

## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR RETAIL

### What are Occupational Standards (OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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### Introduction

## Qualifications Pack - Retail Sales Associate

**SECTOR:** RETAIL

**SUB-SECTOR:** Retail Operations

**OCCUPATION:** Store Operations

**REFERENCE ID:** RAS/Q0104

**ALIGNED TO:** NCO-2015/5249.0301

**Retail Sales Associate** Individuals in this position interact with customers to understand and service customer needs with specialization, leading to maximization of business in a retail environment.

**Brief Job Description:** Individuals in this position interact with customers by giving specialized service and product demonstrations to maximize business in a retail environment whilst striving for continuous improvements in levels of services rendered.

**Personal Attributes:** The individual needs to be physically fit to withstand working in a retail environment whilst being customer responsive. They need to have excellent product knowledge, interpersonal and listening skills

<b>Qualifications Pack Code</b>	<b>RAS/Q0104</b>		
<b>Job Role</b>	<b>Retail Sales Associate</b>		
<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Sector</b>	<b>Retail</b>	<b>Drafted on</b>	<b>20/04/13</b>
<b>Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>26/07/17</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/07/21</b>
<b>NSQC Clearance on</b>	<b>19 / 05 / 2015</b>		

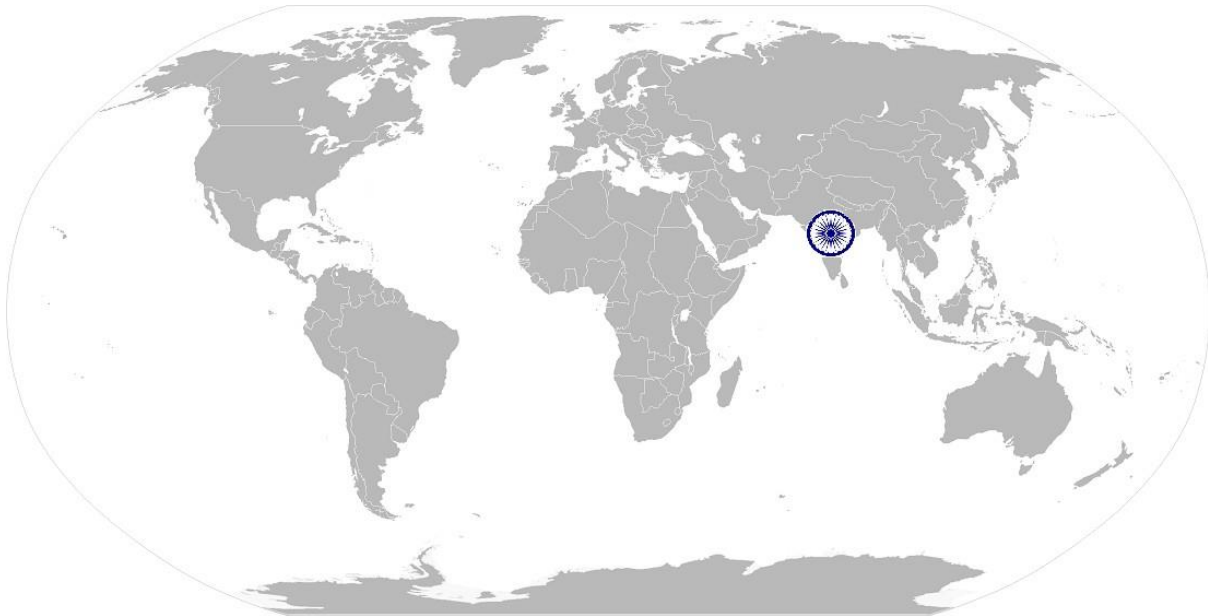
<b>Job Role</b>	<b>Retail Sales Associate</b>
<b>Role Description</b>	Individuals in this position interact with customers by giving specialized service and product demonstrations to maximize business in a retail environment whilst striving for continuous improvements in levels of services rendered.
<b>NSQF level</b>	4
<b>Minimum Educational Qualifications</b>	10 <sup>th</sup> Standard Pass
<b>Maximum Educational Qualifications</b>	Not applicable
<b>Prerequisite License or Training</b>	Not applicable
<b>Minimum Job Entry Age</b>	18 years
<b>Experience</b>	0-2 Year in similar position (not mandatory)
<b>Applicable National Occupational Standards (NOS)</b>	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">RAS/N0114 To process credit applications for purchases</a></li> <li><a href="#">RAS/N0120 To help keep the store secure</a></li> <li><a href="#">RAS/N0122 To help maintain healthy and safety</a></li> <li><a href="#">RAS/N0125 To demonstrate products to customers</a></li> <li><a href="#">RAS/N0126 To help customers choose right products</a></li> <li><a href="#">RAS/N0127 To provide specialist support to customers facilitating purchases</a></li> <li><a href="#">RAS/N0128 To maximize sales of goods &amp; services</a></li> <li><a href="#">RAS/N0129 To provide personalized sales &amp; post-sales service support</a></li> <li><a href="#">RAS/N0130 To create a positive image of self &amp; organisation in the customers mind</a></li> <li><a href="#">RAS/N0132 To resolve customer concerns</a></li> <li><a href="#">RAS/N0133 To organize the delivery of reliable service</a></li> <li><a href="#">RAS/N0134 To improve customer relationship</a></li> <li><a href="#">RAS/N0135 To monitor and solve service concerns</a></li> <li><a href="#">RAS/N0136 To promote continuous improvement in service</a></li> <li><a href="#">RAS/N0137 To work effectively in a Retail team</a></li> <li><a href="#">RAS/N0138 To work effectively in an organisation</a></li> </ol>
<b>Performance Criteria</b>	As described in the relevant OS units

