

Customer Experience Coordinator

Department: Customer Service/Front End

Reports To: Front-End Manager

FLSA Classification: Non-Exempt (Hourly)

Location: Tonkadale Greenhouse – Minnetonka, MN

Position Summary

The Customer Experience Training Coordinator is responsible for supporting daily front-end operations, leading and developing the Customer Service Team, and coordinating employee onboarding, training, ongoing education, and customer service standards.

This role ensures employees understand expectations, know where to find information, and can demonstrate the knowledge and skills necessary to perform their jobs successfully.

The position combines hands-on front-end leadership with training development, employee coaching, customer communication, operational coordination, and continuous improvement. Through clear direction, consistent accountability, and meaningful follow-through, this role helps create a knowledgeable, confident, engaged team that delivers exceptional customer experiences.

Key Responsibilities

Team Leadership & Employee Development

- Provide daily leadership, direction, coaching, and support to the Customer Service Team.
- Establish clear expectations for employee performance, customer service, teamwork, and daily responsibilities.
- Model Tonkadale's mission, values, service standards, and professional expectations.
- Provide timely, constructive feedback, recognize strong performance, and address concerns proactively.
- Support employee accountability through consistent coaching, documentation, and follow-through.
- Foster a positive, collaborative team environment where employees feel informed, supported, valued, and empowered.

- Partner with the Front-End Manager to identify performance concerns, development opportunities, and appropriate next steps.

Training, Onboarding & Ongoing Education

- Create, maintain, and regularly update training materials, standard operating procedures (SOPs), checklists, and reference resources for new and existing staff.
- Establish consistent training practices that clearly communicate expectations, procedures, service standards, and job responsibilities.
- Coordinate seasonal training and refresher education to prepare employees for changing products, promotions, services, and operational priorities.
- Verify employee understanding and competency through observation, practical demonstration, feedback, and follow-up.
- Track onboarding progress, training completion, and identify knowledge or skill gaps.
- Partner with department leaders to coordinate product education, cross-training, and accurate information sharing.
- Continuously evaluate training effectiveness and improve materials, methods, and processes based on employee needs and operational results.

Customer Experience & Service Standards

- Champion Tonkadale's customer experience standards and ensure consistent, approachable, knowledgeable, and helpful service.
- Lead by example through genuine customer engagement, problem-solving, and a willingness to go above and beyond.
- Support employees in responding to customer questions, concerns, and service challenges with confidence and professionalism.
- Resolve customer escalations using empathy, sound judgment, company policies, and appropriate follow-through.
- Develop and maintain accurate, consistent responses to frequently asked questions.
- Gather customer and employee feedback to identify opportunities for service improvements.
- Ensure customer interactions reflect Tonkadale's brand, values, and commitment to creating plant-inspired experiences.

Front-End Operations & Daily Execution

- Actively participate in daily front-end operations, including processing transactions, assisting with online orders, and coordinating customer carry-outs.
- Support daily staffing assignments, register coverage, breaks, and customer service responsibilities.
- Maintain awareness of customer traffic, staffing needs, and operational priorities throughout the day.
- Ensure accurate and consistent execution of point-of-sale procedures, cash handling, returns, discounts, and other front-end transactions.
- Support implementation and consistent execution of front-end policies, procedures, and operational standards.
- Maintain clean, organized, efficient, and customer-ready front-end spaces.
- Assist with restocking, merchandising, store organization, seasonal transitions, and other operational responsibilities as needed.
- Identify operational barriers, address concerns within the scope of the role, and communicate issues requiring additional support.
- Support compliance with workplace safety practices, company policies, and applicable employment requirements.

Communication & Knowledge Sharing

- Develop and implement clear, consistent, and effective communication practices for the Customer Service Team.
- Ensure employees receive the knowledge, context, direction, support, feedback, and follow-through necessary to complete their work successfully.
- Plan and facilitate team meetings, training sessions, and seasonal updates to communicate priorities, reinforce expectations, and support team connection.
- Maintain accessible, accurate, and current information resources so employees can independently find answers and complete routine responsibilities.
- Communicate operational changes, product information, promotions, policies, and customer service updates in a timely and organized manner.
- Encourage employee questions, curiosity, knowledge sharing, and continuous learning.
- Close the loop on employee questions, concerns, and requests through clear ownership and timely follow-through.

