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Small Business · Book 3

Customer Service Basics

Greet, listen, solve and follow up — turn first buyers into loyal suki and complaints into second chances

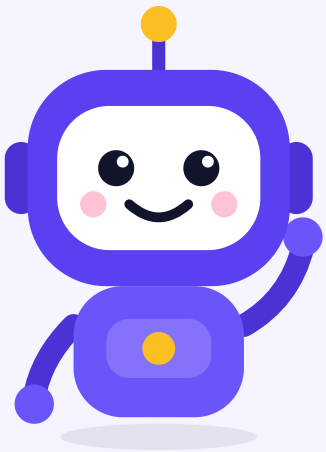
Total beginner · ages 18 and up

About 80 minutes

10 chapters with quizzes

Free

A smile brings them in. Good service brings them back. Let's make every customer a suki!



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Customer Service Basics

Greet, listen, solve and follow up — turn first buyers into loyal suki and complaints into second chances
Small Business, Book 3 · First edition, November 2026

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Published by ToolsKo Learn · toolsko.com/learn · admin@toolsko.com. Product facts checked November 22, 2026.

What you will learn

- Why good service keeps a small business alive
- How to greet, listen and really understand a customer
- How to answer messages fast, clearly and kindly
- A calm, step-by-step way to handle complaints
- The rules on returns, refunds, senior and PWD discounts and privacy
- How to turn first buyers into loyal suki, with a 14-day plan

This is **Book 3** of the **Small Business** series. It shows you how to treat customers so well that they come back, buy again and tell their friends — one small habit at a time.

Our honest promise

Good service will not make you rich overnight, and you can't please every single person. This book helps you start from zero, build kind and fair habits, and avoid mistakes that push customers away. It is general information, not legal, tax or financial advice. Rules change, so check with DTI and other official offices. All names and amounts in the examples are made up.

Age note

This series is for adults 18 and up, because running a business usually needs an adult. Younger readers who help in a family store can still learn and practice the exercises.

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What you need

Item	Why
A notebook or phone notes	To write customer questions, complaints and ideas
Your business phone or page	To practice replies and saved messages
A friend or family member	To role-play a customer with you
About 20–30 minutes a day for 2 weeks	To build one new habit at a time

How to use this book

1. **Read one chapter a day**
   Try the exercise with a real or role-play customer.

2. **Practice out loud**
   Kind words feel easier after you say them a few times.

3. **Check your learning**
   Every chapter ends with key takeaways, 3 quiz questions with answers, and a practice task.

CUSTOMER SERVICE IN ONE LINE

```
Smile and greet + understand first + keep your promise + invite them back
```

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CHAPTER 10 Real-Life Examples: Service That Builds Suki

THE END Quick Summary

WHAT'S NEXT Your Next Learning Path

EXTRA Free ToolsKo Tools for This Book

EXTRA Words to Know (Glossary)

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CHAPTER 1

Why Good Service Matters

People can buy turon, load or a haircut almost anywhere. They come back to the place that treats them well.

Your product brings a customer in the first time. Your service decides if they come back. A small store with a warm “Good morning po!”, fair prices and quick help often beats a bigger store that ignores people. Good service costs little money — it costs attention and care.

New phrase: customer service

Customer service is how you treat people before, during and after they buy — your greeting, your answers, your help with problems and your thank-you. Think of it like hosting a guest at home: you welcome them, you help them feel comfortable, and you walk them to the door.

New word: suki

A **suki** is a loyal regular customer who keeps coming back to you. A suki is like a friend who always visits on Sundays — you know their name, you know their usual order, and they trust you. A few suki can keep a small business steady on slow days.

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Customer service myths

PICTURE 1 **Customer service myths vs truths**

MYTH

What people think

- "Good service is only for big companies."
- "The customer is always right, no matter what."
- "A complaint means the customer is your enemy."
- "Once they paid, my job is done."

TRUTH

What's really true

- Small stores win with personal, warm service
- Be kind and fair — to the customer and to you
- A complaint is a free lesson and a second chance
- After the sale is where suki are made

Good service is not about bowing to every demand. It is about being kind, fair and dependable every day.

The big idea of this book

Greet warmly, listen fully, solve fairly, and keep your word. Do these four things every day and first buyers slowly become suki.

A real-world example

Tess sells milk tea near a school. One day a student said her drink was too sweet. Instead of arguing, Tess said, "Sorry po! Let me make you a new one with less sugar." The new drink cost her about **₱25** to make. That student came back twice a week for the whole school year — and brought three classmates. One small fix turned into many sales.

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QUICK RECAP

Customer service is how you treat people before, during and after they buy. A suki is a loyal regular customer. Good service is not only for big companies, and a complaint is a second chance. Big idea: greet warmly, listen fully, solve fairly, and keep your word.

TRY IT NOW

Remember great service

1. Write about one store where you felt really welcome.
2. Write two things they did that made you want to return.
3. Write one of those things you can copy this week.

Key takeaways

- Service decides if customers return.
- A suki is a loyal regular customer.
- A complaint is a second chance.
- Big idea: greet, listen, solve, keep your word.

Quiz: 3 quick questions

1. What is a suki?

A. A loyal regular customer
B. A one-time buyer
C. A supplier

2. When does customer service happen?

A. Before, during and after the sale
B. Only when the customer pays
C. Only when there is a complaint

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3. A customer says the drink is too sweet. What is the best first step?

A Say sorry and offer to fix it

B Argue that it's the usual recipe

C Ignore it

Answers

1. **A. A loyal regular customer** — A suki keeps coming back because they trust you.
2. **A. Before, during and after the sale** — Every moment with the customer counts — including after the sale.
3. **A. Say sorry and offer to fix it** — A small, quick fix often wins a customer for a long time.

PRACTICE TASK

Your service promise

Write one sentence: "At my business, every customer will feel ___ because we always ___." Post it near your counter or save it on your phone. Read it before you open each day.

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CHAPTER 2

Beginner Basics: Service Words and the Customer Journey

A few simple words help you see what customers need at each step. Learn them once and the rest of the book gets easy.

Service words you will use

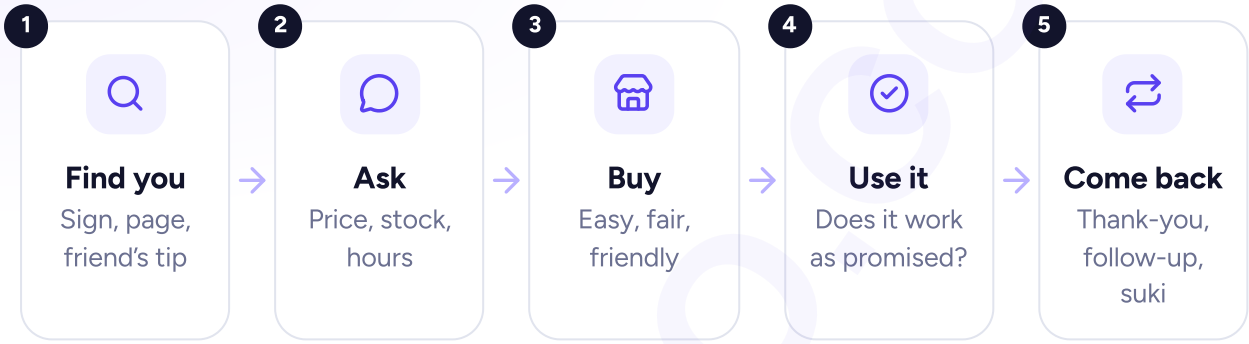
Word	What it means	Example
Inquiry	A question before buying	“Magkano po? Available pa?”
Response time	How long a customer waits for your answer	You replied in 5 minutes
Complaint	A customer telling you something went wrong	“Kulang po ang order ko.”
Refund	Giving the customer’s money back	Return ₱150 for a broken item
Replacement	Giving a new item for a defective one	A new mug for a cracked mug
Warranty	Your promise that a product works for a time	“30 days for factory defects”
Feedback	What customers tell you about your product or service	“Mas masarap kung mainit.”
Repeat customer	Someone who buys again	Your suki who visits every Friday

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New phrase: customer journey

The **customer journey** is every step a customer takes with you — from first hearing about you, to asking, buying, using the product and coming back. It's like a jeepney route with many stops: if one stop is bumpy, the passenger may get off and take another jeep.