Definitions	Keywords /Terms	Description
	Core / Generic Skills	Core Skills or Generic Skills are a group of skills that are essential to perform activities and tasks defined for the job role.
	National Occupational Standards	NOS are Occupational Standards which have been endorsed and agreed to by the Industry Leaders for various roles.
	Description	Description is a short summary of the relevant content
	Job Role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization
	Knowledge & Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard
	Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry
	Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. They are applicable in the Indian and global context.
	Organisational Context	Organisational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility
	Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
	Qualification Pack	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
	Qualification Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
	Scope	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.
	Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests
Technical Knowledge	Technical Knowledge is the specialized knowledge needed to accomplish specific designated responsibilities.	
Acronyms	Keywords /Terms	Description
	Ops	Operations
	POS	Point of Sale
	EDC Terminal	Electronic Data Capture Terminal (Card Swipe Machine)
	SOP	Standard Operating Process

RAS/N0114

To process credit applications for purchases

# National Occupational Standard



## Overview

This NOS covers the skills and knowledge for an individual to process credit applications for purchases.

**RAS/N0114**

**To process credit applications for purchases**

National Occupational Standard	<b>Unit Code</b>	<b>RAS/N0114</b>
	<b>Unit Title (Task)</b>	<b>To process credit applications for purchases</b>
	<b>Description</b>	This OS describes the skills and knowledge required to effectively process credit applications for purchases.
	<b>Scope</b>	<p>This unit applies to individuals to process credit applications for purchases in retail operations.</p> <ul style="list-style-type: none"> <li>Process applications from customers for credit facilities</li> </ul> <p>The role may be performed in a range of Retail Operations</p> <ul style="list-style-type: none"> <li>Department Store</li> <li>Supermarket</li> <li>Specialty Store</li> <li>Fresh Food stores</li> <li>Quick Service Food Stores</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>		
<b>Element</b>	<b>Performance Criteria</b>	
<b>Process applications from customers for credit facilities</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. identify the customer's needs for credit facilities.</p> <p>PC2. clearly explain to the customer the features and conditions of credit facilities.</p> <p>PC3. provide enough time and opportunities for the customer to ask for clarification or more information.</p> <p>PC4. accurately fill in the documents needed to allow the customer to get credit.</p> <p>PC5. successfully carry out the necessary credit checks and authorisation procedures.</p> <p>PC6. promptly refer difficulties in processing applications to the right person.</p>	
<b>Knowledge and Understanding (K)</b>		
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. the features and conditions of the credit facilities offered by the company.</p> <p>KA2. legal and company requirements for giving information to customers when offering them credit facilities.</p> <p>KA3. legal and company procedures for carrying out credit checks and getting authorisation for credit facilities.</p> <p>KA4. whom to approach for advice and help in sorting out difficulties in processing applications.</p>	
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. how to determine the credit worthiness of an individual by using appropriate techniques and tools.</p>	

RAS/N0114

**To process credit applications for purchases**

Skills (S)		
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>	
	The user/individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.	
	<b>Reading Skills</b>	
	The user/individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.	
	<b>Oral Communication (Listening and Speaking skills)</b>	
	The user/individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.	
	<b>B. Professional Skills</b>	<b>Decision Making</b>
		The user/individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.
<b>Plan and Organize</b>		
The user/individual on the job needs to know and understand how to: SB2. plan and schedule routines.		
<b>Customer Centricity</b>		
The user/individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.		
<b>Problem Solving</b>		
The user/ individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches.		
<b>Analytical Thinking</b>		
The user/ individual on the job needs to know and understand how to: SB7. identify and evaluate the supporting given for credit applications.		
<b>Critical Thinking</b>		
The user/ individual on the job needs to know and understand how to: SB8. determine the impact of doing a thorough credit check for all applications received.		

