

CUSTOMER EXPERIENCE

we make their day

Every company that is **committed to service** will tell you that making a customer's day is the most valuable thing you can do. It makes them trust us. It builds loyalty. And it gives people a reason to tell their friends (and the world) that they love **JCPenney**.

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Who We Are

Creating Experiences

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Excellent Customer Service Pays Off

One afternoon Nicole Tolbert, associate at Store 1368 in North Riverside, Ill., saw a familiar face: A customer who recently purchased furniture had come back to JCPenney. The customer told Nicole her sister was moving and she was in need of some furniture, too.

The sisters came in the following day to meet with Nicole. As they were discussing several pieces, there was a power outage in the store and everyone had to evacuate the building. Because Nicole had created such a great rapport with the sisters, they didn't mind... [read more](#)

Congrats to JCPenney Customer Decorating

Thomas, a very satisfied JCPenney customer in Cumberland, Md., recently sent us a letter about his terrific shopping experience.

Recently, I redecorated my home in Cumberland, Maryland. JCPenney at the Fair Oaks Mall [Store 192 in Fairfax, Va.] is the only store that will come to my area to accommodate me. This is the



WHO WE ARE

service makes us great

James Cash Penney founded this company over a hundred years ago on the principle of the **Golden Rule** – treat others the way you want to be treated. This simple belief in going out of our way to make the customer's day is how we stand out from every other retailer.

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WE CREATE VALUE
**OVER &
ABOVE**
WHAT WE SELL & WE'RE
**GLAD
TO DO IT**

JCPenney
when it fits, you feel it | [jcp.com](#)

Over 100 years of setting ourselves apart through service

[Our Heritage ›](#)

[Warriors ›](#)

[Inclusion & Diversity ›](#)

CREATING EXPERIENCES

greet, respect, thank

The building blocks for creating truly great customer experiences. This gives us ways to engage customers from the moment they walk into the store, enter jcp.com or call our care center to help them find the fit they love, and give them a reason to come back.

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THE FIRST THING WE DO IS
GREET

POUR ON THE
RESPECT

AND ALWAYS REMEMBER TO
THANK

Greet, Respect, Thank: the building blocks of great experiences

[Customer Experience Jobaid ›](#)

[Commitment to FIT ›](#)

[Sell the Sale ›](#)

[Weekly Print Ads ›](#)

[Stores Training ›](#)

OUR CUSTOMERS

fitting the diversity of america

We pride ourselves on our commitment to **fitting** the diversity of **America**. By getting to know who are customers are, what they care about, and what they need, we can become **experts** at finding the **fit** they love.

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**FITTING
THE DIVERSITY
OF AMERICA
FOR OVER
100
YEARS**

Our customers represent the diversity of America

[Customer Experience Survey ›](#)

[Area Research ›](#)



when it fits, you feel it® | jcp.com

HOW WE CREATE VALUE OVER AND ABOVE WHAT WE SELL

ABOVE ALL, CUSTOMERS REMEMBER HOW YOU MADE THEM FEEL
OUR JOB IS TO MAKE OUR CUSTOMERS FEEL CONFIDENT DURING THEIR VISIT

THE FIRST THING WE DO IS

GREET

Customers are the reason we walk through the doors every day.

Some phrases that really pay off:

Thanks for coming in today.

Hello and welcome to JCPenney.

What brings you in today?

How can I help you?

POUR ON THE

RESPECT

We treat each customer like she is our only customer.

Some phrases that really pay off:

How can I help you find a different size?

A different fit or style?

May I tell you about the great deals we have?

How can I help you find the perfect (shoes, window coverings, outfit, gift)?

AND ALWAYS REMEMBER TO

THANK

Show customers your genuine appreciation for choosing JCPenney, and give her reasons to come back and shop.

Some phrases that really pay off:

Thanks for your business.

We truly appreciate it.

Next time you're in the store, let me know how your purchase worked out.

Come back next week. We have some great new items coming soon.



when it fits, you feel it™ | jcp.com

WARRIORS FIND WAYS TO MAKE THE CUSTOMER'S DAY!

OUR COMMITMENT TO ALL OF OUR CUSTOMERS: WE'LL HELP YOU FIND THE FIT YOU LOVE

No two bodies are alike. When we can offer the products that fit just right, **it feels like it was meant to be.**

Color is personal. We want to help customers find the combinations that inspire their moods and express their tastes.

We all have different budgets. We want to help people feel smart about getting the most value.

Everyone has a unique style. We help customers find ways to express what makes them special.

There's nothing better than feeling confident at a special occasion. We are experts at helping our customers show up proudly.

SHAPE & SIZE



- I can deliver the perfect fit for any body type, shape and size.
- I can guide a customer to the areas where we measure to find the perfect fit.
- I can use FIND IT, KEEP IT to find additional sizes.

COLOR



- I can inspire customers with color combinations.
- I know the areas of the store that provide color consultations and can recommend them to my customers.
- I can use FIND IT, KEEP IT to find additional colors.

WALLET



- I know the current promotions and key value items and I share them with my customers.
- I can highlight the benefits of the JCPenney Credit Card and promote it to my customers.
- I know the areas of the store that offer care plans and can communicate how they benefit my customers.

PERSONAL STYLE



- I ask open-ended questions to learn more about my customer's personal style.
- I suggest looks and brands that match my customer's needs.
- I compliment my customer's choices.

OCCASION



- I ask questions to find out if my customer's visit is driven by an occasion.
- I know how to suggest the perfect items that can fit the occasion.
- I offer JCPenney gift cards as an additional choice.

I can size fixtures and know

I follow the Vision Guide

I can explain the JCP

I have studied the current

I know how to assist