PICTURE 2 **The customer journey**



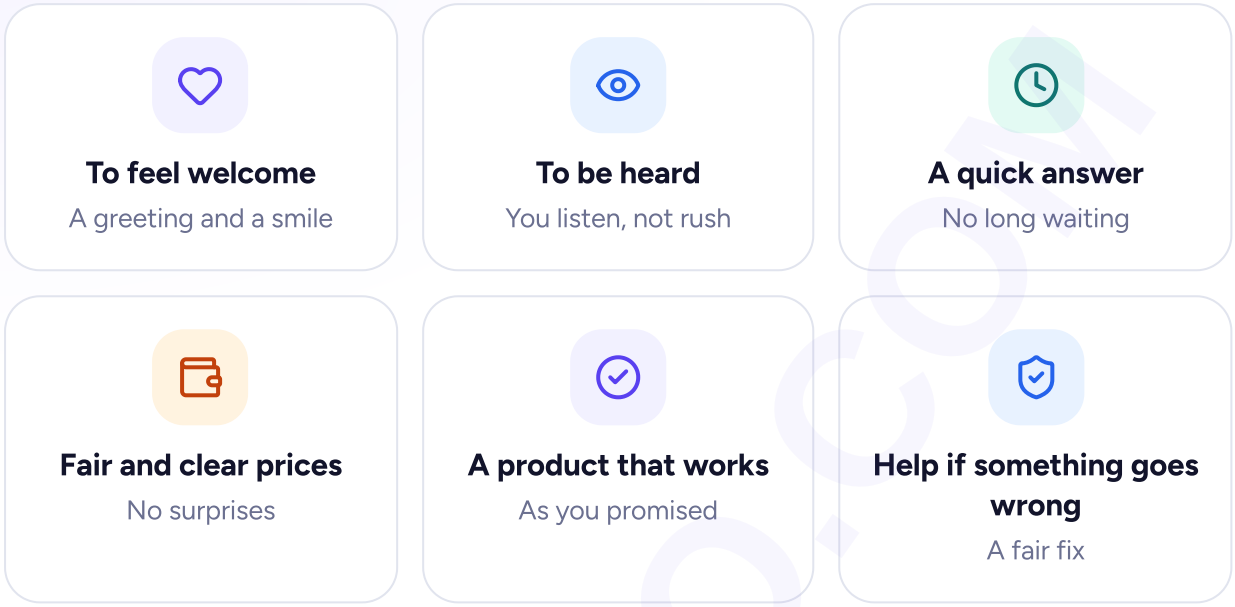
Good service is needed at every stop, not just at the cash box. Look for the bumpy stop in your business and fix it first.

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What every customer wants

PICTURE 3 **Six things every customer wants**



Big store or small stall, customers want the same simple things. Give all six and you stand out.

Customers remember feelings

People may forget your exact price, but they remember how you made them feel. A warm “Salamat po, balik po kayo!” costs nothing and stays in their mind.

QUICK RECAP

An inquiry is a question before buying; response time is how long they wait for you. A complaint tells you something went wrong; a refund gives money back; a replacement gives a new item; a warranty is your promise the product works for a time. The customer journey has five stops: find you, ask, buy, use it, come back. Every customer wants to feel welcome, be heard, get a quick answer, fair prices, a working product and help when something goes wrong.

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TRY IT NOW

Walk your customer journey

1. Write the five journey stops for your business.
2. Next to each, write what a customer sees or hears from you.
3. Circle the stop that feels most bumpy.

Key takeaways

- Service happens at every journey stop.
- A refund returns money; a replacement gives a new item.
- Customers want welcome, speed and fairness.
- People remember how you made them feel.

Quiz: 3 quick questions

1. What is response time?

A How long a customer waits for your answer
B Your store hours
C How fast you cook

2. A customer gets a new mug for a cracked one. What is this called?

A A replacement
B A refund
C A warranty

3. Which is the last stop of the customer journey?

A Come back
B Find you
C Ask

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Answers

1. **A. How long a customer waits for your answer** — Short response times make customers feel important.
2. **A. A replacement** — A refund gives money back; a replacement gives a new item.
3. **A. Come back** — The goal is a happy customer who returns.

PRACTICE TASK

Your word card

Make a small card with five words: inquiry, response time, complaint, refund and replacement. Write one example from your own business for each. Keep it near your counter or phone.

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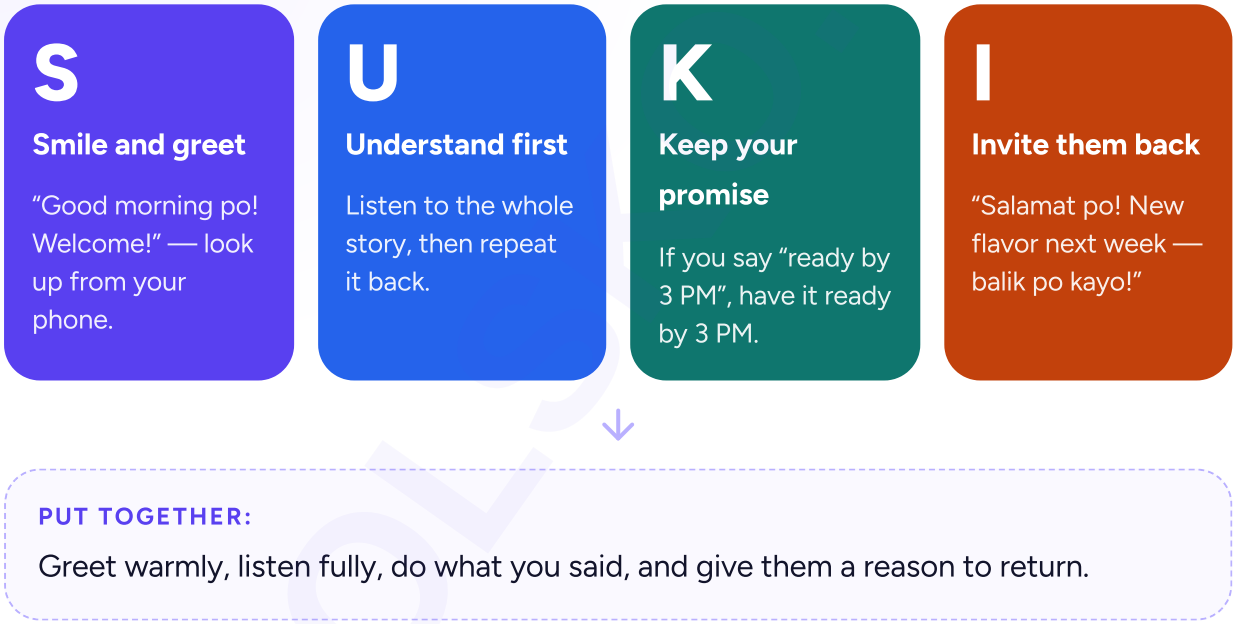
CHAPTER 3 · LESSON 1

Greet Warmly and Listen Fully

The first 10 seconds set the mood. The next few minutes of listening decide if you truly help.

The S-U-K-I recipe

PICTURE 4 **S-U-K-I: the service recipe**



Named after "suki" — a loyal regular customer. Follow the four letters with every customer and suki grow by themselves.

How to greet

- **Look up and smile** — put your phone down when a customer arrives.
- **Say hello within a few seconds**, even if you are busy: "Hello po! Sandali lang po, I'll be right with you."
- **Use respectful words**: po and opo, ma'am and sir, or their name if you know it.

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- **Keep your place clean and your price list easy to see.** A neat space is a silent greeting.

New phrase: active listening

Active listening means listening to understand, not just waiting for your turn to talk. You look at the person, let them finish, ask a question and repeat what you heard. It's like catching a ball with both hands instead of one — you make sure you really got it.

PICTURE 5 **Five steps of active listening**



When you repeat back what you heard, the customer knows you understood — and you avoid mistakes.

Kind words to use, words to avoid

Instead of...	Try...
"Wala na."	"Sorry po, ubos na today. Bukas po meron ulit — gusto n'yo po ireserve?"
"Hindi ko alam."	"Let me check for you po."
"Basahin n'yo na lang sa page."	"Here's the price list po. Ano po ang kailangan n'yo?"
"Hindi pwede."	"Ito po ang kaya naming gawin..."
"Ano ba 'yan?"	"Pasensya na po. Paano ko po kayo matutulungan?"

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QUICK RECAP

S-U-K-I: Smile and greet, Understand first, Keep your promise, Invite them back. Greet within a few seconds, put your phone down and use respectful words. Active listening means looking at the person, letting them finish, asking, repeating back and then helping. Swap cold words for kind ones: “Let me check for you po.”

