

Title	Monitor and coordinate customer service in a retail environment		
Level	4	Credits	8

Purpose	<p>This unit standard is for experienced people who are working in a retail environment serving customers.</p> <p>People credited with this unit standard are able to monitor and coordinate customer service 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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Guidance Information

- 1 Definitions**

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

Customer interactions – communications between a customer and a retail enterprise.

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 Legislation relevant to this unit standard may include 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.
- 3 Evidence for the practical components of this unit standard must be demonstrated in the workplace.**

Outcomes and performance criteria

Outcome 1

Monitor and coordinate customer service in a retail environment in accordance with organisational procedures.

Performance criteria

- 1.1 The provision of customer service is monitored to ensure a positive customer experience.
- Range may include but is not limited to – identifying customer motivation, approach to customer, establishing customer requirements, communication techniques.
- 1.2 Customer issues or complaints that are within a staff member's delegated authority are promptly addressed.
- 1.3 Problems that occur during the customer interaction that are outside of a staff member's delegated authority are escalated.
- 1.4 The sales process as established in organisational procedures is checked to ensure a positive customer experience, and any deficiencies are corrected.
- 1.5 Any trends, issues and common themes or benefits of new technologies are identified and applied to the sales.
- 1.6 Any improvements to the sales process are communicated to stakeholders.
- 1.7 The application of the sales process is monitored and coordinated to ensure a positive customer experience 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	21 May 2015	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.