

Title	Monitor and maintain customer relationships in a retail environment		
Level	4	Credits	10

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 maintain: positive customer experience; and customer relationships, 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.

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 Monitor and maintain in the context of this unit standard means to have an influence on the successful operation of a functional area or team without necessarily any formal line reporting authority. It covers the responsibility of a team member to support and possibly guide their colleagues to ensure collective outcomes are met. It would involve being watchful for potential or actual issues or problems and taking some responsibility for ensuring they are addressed in line with organisational procedures.
- 3 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 Environment Act 1990, Weights and Measures Act 1987.
- 4 Evidence for the practical components of this unit standard must be demonstrated in the workplace.

Outcomes and performance criteria

Outcome 1

Monitor and maintain positive customer experience in a retail environment.

Performance criteria

- 1.1 Brand performance is analysed to determine market performance in accordance with organisational procedures.
- 1.2 Any improvements to enhance the customer experience are identified, recommendations for improvement developed and communicated to sales staff in accordance with organisational procedures.
- 1.3 Product and process knowledge of sales staff is monitored and maintained to ensure a positive customer experience is provided in accordance with organisational procedures.

Outcome 2

Monitor and maintain customer relationships in a retail environment.

Performance criteria

- 2.1 Opportunities to improve customer relationships and after sales service are identified and communicated to sales staff in accordance with organisational procedures.
- 2.2 Customer feedback and complaints are analysed and the effect of the issue on the quality of customer experience is addressed in accordance with organisational procedures.
- 2.3 Improvements to customer service are identified and communicated to sales staff in accordance with organisational procedures.
- 2.4 Own behaviours are reviewed and any required changes are adopted to improve customer relationships and build brand confidence.

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 2017
Rollover and Revision	2	20 August 2015	31 December 2021
Review	3	8 December 2016	31 December 2021
Revision	4	29 March 2018	N/A

Consent and Moderation Requirements (CMR) reference

0225

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.