

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

Purpose	People credited with this unit standard are able to: listen to and record customer complaints during customer interactions, and take corrective action on customer complaints during customer interactions, in a retail or distribution environment.
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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 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.

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 refers to workplaces where the primary focus is on customers purchasing goods or services.
- 2 Legislation relevant to this unit standard includes but is not limited to: Privacy Act 1993, 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.

Outcomes and performance criteria

Outcome 1

Listen to and record customer complaints during customer interactions.

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 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; telephone interaction may include but is not limited to – tone of voice, empathy, respect, courtesy, fairness, calmness.
- 1.4 Complaints are clarified and agreed with customer.
- 1.5 Acceptance and recording of complaints complies with organisational procedures.
- Range organisational procedures may 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 accordance with organisational procedures.

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

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	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	N/A

Consent and Moderation Requirements (CMR) reference	0225
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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 ServicelQ qualifications@ServicelQ.org.nz if you wish to suggest changes to the content of this unit standard.