



NORDSTROM RACK

2011

Standard Operating Procedure for Women's Associates

Nordstrom Rack

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Introduction

Welcome to Nordstrom Rack; we are glad to have you as a part of our team! Nordstrom Rack is one of the leading discount department stores in the United States. With an incredible selection of brand-name clothing, shoes, accessories, and cosmetics, Nordstrom Rack prides itself in providing discounted merchandise and excellent customer service. Nordstrom's top priority is to surpass the expectations of every customer while providing a pleasant shopping experience.

Nordstrom Rack's women's department makes up more than 50% of the entire store. Such a huge portion of the store is devoted to women's apparel, so women's associates must have a clear understanding of store expectations and how to perform specific duties. This documentation will facilitate the way in which you learn how to abide by Nordstrom standards and procedures.

Opening the Store

Opening the store consists of tasks that set the tone for the entire business day. It is important that the store is clean and presentable before customers arrive in the morning. There are two components of opening the women's department—opening the sales floor and opening the fitting room. F.Y.I. "sizing" merchandise involves placing clothing into rounders (where clothing is displayed) by size. "Dump" is clothing from the fitting room that customers try on, but do not want to purchase, so it is sent back to the sales floor.

Opening the Sales Floor:

1. Check the backroom for the arrival of new merchandise.
Note: New merchandise is labeled "New Arrivals."
2. If there is new merchandise, size it into the appropriate rounder of clothing.
3. Dust each rounder with cleaning solution and paper towels.
4. Carefully observe the sales floor; make sure it is clean, organized and ready for the day.

Opening the Fitting Room:

1. Check for dump.
2. If there is dump, sort it by department number and transport it to the sales floor.
3. Lock all of the fitting room doors.
4. Make sure the fitting room office is tidy—number cards and various forms are organized, there is no trash, etc.

Sizing Merchandise into Rounders

There are seven main departments within the women's department, and each department is located in one of four areas (pads) of the store—juniors, contemporary, and active wear (pad 1); casual (pad 2), dresses (pad 3); and plus size and petite (pad 4). Placing merchandise where it belongs is very important; it allows customers to easily find clothing with little to no frustration. There are two main instances for which you will size clothing into rounders—when new merchandise arrives and when there is dump.

1. Look for the item's department number (which is located on the item's price ticket).
 - i. Pad one department numbers: 287 and 275 (contemporary jeans), 167, 83, 84 (juniors tops and bottoms); and 16, 163 (athletic wear).
 - ii. Pad two department number: 46 (casual tops and bottoms).
 - iii. Pad three department numbers: 91 (juniors dresses), 162 (casual dresses), 85 (social dresses), and 100 (plus-size dresses).
 - iv. Pad four department numbers: 100 (plus-size tops and bottoms), 92 (petite tops and bottoms), 206 (jackets and coats).

Note: There is a sign on every rounder that displays the department in which the clothing belongs to (for example, "Contemporary Jeans").

2. Look for the size of the item, also located on the price ticket (for example, "10" or "M" for medium).
3. Place the item in the appropriate rounder, to the right of the appropriate size divider.



Figure 1: Illustration of pads 1-4



Figure 2: Size dividers

Searching for Merchandise via Computer

Merchandise Search ("Merch Search"), is a computer database that consists of available items in the store. If an item is available, this database provides information that allows you to quickly locate merchandise on the sales floor.

1. Using the computers available at the customer service counters, click on Merch Search.
2. Using the hand-held scanner, scan the UPC code of the item's price ticket.
3. Select the information (size, color) for the item in question and select "OK."

Note: If the item is available, a number other than "0" will appear to the left of the item name.

4. Click "print" to print the item information, which includes the item's department number.
5. Locate the item on the sales floor.



Figure 3: Merch Search Application

Assisting Customers on the Sales Floor

Nordstrom Rack values great customer service; we do everything we can to provide an amazing shopping experience for our customers. It is important for you to interact with customers so they know that you value their time and business.

1. Greet every customer that you come in contact with.
 - i. Present yourself in a warm and engaging manner. Smile and say "Hello ma'am/sir, how may I assist you today?"
 - ii. Inform the customer about current sales or promotions.
 - iii. If the customer needs assistance, help him or her find the item they need.

Note: If you are ever unsure about helping a customer, seek help from another associate.

2. Nordstrom Rack Insiders

- i. Ask **every** customer if they are a Nordstrom Rack insider.
- ii. If they are not a Nordstrom Rack Insider, explain the benefits of becoming one (for ex. learning about sales and promotions before other customers via email alerts).
- iii. If the customer wants to sign-up for these alerts, allow them to fill out a "Nordstrom Rack Insider" form with their name and email address.

