

Customer First: Retail

Professional Skills

Show us that you know how to provide positive customer service and experience in the retail environment, in accordance with workplace requirements.

Level **4**

Credits **10**

\$199 NZD (GST incl.)

Assessment

You are required to submit evidence of the following:

Provide a positive retail customer service and experience in accordance with legislation and workplace requirements.

Apply retail sales skills to effectively increase customer satisfaction and loyalty in accordance with legislation and workplace requirements.

Apply loss management techniques in the retail environment in accordance with legislation and workplace requirements.

Instructions

Download the Attestation Forms required for your manager and two (2) customers to complete.

Complete all Tasks as described

Submit your evidence for evaluation.

Learning Recommendations

Retail Customer Service

www.helpscout.net/blog/customer-service-skills/

Identifying Customer Types

www.businessknowhow.com/marketing/personalities.htm

Consumer NZ Legislation and Customers Rights

www.consumer.org.nz/articles/consumer-guarantees-act

Consumer NZ Fair Trading Act

www.consumer.org.nz/articles/fair-trading-act

NZ Police Business Crime Prevention

www.police.govt.nz/safety/business-crime-prevention.pdf

Tasks

Proof of Identity

Please include a scanned copy of photo identification (e.g. passport, drivers licence, work ID card).

Attestation Form(s)

An attestation is a declaration by a witness that the tasks and activities specified have been performed in their presence and that the evidence provided is true and correct. The Attestation form(s) relevant to this assessment is located in the Resources section above.

Please complete and scan a copy of the necessary form(s) then upload it here.

General Information

Complete each of the following questions:

- a. State the name of the retail organisation you work for.
- b. What retail products do you sell?
- c. State how long you have worked in retail providing customer service?

Task 1: Provide a positive retail customer service and experience in accordance with legislation and workplace requirements.

I can:

1.1 Identify my retail workplace customer types and describe their attributes and characteristics.

By providing:

Identify four (4) customer types in your retail workplace. For each customer type you must describe at least two (2) likely attributes and two (2) characteristics.

I can:

1.2 Identify my retail customer service style and describe the attributes and characteristics.

By providing:

Identify your retail customer service style and describe at least two (2) attributes and at least two (2) characteristics.

I can:

1.3 Adapt my retail customer service style to better understand a customer's needs.

By providing:

Describe a scenario where you have adapted your retail customer service style to better understand a customer's need. This must include:

The customer type.

The customer need.

How you adapted your customer service style, ie. What you did (a least one (1) example).

The outcome.

A maximum of 100 words.

I can:

1.4 Identify my retail workplace policies in relation to my expectations to provide a positive customer service and experience.

By providing:

A copy of your retail workplace policies in relation to your expectations for providing a positive customer service and experience. You must identify the actual sections in the policies that set out your expectations. This may include: dress code, greetings, closing a sale.

I can:

1.5 Engage with customers to create a positive retail experience, in accordance with workplace requirements.

By providing:

Two (2) videos showing you engaging with two (2) actual customers in your workplace. Each video must show at least three (3) techniques you use to engage with the customer in order to create a positive retail experience in accordance with workplace requirements. This may include, but is not limited to, actively listening; communicating clearly; using prompts; using positive language; using persuasion skills; using closing techniques.

You must provide evidence that the actual customer in your video has provided consent. They must sign the section on the Customer Attestation form consenting to being represented in your video assessment evidence for this Task.

I can:

1.6 Describe how I meet the legal requirements set out in the NZ Consumer Guarantees Act and the NZ Fair Trading Act when providing customer service in my retail workplace.

By providing:

Descriptions of how you meet the legal requirements of the Consumer Guarantees Act and the NZ Fair Trading Act when providing customer service in your retail workplace. This must include at least three (3) examples for each of the:

Consumer Guarantees Act.

NZ Fair Trading Act.

A maximum of 100 words for each scenario.

You may like to refer to the Learning Resources links provided for this EduBit to help you answer this question.

I can:

1.7 Provide a signed and dated attestation form from my manager.

By providing:

A copy of the signed and dated attestation form, including at least one (1) comment from your manager verifying your ability to provide a positive retail customer service and experience in accordance with legislation and workplace requirements.