TRY IT NOW

Practice your greeting

1. Write your own greeting and your own thank-you line.
2. Say both out loud five times.
3. Role-play with a friend: they ask for something you don’t have, and you answer kindly.

Key takeaways

- S-U-K-I: smile, understand, keep, invite.
- Greet within a few seconds.
- Listen, then repeat back.
- Say what you can do, not just “hindi pwede.”

Quiz: 3 quick questions

1. What does the U in S-U-K-I stand for?

A Understand first
B Upsell everything
C Use your phone

2. Why repeat back what the customer said?

A To show you understood and avoid mistakes
B To make the talk longer
C Because it’s required by law

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3. You're out of stock. What is the best reply?

A "Sorry po, ubos na. Bukas po meron — ireserve ko po?"

B "Wala na."

C Say nothing

Answers

1. **A. Understand first** — Listening first helps you give the right help.
2. **A. To show you understood and avoid mistakes** — "So you need two dozen, pickup 3 PM?" prevents wrong orders.
3. **A. "Sorry po, ubos na. Bukas po meron — ireserve ko po?"** — Offer what you can do next.

PRACTICE TASK

A S-U-K-I day

Choose one day this week. Use all four S-U-K-I letters with every customer. At the end of the day, write how many customers you served, one thing that went well and one thing to do better.

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CHAPTER 4 · LESSON 2

Answer Messages Fast, Clear and Kind

Many sales today start with a chat. A fast, clear reply can win an order; a slow one sends the buyer to the next seller.

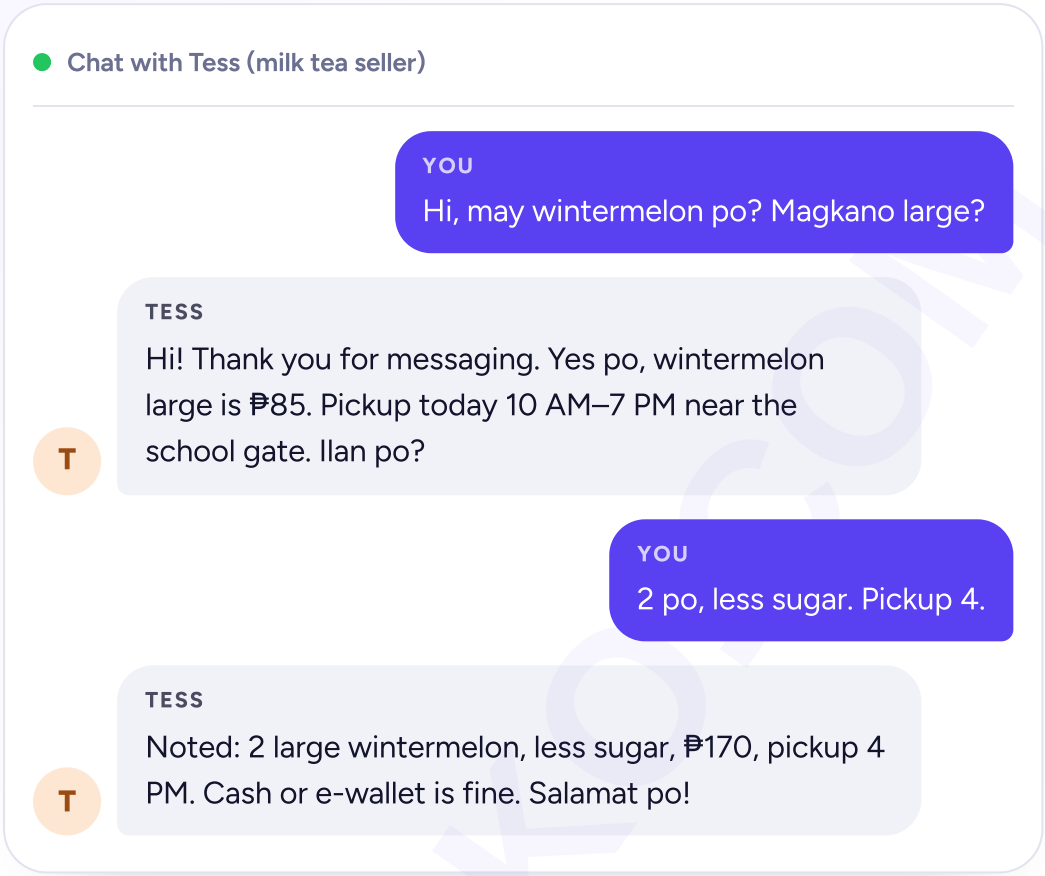
A good reply has five parts

1. **Greet and thank:** “Hi! Thank you for messaging.”
2. **Answer the question first:** price, stock, size, pickup or delivery.
3. **Give the next step:** “How many po? Pickup or delivery?”
4. **Confirm the details:** item, quantity, total, time, place, payment.
5. **Close kindly:** “Salamat po! See you at 12.”

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PICTURE 6 **A short chat that wins the order**



Greet, answer the price first, ask the next step, then confirm everything — four messages, one happy customer.

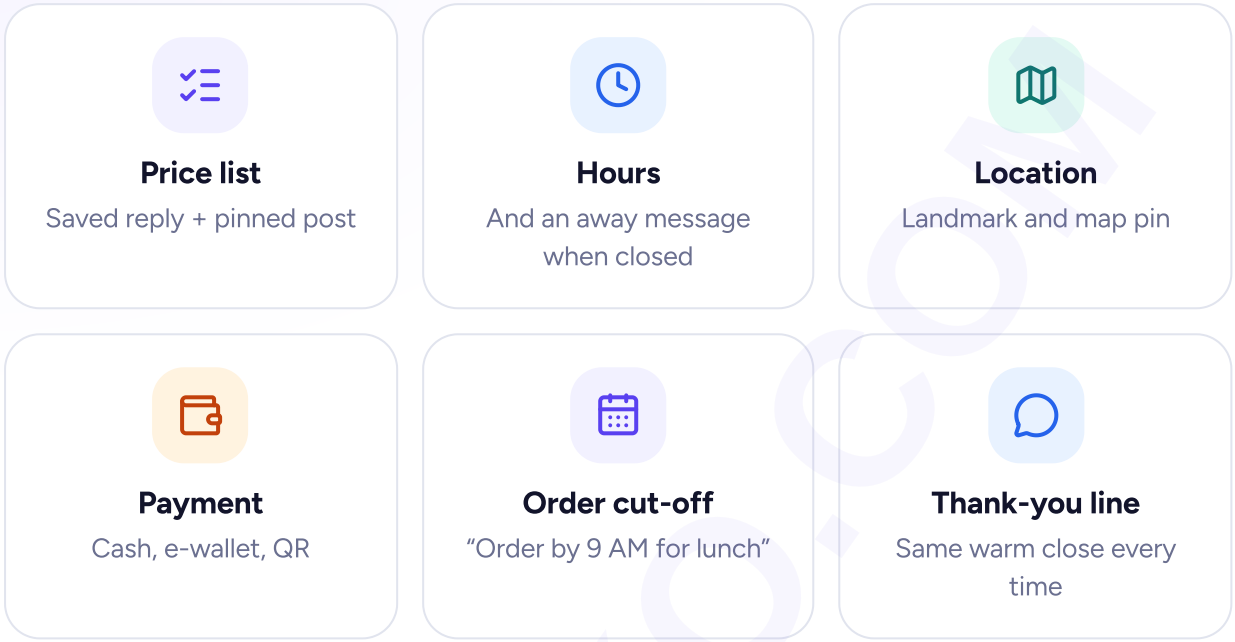
New phrase: saved replies

Saved replies are ready-made answers you write once and reuse — for the price list, hours, location and payment options. Most chat apps and business pages let you save them. It's like having pre-cooked rice ready: when a customer is hungry, you serve fast without starting from zero.

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Your message toolkit

PICTURE 7 **Six saved replies every seller needs**



Write these six once. They answer most questions in seconds, even on your busiest day.

Show your price — always

Replying “PM for price” or hiding prices makes buyers feel tricked. DTI says sellers must show prices, and the **Internet Transactions Act** (fully enforced since **June 20, 2025**) requires online sellers to show the price, a clear description, the item’s condition and their contact details. Clear prices also mean fewer messages for you.

