

Title	Provide service to floristry customers		
Level	2	Credits	5

Purpose	<p>People credited with this unit standard are able to: deliver service to floristry customers; respond to customer complaints; take orders for floristry stock, merchandise and services; and identify customers' special requirements. This unit standard requires the florist to determine customer requirements, deal with complaints and ensure customers receive quality service. It requires knowledge of flower and plant materials and the ability to promote the benefits of a range of services to meet the individual requirements of customers.</p>
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Classification	Horticulture > Floristry
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Available grade	Achieved
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Guidance Information

- 1 The New Zealand Horticulture Industry Training Organisation acknowledges the assistance provided by the Australian National Training Authority (ANTA) in permitting their competency unit to be used as the basis for this unit standard. This unit standard is based on the unit of competency WRFO201B *Provide service to floristry customers*.
- 2 *Stock and merchandise* may include: fresh, cut and container grown plants and flowers; flowers e.g. fresh, dry, silks, simulated; plant material e.g. fresh, dry, silks, simulated, plants, fruit, vegetables; ancillary items e.g. cards and message items, company logo, advertising items, flower preservative and conditioning agents; presentation materials e.g. novelties (balloons, toys), consumables (fruit, chocolates, nuts, alcohol), gift items, garden lines, floristry sundries (ribbons, parafilm); wrapping and packaging materials e.g. boxes, cylinders, polypropylene, paper, cellophane, sinamay, pearlwrap, vilene, bows, ribbons, raffia, containers (bowls, baskets, pots, vases, buckets, disposable water-filled vases).
- 3 *Customers* may include new or regular customers with routine or special needs. *Customer needs* may include floral arrangements, special occasion designs, transport and delivery.
- 4 *Shop/studio policies and procedures* may include customer service, returns and refunds, stock rotation and expiry dates, pricing and profit margins, seasonal availability, complaint resolution procedures, assembly, production and construction of floral designs, housekeeping, waste minimisation, timeframe for the completion of floral designs, and record keeping.

- 5 *Relevant legislation* includes but is not limited to the Health and Safety in Employment Act 1992, Consumer Guarantees Act 1993, Fair Trading Act 1986, Privacy Act 1993, Credit Contracts and Consumer Finance Act 2003, Layby Sales Act 1971, Sale of Goods Act 1908, other published statutes, regulations, codes of practice, guidelines and standards relevant to the particular work site; and their subsequent amendments and replacements.
- 6 *Supervisor* may include shop/studio owner, manager, coordinator.

Outcomes and performance criteria

Outcome 1

Deliver service to floristry customers.

Performance criteria

- 1.1 Customer needs are identified and reasonable requests are met or referred to supervisor according to shop/studio policies and procedures.
- 1.2 Customers' details and information are recorded if required according to relevant legislation and shop/studio policies and procedures.
- 1.3 Possible problems are identified and addressed to minimise the effect on customer satisfaction.
- Range may include – out of season or expensive flower and plant materials, delays in delivery due to time and location, vase life of floral arrangements.
- 1.4 Opportunities to deliver additional levels of service beyond the customer's immediate request are recognised and acted upon.
- Range may include – gift vouchers, loyalty schemes, free local delivery, advice on protocols and traditions, payment options.
- 1.5 Contact with customer maintained until sale is completed according to shop/studio policies and procedures.
- 1.6 Repeat customers are encouraged by promotion of appropriate services or products according to shop/studio policies and procedures.
- 1.7 Customer returns or refunds are recorded and processed according to shop/studio policies and procedures.
- 1.8 Costing of floral arrangements is carried out according to relevant legislation and shop/studio policies and procedures.
- Range may include – price of individual item, cost price, mark up, wholesale price, retail price, profit margin, assembly time.

Outcome 2

Respond to customer complaints.

Performance criteria

- 2.1 Complaints are identified and clarified.
- Range may include – short vase life, damaged foliage/stems/buds, delayed or incorrect delivery.
- 2.2 Complaint resolution procedures are applied according to shop/studio policies and procedures.
- Range may include – acknowledging the complaint, taking appropriate action, full or part refund of costs, replacement of floral design or product, discount on next order, gift voucher or credit note, referring to supervisor.
- 2.3 Unresolved customer complaints are referred to supervisor according to shop/studio policies and procedures.
- 2.4 Opportunities are taken to turn incidents of customer dissatisfaction into a demonstration of high quality service to customers in line with shop/studio policies and procedures.
- 2.5 Complaint details and action taken are recorded according to shop/studio policies and procedures.

Outcome 3

Take orders for floristry stock, merchandise and services.

Range face to face communication, telephone, fax, pen/paper, email.

Performance criteria

- 3.1 Orders are taken and details recorded according to shop/studio policies and procedures.
- 3.2 Order is clarified and confirmed with customer and/or supervisor.
- 3.3 Service details are explained to customer when order is confirmed.
- Range may include – timeframe for production and delivery, price, seasonal variations and availability.

Outcome 4

Identify customers' special requirements.

Range may include out of season flower and plant materials, bulk orders, custom made designs.

Performance criteria

4.1 Special requirements of customers are identified.

4.2 Customer requirements are serviced, referred or redirected as required.

This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	15 December 2004	31 December 2022
Revision	2	24 February 2006	31 December 2022
Review	3	22 October 2020	31 December 2022

Consent and Moderation Requirements (CMR) reference	0032
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.