

<b>Title</b>	<b>Respond to customer complaints during customer interactions in a retail or distribution environment</b>		
<b>Level</b>	<b>3</b>	<b>Credits</b>	<b>4</b>

<b>Purpose</b>	People credited with this unit standard are able to: listen to and record customer complaints; and take corrective action on customer complaints, during customer interactions in a retail or distribution environment.
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<b>Classification</b>	Retail, Distribution, and Sales > Retail and Distribution Core Skills
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<b>Available grade</b>	Achieved
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### Guidance Information

- 1 Definitions
 

*Customer interactions* may either be face to face or on the telephone. Interaction is the activity of being with and talking to other people and the way they react to each other.

*Distribution environment* refers to a workplace where the primary focus is on storage and distribution of stock.

*Retail environment* refers to workplaces where the primary focus is on customers purchasing goods or services.

*Workplace procedures* refer to applicable procedures found in the following: workplace performance guidelines and standards; manufacturer's procedures and specifications; Government and local body legislation.
- 2 Legislation relevant to this unit standard includes but is not limited to: Privacy Act 2020, Fair Trading Act 1986, Consumer Guarantees Act 1993, Contract and Commercial Law Act 2017, Credit Contracts and Consumer Finance Act 2003.
- 3 Recommended knowledge and skills: Unit 11941, *Establish and maintain positive customer service interactions in a retail environment*.
- 4 Customer complaints may include but are not limited to – complaints about faulty goods, wrong product, misleading advertising, poor service, sold out; evidence is required for two different types of complaints.
- 5 Evidence is required for two customer interactions.
- 6 All assessment tasks must be carried out in accordance with workplace procedures.

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## Outcomes and performance criteria

### Outcome 1

Listen to and record customer complaints during customer interactions in a retail or distribution environment.

#### Performance criteria

- 1.1 Customer feelings are accepted and acknowledged without argument or interruption.
- 1.2 Customer complaints are heard without argument or excuse, and with acknowledgement of customer's feelings.
- Range may include but is not limited to – positive vocalisations, respect, courtesy, fairness, calmness, clarification, agreement.
- 1.3 Body language and/or manner are suitable for the type of interaction.
- Range face-to-face interaction may include but is not limited to – facial expression, eye contact, physical orientation, movement; evidence of three is required; telephone interaction may include but is not limited to – tone of voice, empathy, respect, courtesy, fairness, calmness evidence of four is required.
- 1.4 Complaints are clarified and agreed with the customer.
- 1.5 Complaints are accepted.
- Range specific workplace procedures include but are not limited to – statements to use, questions to ask, documentation, recording format, referral to senior staff person.

### Outcome 2

Take corrective action on customer complaints during customer interactions in a retail or distribution environment.

Range corrective action – replace, repair, refund, or as agreed with customer.

#### Performance criteria

- 2.1 Corrective action is identified and agreed with customer.
- 2.2 Corrective action and timeframe for resolution of complaints are agreed with customer and are recorded.
- 2.3 Corrective action is authorised.

- 2.4 Information on rights to recourse and further advice is provided for customers not satisfied with resolution of complaints.

<b>Planned review date</b>	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	15 April 2011	31 December 2016
Review	2	21 May 2015	31 December 2016
Review	3	17 September 2015	31 December 2021
Review	4	8 December 2016	31 December 2021
Revision	5	29 March 2018	31 December 2024
Review	6	2 March 2023	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0112
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

#### Comments on this unit standard

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