Set a reply goal you can keep

Choose a simple goal, like “reply within 15 minutes during store hours.” When you’re closed, use an away message: “Thanks for messaging! We’re closed now. We open at 8 AM and will reply first thing.” Then keep your word.

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Watch out for fake payment screenshots

Some scammers send edited "proof of payment." **Always open your own e-wallet or bank app** to check the money really arrived before you release an order. Stay polite while you check.

QUICK RECAP

A good reply greets, answers the question first, gives the next step, confirms the details and closes kindly. Saved replies help you answer fast: price list, hours, location, payment, order cut-off and a thank-you line. Always show your price — DTI rules and the Internet Transactions Act require clear prices and details. Set a reply goal you can keep, use an away message, and check payments in your own app.

TRY IT NOW

Write your saved replies

1. Write your price list reply and your hours reply.
2. Write your location and payment replies.
3. Save them in your chat app or phone notes.

Key takeaways

- Answer the question first.
- Confirm item, total, time and place.
- Show prices — no "PM for price."
- Check payments in your own app.

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Quiz: 3 quick questions

1. What should come first in your reply to “Magkano po?”

A A greeting and the price
B A long story about your business
C “PM sent”

2. What are saved replies?

A Ready-made answers you reuse
B Deleted messages
C Paid ads

3. A buyer sends a payment screenshot. What do you do?

A Check your own e-wallet or bank app first
B Release the order right away
C Ask for their PIN

Answers

1. **A. A greeting and the price** — Answer the question first, kindly.
2. **A. Ready-made answers you reuse** — Like pre-cooked rice — you serve fast.
3. **A. Check your own e-wallet or bank app first** — Screenshots can be edited; your app shows the truth.

PRACTICE TASK

A one-week reply log

For one week, write how long you take to reply to each new message. Find your slowest time of day and plan how to fix it (an away message, saved replies, or a family helper). Use the ToolsKo Chat Link Generator to make a one-tap chat link for your page or sign.

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CHAPTER 5 · LESSON 3

Handle Complaints Calmly and Fairly

Even great stores make mistakes. What matters most is what you do next.

An unhappy customer who complains is giving you a chance to fix things. Many unhappy customers say nothing — they just stop coming. So when someone complains, take a deep breath and see it as a gift.

Four calm steps for any complaint

PICTURE 8 **Four steps to handle a complaint**



Listen, say sorry, solve, follow up. Saying sorry for the trouble is not the same as saying everything was your fault — it shows you care.

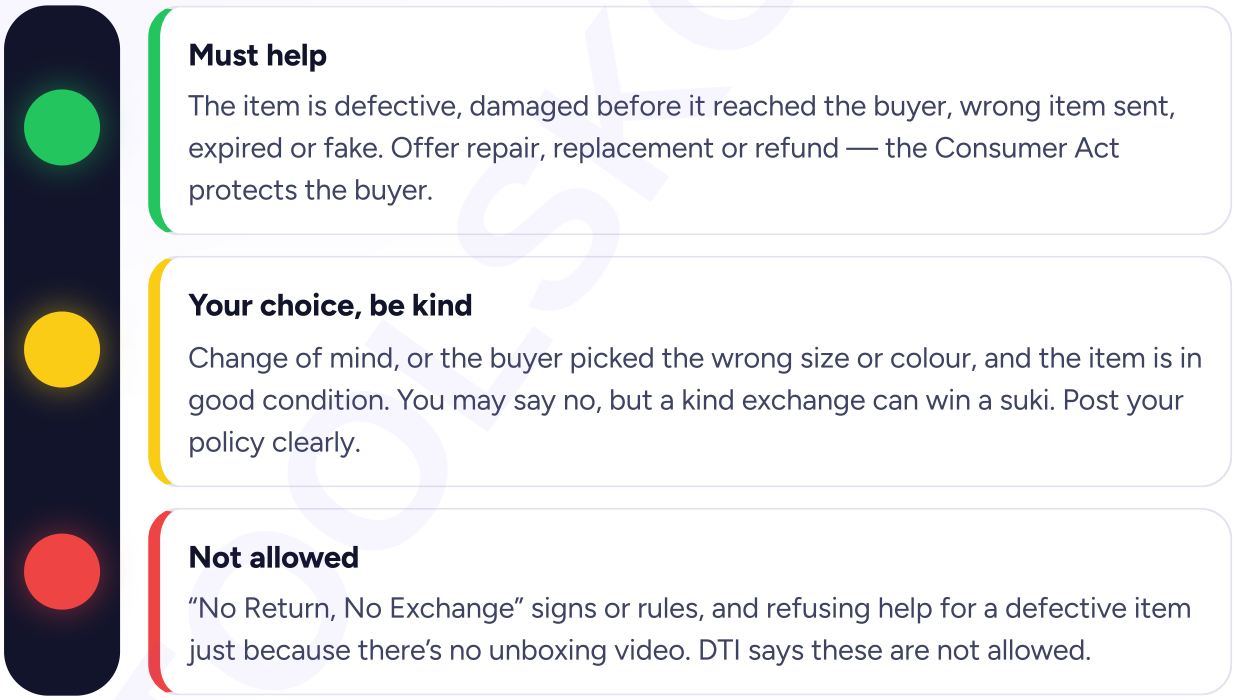
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Words that calm, words that burn

Calm words	Words that make it worse
“Thank you for telling us po.”	“Ikaw lang ang nagreklamo.”
“Sorry po for the trouble.”	“Hindi namin kasalanan ‘yan.”
“Here’s what I can do…”	“Policy namin ‘yan, wala akong magagawa.”
“Can you send a photo so I can fix it fast?”	“Wala kang video, wala kang refund.”

Returns and refunds: know the rules

PICTURE 9 **Returns traffic light**



Defects must be fixed. Change of mind is your call. “No return, no exchange” is not allowed.

DTI says a store may say no to a return when the item has no defect, when the buyer caused the damage, when the buyer simply changed their mind or picked the wrong size or colour, or when it was clearly sold “as is” or second-hand. Ask for proof of purchase — an invoice, receipt, chat or e-wallet record.

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New word: defect

A **defect** is a fault that stops a product from working or being used as it should — a cracked mug, a phone case that doesn't fit the model you said, food that is spoiled. It's like a flat tire on a new bike: the buyer didn't cause it, so the seller should make it right.

If you can't agree

Customers can file a complaint with DTI through the **1-DTI (1-384)** hotline, by email at consumercare@dti.gov.ph or online. DTI usually tries **mediation** first — a calm talk to find a fair deal. A fair fix today is almost always cheaper and kinder than a complaint later.

QUICK RECAP

Handle complaints in four steps: listen, say sorry, solve, follow up. Use calm words and never blame the customer. Defects, wrong items, expired or fake goods must be fixed with repair, replacement or refund. Change of mind is your choice — be kind and post your policy. "No Return, No Exchange" and "no video, no refund" for defects are not allowed. Customers can go to DTI (1-384), which usually starts with mediation.

TRY IT NOW

Practice a complaint

1. Ask a friend to play an upset customer with a cracked item.
2. Use the four steps: listen, say sorry, solve, follow up.
3. Switch roles and notice how the calm words feel.

Key takeaways

- Listen, say sorry, solve, follow up.
- Defects get repair, replacement or refund.
- Change of mind is your call — be kind.

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- “No return, no exchange” is not allowed.

Quiz: 3 quick questions

1. A customer’s new mug arrived cracked. What should you do?

A Offer a replacement or refund

B Say “No return, no exchange”

C Ask them to buy a new one

2. A buyer wants to return a shirt in perfect condition because they changed their mind. What is true?

A You may say no, but a kind exchange can win a suki

B You must always give a full refund

C You must call DTI

3. What does DTI usually try first when a customer complains?

A Mediation — a calm talk to agree

B Closing your store

C A big fine right away

Answers

1. **A. Offer a replacement or refund** — A defect must be fixed under the Consumer Act.
2. **A. You may say no, but a kind exchange can win a suki** — Change of mind is not a defect.
3. **A. Mediation — a calm talk to agree** — Mediation helps both sides find a fair deal.

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PRACTICE TASK

Your return policy

Write a short, fair return policy in plain words: what you fix (defects, wrong items), how to reach you, what proof to bring, and how fast you will answer. Remove any “No return, no exchange” words. Use the ToolsKo Refund Cost Calculator to see what a refund really costs you.

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CHAPTER 6 · LESSON 4

Be Fair and Follow the Rules

Fair rules protect your customers — and your good name. Here are the ones small businesses meet most often.