Task 2: Apply retail sales skills to effectively increase customer satisfaction and loyalty in accordance with legislation and workplace requirements.

I can:

2.1 Effectively increase customer satisfaction and customer loyalty to the workplace in accordance with the Fair Trading Act and workplace requirements.

By providing:

A description of two (2) differing scenarios where you have applied specific retail skills in your retail workplace to effectively increase customer satisfaction and loyalty. Each scenario description must have a maximum of 100 words and include different answers and at least one (1) answer for each of the following:

What the customer wanted or needed.

How you effectively increased the customer's satisfaction.

What was the benefit to the customer?

How you knew you have satisfied the customer.

How you secured the customer loyalty.

How you know that you have ensured the customer's loyalty.

2.2 Provide examples of how my retail sales skills meet the requirements of the NZ Fair Trading Act.

By providing:

One (1) example for each of the scenarios in Task 2.1 of how the retail sales skills you applied met the requirements of the NZ Fair Trading Act (maximum of 50 words per scenario).

You must provide one (1) example for each scenario. You may like to refer to the **Learning Recommendations** links provided for this EduBit to help you answer this question.

2.3 Provide two (2) signed and dated attestations forms from the two (2) satisfied customers videoed in Task 2.4b, that include comments attesting to your ability to:

Effectively increase their satisfaction due to your retail skills.

Increase their customer loyalty due to your retail skills.

2.4 Increase customer loyalty in my retail workplace, in accordance with legislation and workplace requirements, including:

2.4a. A copy of at least one (1) of your retail workplace customer loyalty programmes. This must show the benefit of the loyalty programme for the customer.

2.4b. Two (2) videos showing your retail skills while engaging with two (2) different customers in your workplace. Each video must show your retail sales skills

to promote the customer loyalty programme and effectively increase customer loyalty in your retail workplace to a customer. Each video must include you and the actual customer and at least one (1) of each of the following of you;

Explaining the benefits of your retail workplace loyalty programme.

Explaining what the reward system is for the customer.

Explaining how the customer claims their reward.

Providing information that is required from the customer to join the customer loyalty programme.

Signing the customer up to your retail workplace customer loyalty scheme.

You must provide evidence that the actual customer in your video has provided consent.

Each customer shown in the videos must be the same as that in Task 2.3. They must sign the section on the Customer Attestation form consenting to being represented in your video assessment evidence for this Task.

2.4c. A copy of your retail workplace projected numbers of customers you are expected to sign up to the customer loyalty programme. This could be per week or per month.

2.4d. A copy of the manager's report, or similar, showing how many customers you have actually signed up/joined your retail workplace customer loyalty programme over the last month.

2.5. Provide a signed and dated attestation form from my manager, including at least one (1) comment from my manager verifying my ability to apply retail sales skills to effectively increase customer satisfaction and loyalty in accordance with legislation and workplace requirements.

Task 3: Apply loss management techniques in the retail environment in accordance with legislation and workplace requirements.

I can:

3.1 Identify how stock is lost or goes missing in my retail workplace.

By providing:

A list identifying three (3) ways stock is lost or goes missing in my retail workplace.

I can:

3.2 Identify how stock loss prevention is managed in my retail workplace in accordance with legislation and workplace requirements.

By providing:

A list identifying at least three (3) ways stock loss prevention is managed in your retail workplace.

I can:

3.3 Identify the section in my retail workplace policy in relation to stock loss prevention and management.

By providing:

A photograph or copy of the section in your retail workplace policy on stock loss prevention and management.

I can:

3.4 Describe what I do to help prevent stock loss in my retail workplace and the techniques I apply in accordance with legislation and workplace requirements.

By providing:

3.4a A description of what you do to help prevent stock loss in your retail workplace using at least two (2) examples in accordance with legislation and your workplace requirements.

3.4b A description of at least three (3) techniques you apply in your retail workplace to prevent stock loss in accordance with relevant legislation and workplace practice.

I can:

3.5 Provide a signed and dated attestation form from my manager.

By providing:

A copy of the signed and dated attestation form, including at least one (1) comment from my manager verifying my ability to identify and apply appropriate practices to reduce loss, in accordance with workplace policy and procedures.