Customer Communication & Information Management

- Support timely, accurate, and professional responses to customer inquiries through phone, email hello@tonkdale and other designated communication channels.
- Coordinate with other departments to develop and maintain consistent responses to frequently asked questions related to products, services, policies, events, and store operations.
- Identify opportunities to improve customer-facing information, communication tools, and service resources.
- Support Marketing with print and digital communication, and promotional initiatives as assigned.

Cross-Functional Coordination & Continuous Improvement

- Collaborate with department leaders and teammates to support consistent customer service and smooth store operations.
- Identify opportunities to simplify processes, improve employee efficiency, and strengthen the customer experience.
- Support the development, documentation, implementation, and ongoing improvement of front-end operational procedures.
- Engage appropriate stakeholders when establishing or changing processes, ensuring communication, training, and follow-through.
- Proactively communicate risks, delays, operational concerns, or barriers requiring additional support or decision-making.
- Evaluate seasonal performance, employee feedback, and recurring service challenges to identify improvements.
- Demonstrate strong ownership, accountability, adaptability, and follow-through on commitments.

Education & Professional Experience

- High school diploma or equivalent required; additional education in Business, Retail Management, Education, Communications, or a related field preferred.
- Two or more years of relevant experience in retail, customer service, garden center operations, or a related environment preferred.
- Demonstrated experience in team leadership, employee coaching, supervision, or training preferred.
- Experience coordinating onboarding, developing training materials, or facilitating employee education strongly preferred.

- Working knowledge of point-of-sale systems, retail operations, and customer service best practices.
- Garden center, horticulture, or specialty retail experience preferred.
- Experience developing procedures, coordinating projects, or implementing operational improvements preferred.

Knowledge & Skills

- Strong understanding of customer service, retail operations, and front-end procedures.
- Able to effectively teach, coach, and develop employees with varying experience levels and learning needs.
- Clear, approachable communicator who builds strong relationships with customers, teammates, and leaders.
- Highly organized and able to coordinate training, daily operations, and multiple priorities.
- Able to translate information, policies, and procedures into practical, understandable training resources.
- Strong attention to detail and commitment to accuracy, consistency, and quality.
- Comfortable providing feedback, addressing performance concerns, and reinforcing accountability.
- Independent problem-solver who notices what needs attention and takes action.
- Able to prioritize, make sound decisions, and remain effective in a fast-paced environment.
- Strong sense of ownership, reliability, urgency, and follow-through.
- Comfortable using digital communication, documentation, and training tools.
- Naturally curious and enthusiastic about teaching, learning, plants, people, and continuous improvement.
- Able to think big-picture while still rolling up your sleeves to get the work done.

Physical and Environmental Demands

- Ability to stand and walk for extended periods.
- Frequent bending, reaching, lifting, carrying, pushing, and pulling.
- Ability to lift and carry 10–25 pounds repetitively.
- Ability to work in warm, humid greenhouse conditions and outdoors in varying weather.
- Ability to safely operate carts, ladders, point-of-sale equipment, and other equipment as required and appropriately trained.
- Ability to perform essential job functions with or without reasonable accommodation.

Schedule and Hours

- Full-time, 40+ hours per week.
- One weekend-day per week.
- Overtime and schedule flexibility may be required during peak seasonal periods, particularly May and November.

Equal Employment Opportunity

We are an Equal Opportunity employer. We are committed to providing equal employment opportunities to all employees and applicants without regard to race, color, religion, creed, national origin, sex, sexual orientation, gender identity or expression, age, disability, genetic information, marital status, veteran status, status with regard to public assistance, or any other characteristic protected by applicable federal, state, or local laws, including Minnesota Human Rights Act protections.

This job description reflects the spirit and scope of the role but may evolve as our business grows and seasons change. Nothing in this job description alters the at-will nature of employment. Employment may be terminated at any time, with or without cause or notice, subject to applicable law.

This position is subject to applicable federal, state, and local employment laws, including Minnesota requirements related to wage and hour practices, overtime, Earned Sick and Safe Time (ESST), and Minnesota Paid Family and Medical Leave. Reasonable accommodations will be provided in accordance with applicable law.