
- If more than one Big Squirt was purchased, subtract the number that is given from the number on receipt and initial it.
- Give customer back receipt
- Make sure customer is given Big Squirts behind the counter with the “BIG SQUIRT.COM” logo.
- **NO RECEIPT = NO REPLACEMENT**
- Let customer know that all Big Squirts come with a replacement guarantee on the back of the bag that can be mailed to company.
- All customers should be aware of this policy upon purchase of a Big Squirt.

Other Items

NO REFUNDS

- If product is defective ie: goggle from a package, they can exchange for same product same color. You will need to complete a waste sheet

SUPERVISOR MUST HANDLE ALL REFUNDS!!!!!!

There are always exceptions depending on the situation. We must ensure that the SPHM Water Park's 100% customer satisfaction is followed.

DRESSING ROOM POLICY

The doors to the dressing room should remain closed at all times. If someone needs to use them he/she may ask the Floater or Cashier, you can then direct them to the dressing room. That employee needs to check to see how many items the customer brings into the dressing room (no more than 6 items). Then when the customer is finished, the employee must check the dressing room. If needed put away any merchandise that was left and lock dressing room door. If customer puts their own clothes away offer to take them and re-count their merchandise to make sure everything is still accounted for.

SHOPLIFTING PROCEDURE

MUST BE 100% POSITIVE!!!

- Call Park Police on the radio.
- Call 101 MOD
- Follow the suspect
- Stay with the police to help answer any questions
- **DO NOT** confront anyone by yourself, wait for the police or MOD.
- Please refrain from discussing the incident with other employees while inside the store.
- Please do not ever close and lock the Gift Shop door with the suspect inside

INVENTORY CONTROL

Inventory control is **VERY IMPORTANT**. It is important because the better we take charge of what is being sold, wasted and transferred the more we can benefit SPHM Water Park. The better we are at inventory control the more the park can grow, which could mean an increase in attractions. We may be able to then increase the wages of the people working here. And we can better maintain the buildings that we work in.

Controlling inventory is the responsibility of everyone in the Gift Shop department. The gift shop team is responsible to fill out daily waste sheets.

Merchandise: every item in the gift shop has a unique bar code. You may have a pink, green or yellow T-Shirt for inventory count management all three may have a different bar code. When ringing up a sale please make sure you scan each item individually. If there is not a label with bar code ask the Floater to retrieve another item of same color and size you can scan from that then the Floater will return it to the gift shop display.

RETURNED RETAIL MERCHANDISE FORM

This form needs to be filled out each time an item is exchanged due to being defective. Be sure to fill in date, description, quantity, and barcode. Make sure the supervisor on duty signs the form.

WASTE SHEET PROCEDURE

A waste sheet needs to be filled out any time an item is broken or when an item is returned and cannot be resold. Please scan the wasted item, write that description on the waste sheet and the reason for the waste. Don't forget the date the item was broken and/or returned. After that is done, please give to the supervisor on duty and have them sign it. **DO NOT** throw away any broken items they must be turned in along with the waste sheet.

See Forms Sample.....

Returned Retail Merchandise Form

Date: _____

Item Description:

Why are you exchanging this item:

Quantity:

Approved by

(Retail Supervisor, Assistant Retail Supervisor)

This form must be turned into the Operations Manager for entry.

Inventory Spoilage Form

Date_____

Item Description including the M4 product number:

Quantity_____

Reason for Spoilage

Approved

by_____

(Guest Relations Supervisor, Assistant Supervisor)

DAILY OPENING AND CLOSING PROCEDURE

Gift Shop Opening Procedure

Turn on lights, music will be CD's only, no radio is allowed and computer
Turn lights on inside candy display
Sign out your till in Revenue Control with supervisor from Guest Relations
Read any notes left from the day before located on the counter in Gift Shop
If for some reason the closing procedure was not done, Sweep, restock, and straighten.
Be ready to open at 11:00 a.m.

Gift Shop Closing Procedure

Cashier

Shut down computer
Drop off and count money in revenue control
(you will need to keep your cash drawer neat and orderly, you may have a surprise audit at any time. This organization will also speed up counting you cash at the end of your shift. Example: All dollars should be facing the same direction)

Floater/Cashier

Sweep the floor
Take out garbage
Restock items
Turn music off
Straighten store
Make sure storage door is shut and locked
Leave any notes
Turn off lights

DAILY WORK LOG

Things may happen during your work schedule that others may need to know. Or to get messages to each other. We will have a daily work log, please complete it each day before you leave. It will also be used as a source of information that we may need to make other employees aware of. You can never have too much info. We can also keep track of rain dates and early closings.

Media Presence/Coverage

In the event the news media approaches staff to enter the waterpark to interview guests or film the operation, they must have permission in advance of filming or interviewing guests from the Manager on Duty. If the media approaches you, call for assistance from the Manager on Duty or a Facility Manager. They are to be escorted to the office by Guest Services staff PRIOR to any interviews or filming.

If a photographer wants to separate from the reporter they may be allowed to do so only if another escort can be found to accompany the photographer.

Statement of Admission

All employees are expected to act and conduct themselves at all times in the best interest of the SPHM Water Park and Others Waterpark under SPHM. When an accident occurs, no matter how insignificant it may seem to be, it is of the utmost importance never to presume or admit guilt of fault of any kind. Employees should never speculate on the cause(s) of the accident or injury or discuss any facts of the accident. Employees should cooperate with the investigating authorities and with any investigation conducted by or on behalf of the SPHM Water Park. Any and all questions relating to an accident involving SPHM Water Park property and/or personnel should be promptly directed to a the General Manager or the Manager on Duty.



IN PARK RADIOS

All SPHM Water Park Managers, Supervisor, Assistant Supervisors, Lifeguards and Medics are required to wear radios during their scheduled shifts. Communication is to be specific and brief.

RADIO CODES

Name	Radio #	Channel
MOD	101	2
Hope	102	2
Head Lifeguard	103	2
Zack	104	2
Danyelle	105	1 & 2
Lifeguard Supervisors	106	1
Terri	107	2
Park Services Lead	108	2
Park Services Supervisor	109	2
Medic	Medic	1
Park Police	Park Police	1
Gift Shop	Gift Shop	2
Revenue Control	111	2
Lead Lifeguard	112	1
Eric	113	2
F & B Lead	116	2
Food & Bev Supervisor	118	2
Jamie F & B	119	2
Guest Relations Lead	120	2
Guest Relations Supervisor	121	2
Russ	126	2
Kyle	127	2
Yesenia	133	2
Hannah	134	2
Maintenance on Duty	150	2
Computer Assistant	511	2