Senior citizen and PWD discounts

By law, senior citizens (60 and up) and persons with disability (PWDs) get a **20% discount** and **VAT exemption** on many goods and services for their own use, such as restaurant food and medicine. Ask politely to see their senior citizen or PWD ID. The law has **no "one item only" limit** for what they personally eat, and you may not replace the 20% with a small fixed peso amount.

New phrase: VAT exemption

VAT is a 12% tax already inside the price at VAT-registered stores. A **VAT exemption** means the senior or PWD doesn't pay that tax — you take it out first, then give the 20% discount. It's like peeling a fruit before you slice it: remove the skin (VAT) first, then cut your share (20%).

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PICTURE 10 How a senior or PWD meal discount works

VAT-REGISTERED STORE

Meal price ₱224

- Remove VAT: ₱224 ÷ 1.12 = ₱200
- 20% of ₱200 = ₱40
- Senior pays ₱160
- About 28.6% less than ₱224

NON-VAT STORE

Meal price ₱200

- No VAT to remove
- 20% of ₱200 = ₱40
- Senior pays ₱160
- Exactly 20% less

Made-up prices. VAT-registered stores remove the 12% VAT first, then take 20% off. Non-VAT stores just take 20% off.

Other fair rules to follow

Rule	What it means for you
Show prices	Put price tags or a price list on items and posts. No "PM for price."
Give proof of sale	Registered sellers issue an invoice — required for sales of ₱500 or more and whenever the buyer asks (Ease of Paying Taxes law).
Honor warranties	Keep the promises you make, and fix defects.
No fake reviews	Never post made-up reviews or pay for fake praise. Share only real ones, with permission.
Protect personal data	Ask before posting a customer's name, photo or chat. Keep only what you need, and keep it safe.

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New phrase: personal data

Personal data is information that can point to a person — name, phone number, address, photo, even an order chat. The **Data Privacy Act** protects it. Treat it like a neighbor's house key: keep it safe, use it only for what they allowed, and never give it to others.

Check the discount fast

Use the ToolsKo Senior Citizen & PWD Discount Calculator to check the amount at the counter. Train every helper so seniors and PWDs get the same respect from anyone at your store.

QUICK RECAP

Seniors and PWDs get 20% off plus VAT exemption on covered items for their own use; ask for their ID; no one-item limit; no fixed-peso replacement. At a VAT-registered store, ₱224 → ₱200 without VAT → ₱160 after 20%. Show prices, give invoices (₱500 and up, or when asked), honor warranties, never post fake reviews, and protect personal data under the Data Privacy Act.

TRY IT NOW

Practice the discount

1. Pick three items from your price list.
2. Compute the senior or PWD price for each (remove VAT first if you are VAT-registered).
3. Check your answers with the ToolsKo calculator.

Key takeaways

- Seniors and PWDs: 20% off plus VAT exemption.
- Remove VAT first, then take 20%.
- Show prices and give invoices.

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No fake reviews; protect personal data.

Quiz: 3 quick questions

1. At a VAT-registered eatery, a senior's meal is ₱224. How much does the senior pay?

A ₱160
B ₱179.20
C ₱200

2. Can you limit the senior discount to one food item?

A No — the law has no one-item limit for their own use
B Yes, always
C Only on weekends

3. Which is allowed?

A Sharing a real review with the customer's permission
B Posting made-up reviews
C Posting a customer's chat without asking

Answers

1. **A. ₱160** — ₱224 ÷ 1.12 = ₱200; 20% of ₱200 = ₱40; ₱200 − ₱40 = ₱160.
2. **A. No — the law has no one-item limit for their own use** — The discount covers what the senior personally uses.
3. **A. Sharing a real review with the customer's permission** — Honest reviews and privacy build trust.

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PRACTICE TASK

Your fair-rules check

Walk around your store or page. Check: Are all prices shown? Is any “No return, no exchange” sign left? Do helpers know the senior and PWD discount? Is customer information kept safe? Fix one thing today.

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CHAPTER 7 · LESSON 5

Turn First Buyers into Loyal Suki

Getting a new customer takes effort. Keeping one is cheaper, easier and happier for everyone.

Why one suki is worth a lot

Item	Amount
A suki buys twice a week	2 × 52 weeks = 104 visits a year
Profit per visit	₱25
Profit from one suki in a year	104 × ₱25 = **₱2,600**
Losing three suki	3 × ₱2,600 = ₱7,800 a year gone
Replacing one ₱150 item to fix a complaint	₱150 — to keep ₱2,600

Made-up numbers. Fixing a problem is usually much cheaper than losing a regular customer.

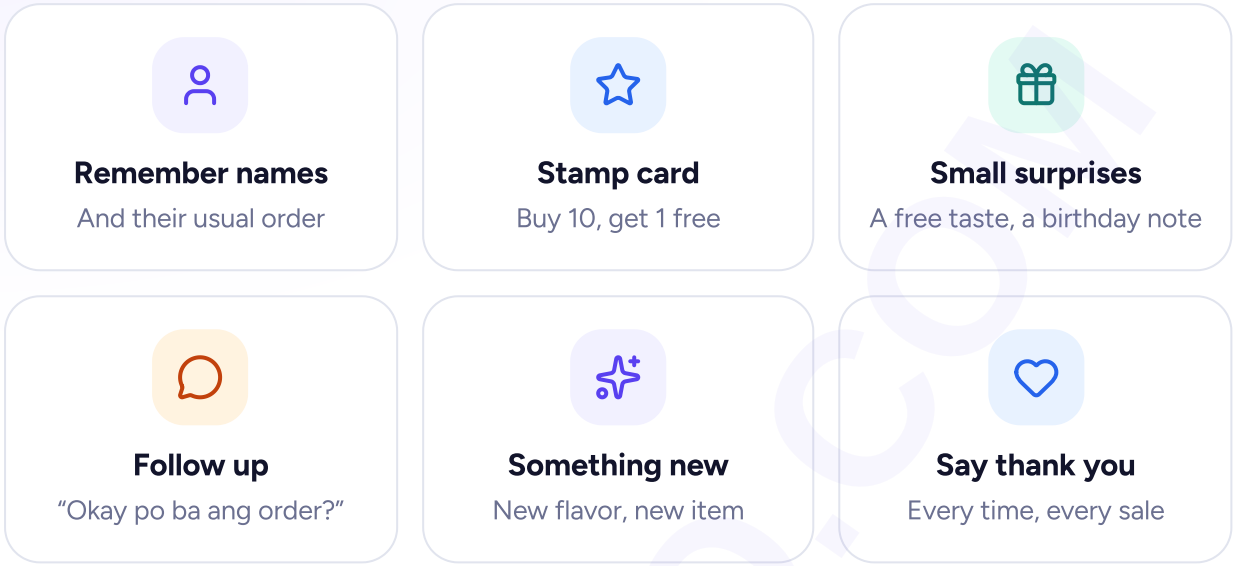
New phrase: customer lifetime value

Customer lifetime value is the total profit a customer brings you over all the time they buy from you. It's like a mango tree: one mango today is small, but a healthy tree gives fruit year after year. Treat every customer like a young tree you want to keep.

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Simple ways to bring them back

PICTURE 11 **Six ways to grow suki**



None of these cost much. All of them tell the customer, "You matter here."

Ask for feedback and measure it

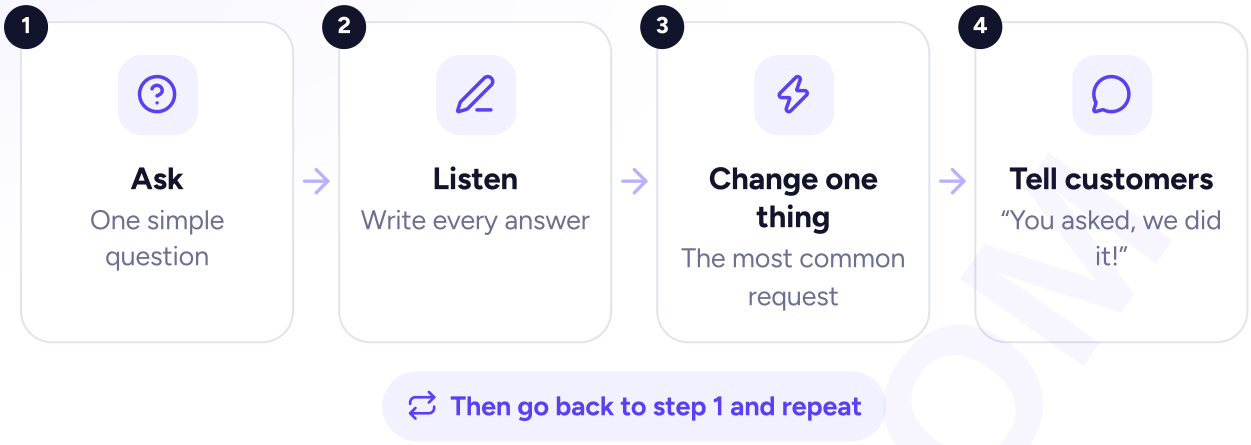
Ask one simple question: "From 0 to 10, how likely are you to recommend us to a friend?" People who answer 9–10 are **promoters**, 7–8 are **passives**, and 0–6 are **detractors**. Your **Net Promoter Score (NPS)** = % promoters − % detractors.