Assisting Customers in the Fitting Room

Although Nordstrom Rack hires designated fitting room attendants, at one point or another, all women's associates assist customers in the fitting room. Understanding fitting room procedures allows you to feel confident in assisting customers with their clothing and ultimately, prevents shoplifting.

1. Physically count the number of items the customer wishes to take with her into the fitting room (15 is the maximum).
2. In the fitting room office, there is a wall of cards with the numbers 1-15; choose the appropriate card for the number of items the customer wishes to try on.
3. Accompany the customer to an available room and place the number card on the outside of the door.
4. Open the door using the designated key with the black wristband.
5. As the customer leaves her room, make sure she returns the correct number of items.
6. For items that customers try on but do not want, sort them by department number in the provided racks.
7. If you suspect that a customer stole an item, call loss prevention at ext. 1855. Prepare to describe the customer and the items that she may have stolen.

Using a Rolling Rack

Rolling racks allow you to transport clothing to and from various areas of the store-- especially from the fitting room to the sales floor. While they are convenient, it is important to know how to properly use one in order to prevent accidents. When the fitting room racks become full with dump, it is your duty to use rolling racks to transport dump to the sales floor-- where you will size the clothing into the appropriate rounders.



Figure 4 : Rolling Rack

1. Place clothing on rack.

Caution: Do not overload the rolling rack, doing so may cause the rack to break or tip over.

2. Place one hand towards the front of the rack (to lead and steer) and the other hand towards the back (for support).

Caution: To prevent accidents with customers, walk **next to** the rack as you roll it, not behind or in front of it.

3. Place rack in a location that does not disable customers from shopping.
4. Size clothing into appropriate rounders.
5. Once rack is unloaded, return it to the women's fitting room.

Responding to Customer Service Pages (Price Checks)

Responding to customer service pages in a timely, efficient manner is of the utmost importance. If a customer needs assistance, the way in which you respond can affect whether or not a purchase is made. Customer service pages are usually for price checks. Bay one is the customer service desk located to the left (when facing the front of the store) and bay two is the customer service desk located to the right. When a customer service associate needs assistance from the women's department, he or she will say something like: "Women's department to bay one for customer assistance, please." If you are not assisting a customer, respond immediately to the page.

1. Walk to the specified bay.
2. Take the item to the fitting room for a price check.

Note: The software for price checks is located only on the computer in the fitting room.

3. On the computer screen, click "Re-ticketing."
4. Scan the item using the hand-held scanner. If the price on the computer differs from the price on the ticket, print the correct price ticket.
5. Place the new price ticket on top of the old one.
6. Return the item to the customer.

Taking Orders via Telephone

Often times, customers call Nordstrom Rack to verify information—especially whether or not an item they want to purchase is available in the store. Calls for the women's department are announced over the intercom. It is important that you know how to complete phone orders in a timely manner.

1. Locate the nearest phone and dial the extension specified by the customer service associate over the intercom. For example you might hear, "Women's department, five-zero" (dial #50).
2. Say, "Women's department; X speaking, how may I help you?"
3. Record the size, color, and UPC of the item the customer describes.
4. Put the customer on hold.
5. Complete a merch search of the item.
 - i. If the item is available, return to the phone and politely ask the customer for his or her name, shipping and billing address, phone number, and credit card information.
 - ii. Give the item along with the customer's information to a customer service associate, so the associate can complete the sale.

Closing the Store

Closing the store correctly allows you to prepare for the next business day. No dump is allowed on the sales floor or in the fitting room once the day is over, so make sure that the store is as clean, organized, and presentable as it is at the beginning of the day.

Closing the Sales Floor:

1. Pick up clothing that is on the floor, on top of rounders, etc
 - i. Make sure the item is on a hanger and put the clothing back in its proper location.
2. Check the fitting room for dump.
 - i. If there is dump from the fitting room, transport it to the sales floor (using a rolling rack).
 - ii. Size the clothing into the appropriate rounders until all clothing is neatly put away.
3. Tidy all rounders: No hangers or clothing should stick out of a rounder. All clothing in the rounder should look organized and neat.
4. Return all rolling racks to the fitting room.
5. Dispose of any trash that is left on the floor, rounders, etc.

Closing the Fitting Room:

1. Send all racks of clothing to the sales floor.
2. Open each individual room.
 - i. Check for price tickets, trash, and any belongings left by a customer.
 - ii. If price tickets are found, report them to loss prevention using the "loss prevention" form located in the fitting room office.
3. Leave all fitting room doors open until the next morning.
4. Organize the desk area of the fitting room.
 - i. Make sure all forms, number cards, etc are neatly put away to their proper location.