

Title	Demonstrate knowledge of serving customers in a retail environment		
Level	2	Credits	5

Purpose	<p>This theory-based unit standard is for people who are training to work in a retail environment and includes a basic understanding of the requirements related to serving customers.</p> <p>People credited with this unit standard are able to demonstrate knowledge of: applying personal skills to serving customers and enhancing the customer experience; selling strategies that impact on a positive customer experience; and customer expectations when purchasing goods, in a retail environment.</p>
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Classification	Retail, Distribution, and Sales > Sales Transactions
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Available grade	Achieved
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Guidance Information

1 Definitions

Customer refers to the recipient of goods and/or services and includes internal or external customers.

Customer type refers to classification of customer by criteria such as age, race, religion, gender, income level, family size, occupation, education, marital status.

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; Government and local body legislation.

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

- ### 2 Legislation relevant to this unit standard includes but is not limited to: Credit Contracts and Consumer Finance Act 2003, Consumer Guarantees Act 1993, Fair Trading Act 1986, Food Act 2014, Hazardous Substances and New Organisms Act 1996, Health and Safety at Work Act 2015, Contract and Commercial Law Act 2017, Sale and Supply of Alcohol Act 2012, Smoke-free Environments Act 1990, Weights and Measures Act 1987.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of applying personal skills to serving customers and enhancing the customer experience in a retail environment in accordance with organisational procedures.

Performance criteria

- 1.1 Own behaviours required for serving customers and enhancing their experience in a retail environment are identified and described.
- Range behaviours may include but are not limited to – courtesy, customer focus, friendliness, honesty, interest in people, personal hygiene, punctuality, reliability, self-management; evidence is required of three examples.
- 1.2 Communication skills required for serving customers and enhancing their experience in a retail environment are identified and described.
- Range communication skills include but are not limited to – listening, questioning, observation, body language, summarising, paraphrasing.
- 1.3 The process for responding to customer issues is described.
- Range process may include but is not limited to – acknowledge objection, offer solutions, confirm solution, ask detailed questions, maintain open body language; evidence is required of two examples.

Outcome 2

Demonstrate knowledge of selling strategies that impact on a positive customer experience in a retail environment.

Range evidence is required of two different customers.

Performance criteria

- 2.1 The need for an individualised customer approach is explained in terms of the impact on the customer experience.
- 2.2 Factors in making add-on sales are identified and described in accordance with organisational procedures.
- Range factors may include but are not limited to – product knowledge, stock knowledge, relevance to customer needs, closed leading questions, directive statement, forced choice; evidence is required of two examples.
- 2.3 The influence of the sales process on the customer experience is described in terms of services offered.
- Range services may include but are not limited to – after sales service, complaints procedure, customer feedback processes, health and safety and security procedures.

- 2.4 The influence of merchandising policies on the customer experience is described in terms of customer engagement.
- 2.5 The influence of opening and closing procedures on the customer experience is described in terms of customer disruption and provision of service.

Outcome 3

Demonstrate knowledge of customer expectations when purchasing goods in a retail environment.

Range evidence for two different customer types.

Performance criteria

- 3.1 Customer demographics are identified and described in terms of their impact on customer expectations.
- 3.2 Legislative requirements related to the products are identified and described in terms of their impact on customer expectations and the customer experience.
- 3.3 Any environmental considerations related to the products are identified and described in terms of their impact on customer expectations and the customer experience.

Range environmental considerations may include but are not limited to – storage requirements, packaging, energy efficiency ratings, material used in manufacture, manufacturing process.

Replacement information	This unit standard replaced unit standard 58 and unit standard 11942.
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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	21 May 2015	31 December 2021
Republished	1	26 January 2016	31 December 2021
Review	2	8 December 2016	31 December 2021
Revision	3	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.