Example (20 answers)	Count	Percent
Promoters (9–10)	12	60%
Passives (7–8)	5	25%
Detractors (0–6)	3	15%
NPS = 60 − 15		**45**

Made-up example. Watch whether your score goes up over time — that matters more than one number.

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PICTURE 12 **The feedback loop**



Ask, listen, change one thing, then tell customers. When people see you listened, they feel like part of your business.

Count who comes back

If 50 regular customers bought last month and 45 bought again this month, your **retention** is 45 ÷ 50 = **90%**, and you lost 10%. Ask the ones who stopped: "Na-miss namin kayo! May problema po ba?"

QUICK RECAP

One suki who buys twice a week with ₱25 profit each time brings about ₱2,600 profit a year. Customer lifetime value is all the profit a customer brings over time. Grow suki with names, a stamp card, small surprises, follow-ups, something new and a thank-you. Ask "0 to 10, would you recommend us?" — NPS = % promoters − % detractors. Track retention: 45 of 50 is 90%.

TRY IT NOW

Ask 10 customers

1. Ask 10 customers the 0-to-10 question.
2. Sort the answers into promoters, passives and detractors.
3. Compute your NPS and write one thing to improve.

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Key takeaways

- Keeping a customer beats finding a new one.
- One suki can be worth thousands a year.
- NPS = % promoters − % detractors.
- Ask, listen, change one thing, tell them.

Quiz: 3 quick questions

1. A suki buys twice a week with ₱25 profit each time. About how much profit is that in a year?

A ₱2,600
B ₱50
C ₱260

2. 60% are promoters and 15% are detractors. What is the NPS?

A 45
B 75
C 15

3. 50 regulars last month, 45 came back this month. What is the retention?

A 90%
B 45%
C 10%

Answers

1. **A. ₱2,600** — 2 × 52 = 104 visits; 104 × ₱25 = ₱2,600.
2. **A. 45** — 60 − 15 = 45.
3. **A. 90%** — 45 ÷ 50 = 0.9 = 90%.

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PRACTICE TASK

Start a stamp card

Design a simple stamp card (buy 10, get 1) and give one to every customer this week. Use the ToolsKo Net Promoter Score Calculator for your 0-to-10 answers and the Customer Churn Rate & Retention Calculator once a month.

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CHAPTER 8

Your 14-Day Customer Service Plan

About 20–30 minutes a day for two weeks. By day 14, you'll have new habits, saved replies, a fair return policy and your first suki list.

Start any day. If a day is busy, do the short version and keep going tomorrow.

PICTURE 13 The 14-day service plan



Greet, reply, fix, be fair, then grow — one habit at a time.

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Day	Task (about 20–30 minutes)	Done?
1	Write your service promise and post it.	☐
2	Write and practice your greeting and thank-you line.	☐
3	Have a S-U-K-I day: use all four letters with every customer.	☐
4	Write your six saved replies.	☐
5	Set your reply goal and an away message.	☐
6	Fix your page: prices, hours, location, contact.	☐
7	Role-play a complaint with a friend.	☐
8	Write your fair return policy; remove any “No return, no exchange.”	☐
9	Start a complaint log: date, problem, fix, follow-up.	☐
10	Practice the senior and PWD discount on three items.	☐
11	Do the fair-rules check: prices, invoices, privacy.	☐
12	Make a stamp card.	☐
13	Ask 10 customers the 0-to-10 question.	☐
14	Write your suki list and one change from the feedback.	☐

Bonus exercises

1 **Be a mystery customer**

Visit or message two other stores and note what made you feel welcome.

2 **Train a helper**

Teach S-U-K-I and the four complaint steps to a family member or staff.

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3 **Read your old chats**

Find three replies you could make warmer or clearer.

4 **Thank your top five**

Send a short thank-you message to your five best customers.

Small habits, big difference

You don't need to be perfect. A kind greeting, a fast answer and a fair fix, done every day, slowly build a business people love.

QUICK RECAP

Days 1–3: service promise, greeting and a S-U-K-I day. Days 4–6: saved replies, a reply goal and a clear page. Days 7–9: complaint role-play, fair return policy and a complaint log. Days 10–11: senior and PWD discount practice and a fair-rules check. Days 12–14: stamp card, 0-to-10 feedback and your suki list.

TRY IT NOW

Start today

1. Copy the 14-day table.
2. Do Day 1 now.
3. Set a daily reminder.

Key takeaways

- Greet, reply, fix, be fair, grow.
- Write saved replies early.
- Keep a complaint log.
- End with a suki list.

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Quiz: 3 quick questions

1. What do you do on days 4–6?

- A Write saved replies and set a reply goal
- B Buy new equipment
- C Raise all your prices

2. What goes in a complaint log?

- A Date, problem, fix and follow-up
- B Only the customer's name
- C Nothing — forget complaints quickly

3. What do you make on day 12?

- A A stamp card
- B A loan application
- C A fake review

Answers

1. **A. Write saved replies and set a reply goal** — Fast, clear replies come early in the plan.
2. **A. Date, problem, fix and follow-up** — A log shows patterns you can fix.
3. **A. A stamp card** — Stamp cards give customers a reason to return.

PRACTICE TASK

Complete the 14 days

Follow the plan and tick each box. On day 14, write your service promise, your reply goal, your return policy, your NPS and the names of your first five suki.

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CHAPTER 9

Common Beginner Mistakes (and Easy Fixes)

Most service problems come from the same few habits. Spot them early and they are easy to fix.

PICTURE 14 **Risky habits vs wise habits**

RISKY HABITS	WISE HABITS
Pushing customers away	**Building suki**
Slow or no replies	A reply goal and saved replies
Arguing with complaints	Listen, say sorry, solve, follow up
“No return, no exchange” sign	A fair, clear return policy
Promises not kept	Say only what you can do — then do it

Good service is not luck. It is a set of small habits you can learn and repeat.

Now check your habits against this table.

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Mistake	Why it hurts	Easy fix
Ignoring messages for hours	Buyers go to the next seller	Reply goal, saved replies, away message
Hiding prices (“PM for price”)	Feels tricky; against the rules	Show prices on every post and item
Arguing or blaming the customer	They leave and tell others	Listen, say sorry, solve, follow up
“No return, no exchange” sign	Not allowed; breaks trust	Write a fair return policy
Promising what you can’t deliver	Broken trust	Promise a little less, deliver on time
Refusing or reducing senior/PWD discounts	Unfair and against the law	Train helpers; use a calculator
Posting customers’ chats or photos without asking	Hurts privacy and trust	Ask permission or hide names
Posting fake reviews	Dishonest; can backfire badly	Share only real reviews, with permission
Treating regulars and new buyers differently	New buyers feel unwelcome	Same warm greeting for everyone
Never asking for feedback	Problems stay hidden	Ask the 0-to-10 question monthly

The weekly service check

Every week ask: “Did I reply on time?”, “What did customers complain about?”, “Did I keep every promise?” and “Who are my newest suki?” Write the answers in your notebook.

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QUICK RECAP

Common mistakes: slow replies, hidden prices, arguing, “No return, no exchange” signs, broken promises, wrong senior or PWD discounts, sharing customer data without permission, fake reviews, uneven treatment and never asking for feedback. Each has an easy fix. Do a weekly service check.

TRY IT NOW

Audit your service

1. Tick every mistake you might be making.
2. Write the fix for each one you ticked.
3. Set a weekly service check reminder.

Key takeaways

- Reply on time; show prices.
- Never argue — listen and solve.
- Keep promises and follow the rules.
- Ask for feedback regularly.