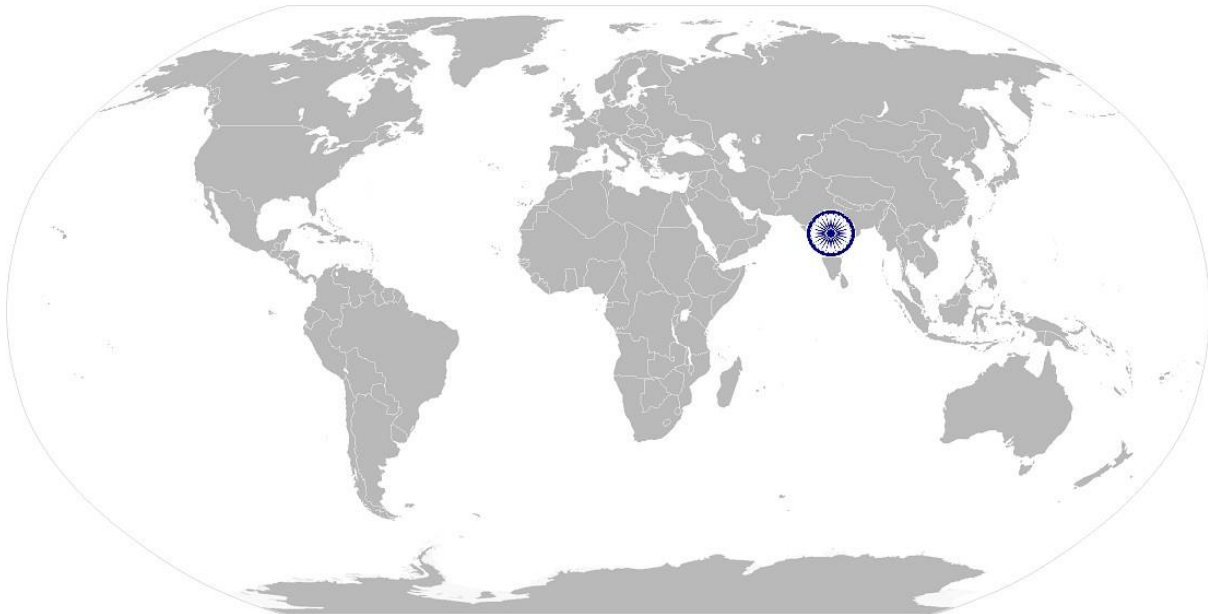


**RAS/N0114**

**To process credit applications for purchases**

## NOS Version Control

<b>NOS Code</b>	<b>RAS/N0114</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>20/04/13</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>26/07/17</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/07/21</b>

