

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

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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Explanatory notes

- 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.

Organisational procedures referred to in this unit standard may include but are not limited to the applicable procedures found in the following: organisational performance guidelines and standards; manufacturer’s procedures and specifications; Government and local body legislation.

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

Outcome 1

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

Evidence requirements

1.1 Customer presence is acknowledged in accordance with organisational 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.

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 organisational procedures.

Planned review date	31 December 2021
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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	N/A

Consent and Moderation Requirements (CMR) reference

0225

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

Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMR). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

Comments on this unit standard

Please contact ServicelQ qualifications@ServicelQ.org.nz if you wish to suggest changes to the content of this unit standard.