Quiz: 3 quick questions

1. Your store has a “No return, no exchange” sign. What should you do?

A Remove it and post a fair return policy
B Make it bigger
C Add “no video, no refund”

2. What is the best way to avoid broken promises?

A Promise a little less and deliver on time
B Promise anything to close the sale
C Never give a time

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3. A happy customer sent a nice chat. Can you post it?

A Yes, with their permission or with the name hidden

B Yes, anytime, with full name and photo

C Only if you change the words

Answers

1. **A. Remove it and post a fair return policy** — DTI says these policies are not allowed.
2. **A. Promise a little less and deliver on time** — Trust grows when you do what you say.
3. **A. Yes, with their permission or with the name hidden** — Respect privacy and keep reviews real.

PRACTICE TASK

Your service rules

Write 5 personal service rules (for example, “Greet everyone within seconds”, “Reply within 15 minutes”, “Never argue”, “Fix defects fast”, “Ask before I post”). Post them where you and your helpers can see them.

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CHAPTER 10

Real-Life Examples: Service That Builds Suki

These five example stories are based on common Filipino situations (names are made up). Look for the habits, not the amounts.

T

Tess, 26
Milk tea seller near a school, Quezon City

THE PROBLEM

Got many “Magkano?” messages and answered late after classes started.

WHAT TESS TYPED

```
Wrote six saved replies, pinned her price list, set an away
message for closed hours and a goal to reply within 15 minutes.
```

THE RESULT

Answered most chats in minutes, got more pre-orders before lunch and fewer “never mind” messages.

Lesson: Saved replies and a clear price list save time and win orders.

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M

Mang Ramon, 58
Hardware store owner, Pampanga

THE PROBLEM

A customer came back angry because a faucet leaked on the first day.

WHAT MANG RAMON TYPED

```
Listened without arguing, said sorry for the trouble, replaced the faucet right away and called two days later to check.
```

THE RESULT

The customer became a regular and sent his contractor friend to buy supplies.

Lesson: A fast, fair fix turns an angry customer into a loyal one.

J

Joy, 31
Online clothing seller, Cebu

THE PROBLEM

Had a “No return, no exchange” line in her posts and got bad comments.

WHAT JOY TYPED

```
Removed it, wrote a fair policy (defects and wrong items fixed within 7 days, size exchanges if unused), and asked buyers to send a photo for quick checks.
```

THE RESULT

Fewer arguments, more trust, and more buyers who ordered a second time.

Lesson: A clear, fair policy builds trust and follows the rules.

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A

Ate Lorna, 44

Carinderia owner, Davao

THE PROBLEM

Her helpers were unsure how to compute senior and PWD discounts and some seniors felt embarrassed.

WHAT ATE LORNA TYPED

```
Taught every helper to ask for the ID politely, remove VAT first
if needed, then take 20%, and used a calculator at the counter.
```

THE RESULT

Seniors from the nearby church now eat there every Sunday with their families.

Lesson: Respectful, correct discounts bring whole families back.

P

Paolo, 23

Phone repair stall, Iloilo

THE PROBLEM

Had many one-time customers and few regulars.

WHAT PAOLO TYPED

```
Started a stamp card, remembered customers' names and phone
models, and asked the 0-to-10 question after each repair.
```

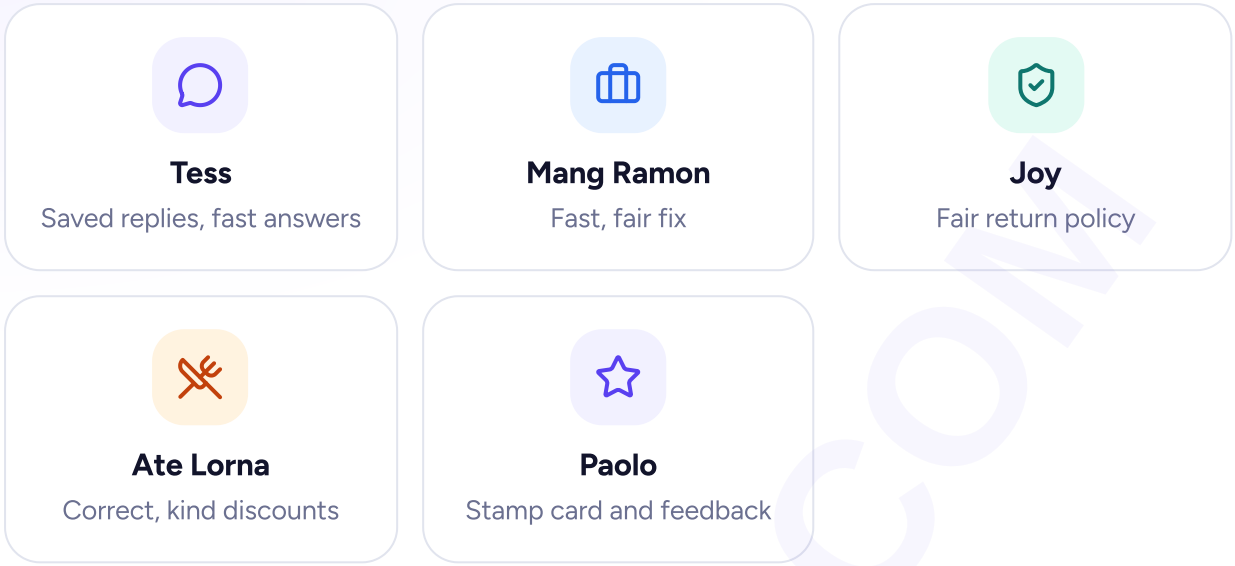
THE RESULT

His NPS rose over three months, and regulars now bring their whole barkada.

Lesson: Small loyalty habits and real feedback grow suki.

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PICTURE 15 **Five ways to build suki**



Different businesses, same habits: answer fast, fix fairly, follow the rules, show respect and ask for feedback.

What these stories have in common

They listened, answered clearly, fixed problems fairly, followed the rules and kept in touch. None of them became famous overnight — they earned trust one customer at a time.

QUICK RECAP

Saved replies helped Tess answer fast; a fast fix won Mang Ramon a regular; a fair return policy built trust for Joy; correct, respectful discounts brought families to Ate Lorna; and a stamp card plus feedback grew Paolo's suki.

TRY IT NOW

Your first step

1. Pick the story most like your business.
2. Copy one habit from it this week.
3. Write how it went after 7 days.

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Key takeaways

- Fast, clear replies win orders.
- Fair fixes win loyalty.
- Follow the rules with respect.
- Ask for feedback and keep in touch.

Quiz: 3 quick questions

1. What helped Tess answer chats faster?

A Saved replies and a pinned price list
B Ignoring messages
C Closing her page

2. What did Mang Ramon do after replacing the faucet?

A Called two days later to check
B Nothing
C Charged a fee

3. What did Joy remove from her posts?

A "No return, no exchange"
B Her prices
C Her contact number

Answers

1. **A. Saved replies and a pinned price list** — Ready answers save time.
2. **A. Called two days later to check** — Following up shows you care.
3. **A. "No return, no exchange"** — That policy is not allowed and hurt trust.

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PRACTICE TASK

Your service story card

Write your own story card: your service promise, your reply goal, your return policy, one complaint you fixed, your NPS and one habit you'll keep every week.