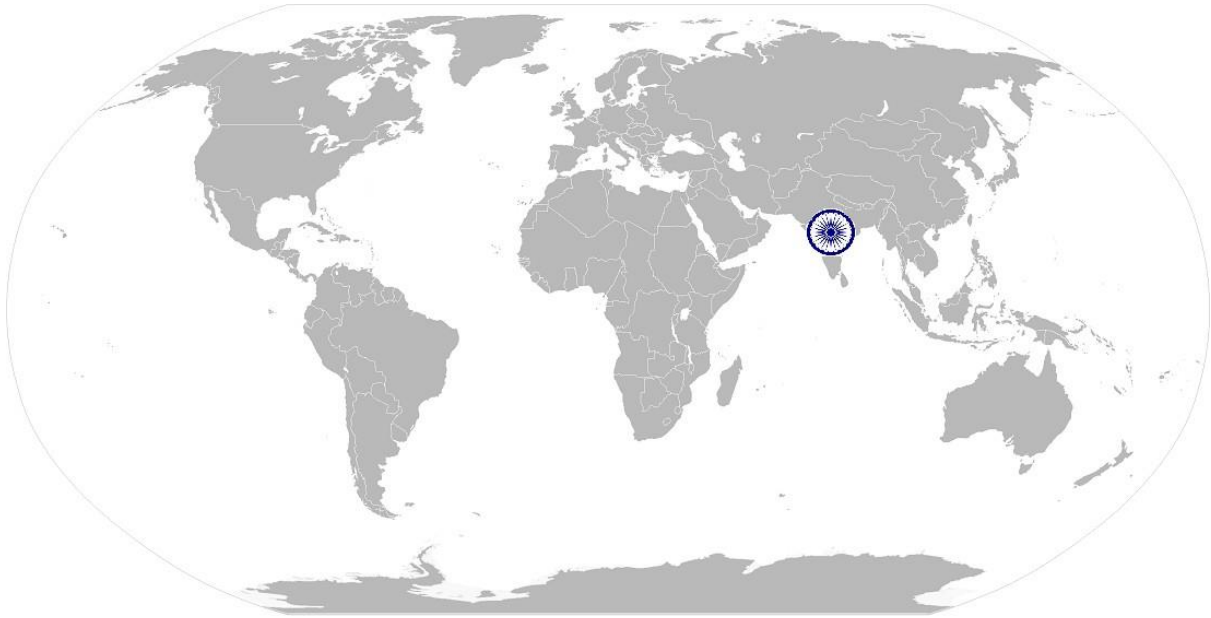


**RAS/N0120**

**To help keep the store secure**

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# National Occupational Standard



## Overview

This NOS covers the skills and knowledge for an individual to help keep the store secure.



**RAS/N0120**

**To help keep the store secure**

National Occupational Standard	<b>Unit Code</b>	<b>RAS/N0120</b>
	<b>Unit Title (Task)</b>	<b>To help keep the store secure</b>
	<b>Description</b>	This OS describes the skills and knowledge required to help keep the store secure.
	<b>Scope</b>	<p>This unit applies to individuals to help keep the store secure in retail operations.</p> <ul style="list-style-type: none"> <li>• Help keep the retail environment secure</li> </ul> <p>The role may be performed in a range of Retail Operations</p> <ul style="list-style-type: none"> <li>• Department Store</li> <li>• Supermarket</li> <li>• Specialty Store</li> <li>• Fresh Food stores</li> <li>• Quick Service Food Stores</li> </ul>
	<b>Performance Criteria(PC) w.r.t. the Scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
	<b>Help keep the retail environment secure</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. take prompt and suitable action to reduce security risks as far as possible, where it is within the limits of his/her responsibility and authority to do so.</p> <p>PC2. follow company policy and legal requirements when dealing with security risks.</p> <p>PC3. recognise when security risks are beyond his/her authority and responsibility to sort out, and report these risks promptly to the right person.</p> <p>PC4. use approved procedures and techniques for protecting personal safety when security risks arise.</p> <p>PC5. follow company policies and procedures for maintaining security while working.</p> <p>PC6. follow company policies and procedures for making sure that security will be maintained when he/she goes on breaks and when he/she finishes work.</p>
	<b>Knowledge and Understanding (K)</b>	
	<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. the types of security risk that can arise in the workplace.</p> <p>KA2. with how much authority and responsibility he/she has to deal security risks, including legal rights and duties.</p> <p>KA3. the company policy and procedures for dealing with security risks in the workplace.</p> <p>KA4. whom to report security risks to, and how to contact them.</p> <p>KA5. the company policies and procedures for maintaining security while working.</p> <p>KA6. the company policies and procedures for making sure that security will be maintained when you go on your breaks and when you finish work.</p>

