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| Title | Establish and maintain positive customer service interactions in a retail environment | | |
| Level | 2 | Credits | 2 |

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| Purpose | <p>This unit standard is for people who are training to work in a retail environment and includes a basic understanding of providing a positive customer experience when purchasing goods and/or services.</p> <p>People credited with this unit standard are able to: establish and maintain positive customer service interactions in a retail environment.</p> |
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| Classification | Retail, Distribution, and Sales > Retail and Distribution Core Skills |
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| Available grade | Achieved |
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Guidance Information

- 1 Definitions

Customer may include but is not limited to – internal customers, external customers, guests.

Customer interactions may include but are not limited to – face to face, by telephone, by e-mail, by social media. Interaction is the activity of being with and talking to other people and the way they react to each other.

Customer service – any actions taken by a person to meet the needs and expectations of the customer.

Retail environment – workplaces where the primary focus is on customers purchasing goods or services.

Organisational procedures refer to the applicable procedures found in the following: workplace performance guidelines and standards; manufacturer’s procedures and specifications; and Government and local body legislation.
- 2 Any relevant Acts, regulations, and bylaws must be complied with during assessment against this standard.
- 3 Evidence is required for two customer interactions. This unit standard can be assessed against in a simulated situation that reflects a realistic workplace environment.

Outcomes and performance criteria

Outcome 1

Establish and maintain positive customer service interactions in a retail environment.

Performance criteria

1.1 Customer presence is acknowledged in accordance with workplace procedures.

Range acknowledgement may include but is not limited to – specified time, distance into store, standard greeting, manner; evidence is required for two examples.

1.2 Non-verbal communication behaviour with customer is consistent with positive customer interactions.

1.3 Verbal communication with customer is conducted with focus on maintaining positive customer interactions.

Range verbal communication may include but is not limited to – greeting, attentiveness, speaking clearly, avoiding interruptions, physical space (personal space), excusing oneself clearly and politely; evidence is required for two examples.

1.4 Communication with customer is maintained in challenging interactions in accordance with workplace procedures.

Range challenging interactions may include but are not limited to – customer anger, customer confusion, customer slowness, customer impatience, customer over-friendliness; communication with customer may include but is not limited to – attentiveness, posture, facial expression, energy level, voice tone, concentration, listening, timely response; evidence is required for one challenging interaction.

1.5 Customer interaction is closed in accordance with workplace procedures.

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| Planned review date | 31 December 2027 |
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Status information and last date for assessment for superseded versions

| Process | Version | Date | Last Date for Assessment |
|-----------------------|---------|-----------------|--------------------------|
| Registration | 1 | 31 October 1997 | 31 December 2013 |
| Review | 2 | 29 July 2002 | 31 December 2013 |
| Rollover and Revision | 3 | 17 October 2008 | 31 December 2013 |
| Review | 4 | 15 April 2011 | 31 December 2016 |
| Revision | 5 | 17 October 2013 | 31 December 2016 |
| Review | 6 | 21 May 2015 | 31 December 2018 |
| Review | 7 | 8 December 2016 | 31 December 2025 |
| Review | 8 | 2 March 2023 | N/A |
| Revision | 9 | 25 July 2024 | N/A |

Consent and Moderation Requirements (CMR) reference

0112

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact the Ringa Hora Services Workforce Development Council qualifications@ringahora.nz if you wish to suggest changes to the content of this unit standard.