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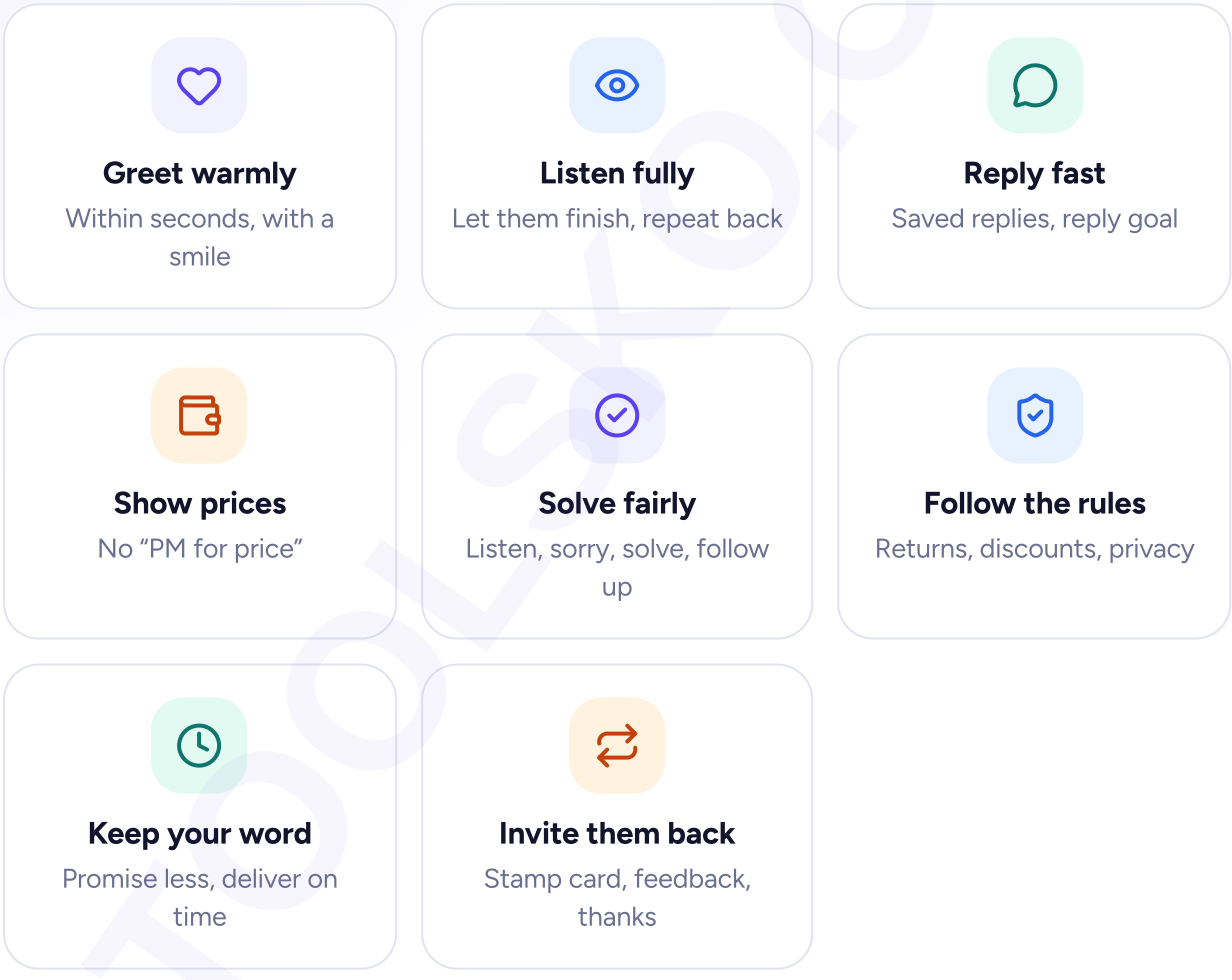
THE END

Quick Summary

Everything important, on one page.

The whole book on one page. Keep it near your counter.

PICTURE 16 **Cheat sheet: customer service in 8 cards**



Eight habits that turn first buyers into loyal suki.

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Remember	In one line
The big rule	Greet warmly, listen fully, solve fairly, and keep your word.
Recipe	S-U-K-I: Smile and greet, Understand first, Keep your promise, Invite them back.
Messages	Greet, answer first, next step, confirm, close kindly; always show the price.
Complaints	Listen, say sorry, solve, follow up — never argue.
Returns	Defects get repair, replacement or refund; change of mind is your call; no "No return, no exchange."
Discounts	Seniors and PWDs: remove VAT first (if VAT-registered), then 20% off; no one-item limit.
Loyalty	Stamp card, names, follow-ups; NPS = % promoters − % detractors.

You can build loyal suki

You know how to greet, listen, reply fast, handle complaints, follow the rules and bring customers back. Try one S-U-K-I day this week.

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WHAT'S NEXT

Your Next Learning Path

You finished Book 3. Here is where to go from here.

This is **Book 3** of the **Small Business** series. Here is your path:

PICTURE 17 **Your Small Business path**



Start right, get found online, keep customers happy, then manage your money well.

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What to do next

Next step	Why
Finish the 14-day plan	New habits, saved replies, a fair return policy and your first suki list.
Review Book 1	Starting a Small Business: test your idea, count your costs and register properly.
Review Book 2	Facebook Marketing for Small Business: get found online and answer messages fast.
Read Book 4	Small Business Money Basics: pricing, records, cash flow and taxes in more detail.
Build your money base	The Personal Finance series (Budgeting, Saving, Emergency Fund) keeps your family safe while your business grows.

One last tip

Treat every customer like your first one. The care you show today becomes the suki you have tomorrow.

Free ToolsKo tools for this book

Put what you learned to work. These tools are free on toolsko.com, need no sign-up, and most work right in your browser.

Net Promoter Score (NPS) Calculator
Turn your 0-to-10 answers into one score you can track.
toolsko.com/net-promoter-score-calculator ↗

Customer Churn Rate & Retention Calculator
See how many customers come back each month.
toolsko.com/customer-churn-rate-calculator ↗

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Customer Lifetime Value (CLV / LTV) Calculator

See how much one loyal suki is worth to you.

toolsko.com/customer-lifetime-value-calculator

Senior Citizen & PWD Discount Calculator

Check the 20% discount and VAT exemption at the counter.

toolsko.com/senior-citizen-pwd-discount-calculator

Refund Cost Calculator

See what a refund or return really costs you.

toolsko.com/refund-cost-calculator

WhatsApp, Viber & Messenger Chat Link Generator

Make a one-tap chat link for your page or sign.

toolsko.com/click-to-chat-link-generator

Out of Office Message Generator (Auto-Reply)

Write a kind away message for when you're closed.

toolsko.com/out-of-office-message-generator

Readability Checker

Make your replies and policies short and easy to read.

toolsko.com/readability-checker

Invoice Generator

Make a clean invoice or order summary for customers.

toolsko.com/invoice-generator

Acknowledgment Receipt (Money / Items)

Write down returned items or deposits clearly.

toolsko.com/acknowledgment-receipt-generator

QR Code Generator

Make a QR code for your feedback form, page or price list.

toolsko.com/qr-code-generator

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Words to know

Customer service	How you treat people before, during and after they buy.
Suki	A loyal regular customer who keeps coming back.
Customer journey	Every step with you: find, ask, buy, use, come back.
Inquiry	A customer's question before buying.
Response time	How long a customer waits for your answer.
Active listening	Listening to understand, then repeating it back.
Saved replies	Ready-made answers you write once and reuse.
Complaint	A customer telling you something went wrong.
Defect	A fault that stops a product from working as it should.
Refund	Giving the customer's money back.
Replacement	Giving a new item for a defective one.
Warranty	A promise that a product will work for a set time.
Mediation	A calm talk, often led by DTI, to reach a fair deal.
VAT exemption	Not paying the 12% VAT on covered items.
Personal data	Information about a person, protected by law.
NPS	Net Promoter Score: % promoters minus % detractors.

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Where the facts come from

1. DTI warns against establishments implementing “No Return, No Exchange” policy (DTI, October 28, 2022)
2. Is “No Return, No Exchange” policy allowed? When stores may refuse returns (DTI Fair Trade Enforcement Bureau FAQ)
3. DTI: “No video, no refund” policy of sellers is illegal (PEP.ph, June 2026)
4. How to file a DTI consumer complaint online: 1-384, CARe system, mediation (Respicio & Co., June 2026)
5. What to know about food-related senior citizen discounts: 20%, VAT exemption, no one-item limit (Inquirer)
6. DOJ clarifies PWD discounts for group meal purchases (Inquirer)
7. DTI to businesses: price tag is a must; no “PM for price” online (ABS-CBN News)
8. EOPT invoicing, clarified: invoices under RR 7-2024 and RR 11-2024 (PwC Philippines)
9. Does a small business need to register with the National Privacy Commission? (Respicio & Co., July 2026)
10. Republic Act No. 11967, Internet Transactions Act of 2023 (Lawphil)

Consumer rules, discount rules and complaint steps were checked on November 22, 2026. Laws, rules and agency procedures change — always check with DTI, BIR, the National Privacy Commission and your city or municipal hall before you act. All names and peso amounts in the examples are made up. ToolsKo is not connected to any company, platform or government agency named in this book. This book is general information, not legal, tax or financial advice. Written by ToolsKo Learn · toolsko.com/learn

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SMALL BUSINESS

Book 1	Starting a Small Business
Book 2	Facebook Marketing for Small Business
Book 3	**Customer Service Basics — this book**
Book 4	Small Business Money Basics

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