**RAS/N0120**

**To help keep the store secure**

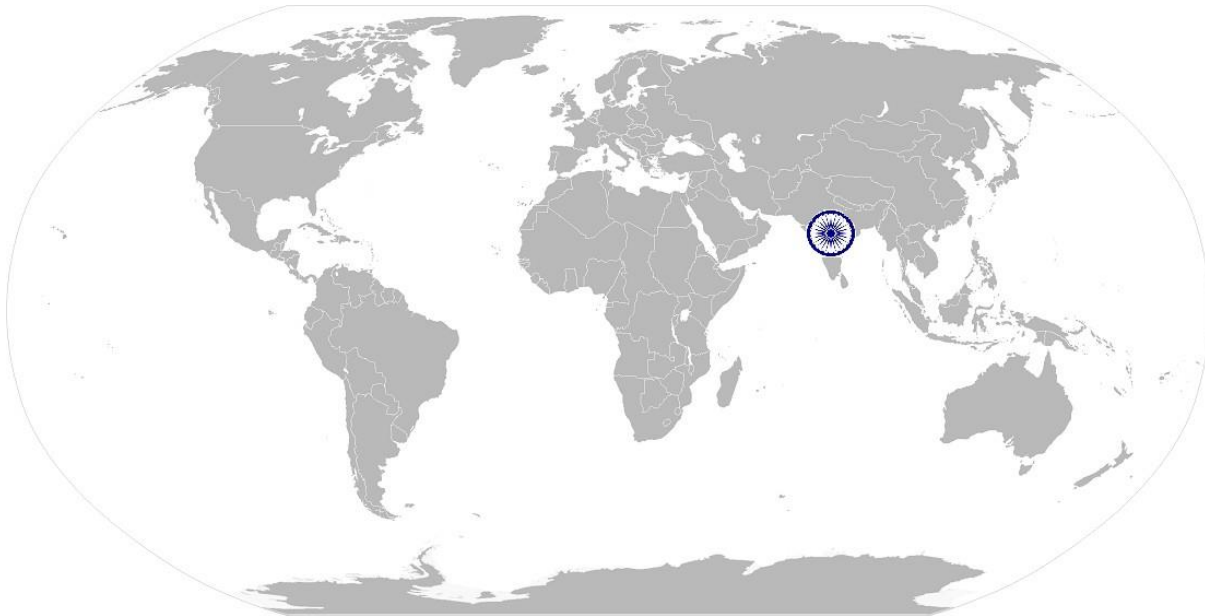
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: KB1. approved procedures and techniques for ensuring personal safety when security risks arise.	
<b>Skills (S)</b>		
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>	
	The user/individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.	
	<b>Reading Skills</b>	
	The user/individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.	
	<b>Oral Communication (Listening and Speaking skills)</b>	
	The user/individual on the job needs to know and understand how to: SA5. follow instructions accurately SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.	
	<b>B. Professional Skills</b>	<b>Decision Making</b>
		The user/individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.
<b>Plan and Organize</b>		
The user/individual on the job needs to know and understand how to: SB2. plan and schedule routines		
<b>Customer Centricity</b>		
The user/individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.		
<b>Problem Solving</b>		
The user/individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches.		
<b>Analytical Thinking</b>		
The user/individual on the job needs to know and understand how to: SB7. respond to emergency situations as per the escalation matrix.		
<b>Critical Thinking</b>		
The user/individual on the job needs to know and understand how to: SB8. determine the impact of not securing the loss prevention and security equipment.		

**RAS/N0120**

**To help keep the store secure**

## NOS Version Control

NOS Code	RAS/N0120		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	20/04/13
Industry Sub-sector	Retail Operations	Last reviewed on	26/07/17
Occupation	Store Operations	Next review date	26/07/21



RAS/N0122

To help maintain health and safety

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# National Occupational Standard



## Overview

This NOS covers the skills and knowledge for an individual to help maintain health and safety.

**RAS/N0122**

**To help maintain health and safety**

National Occupational Standard

<b>Unit Code</b>	<b>RAS/N0122</b>
<b>Unit Title (Task)</b>	<b>To help maintain health and safety</b>
<b>Description</b>	This OS describes the skills and knowledge required to help maintain health and safety.
<b>Scope</b>	<p>This unit applies to individuals to help maintain health and safety in retail operations.</p> <ul style="list-style-type: none"> <li>Deal with accidents and emergencies</li> <li>Help to reduce health and safety risks</li> </ul> <p>The role may be performed in a range of Retail Operations</p> <ul style="list-style-type: none"> <li>Department Store</li> <li>Supermarket</li> <li>Specialty Store</li> <li>Fresh Food stores</li> <li>Quick Service Food Stores</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Deal with accidents and emergencies</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. follow company procedures and legal requirements for dealing with accidents and emergencies.</p> <p>PC2. speak and behave in a calm way while dealing with accidents and emergencies.</p> <p>PC3. report accidents and emergencies promptly, accurately and to the right person.</p> <p>PC4. recognize when evacuation procedures have been started and follow company procedures for evacuation.</p>
<b>Help to reduce health and safety risks</b>	<p>PC5. follow the health and safety requirements laid down by the company and by law, and encourage colleagues to do the same.</p> <p>PC6. promptly take the approved action to deal with risks if he/she is authorised to do so.</p> <p>PC7. report risks promptly to the right person, if he/she does not have the authority.</p> <p>PC8. use equipment and materials in line with the manufacturer's instructions.</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. company procedures and legal requirements for dealing with accidents and emergencies.</p> <p>KA2. how to report accidents and emergencies to promote health and safety.</p> <p>KA3. legal and company requirements for reporting accidents and emergencies.</p> <p>KA4. company procedures for evacuation, including how the alarm is raised and where emergency exits and assembly points are.</p> <p>KA5. health and safety requirements laid down by the company and by law.</p> <p>KA6. setting a good example contributing to health and safety in the workplace.</p>

**RAS/N0122**

**To help maintain health and safety**

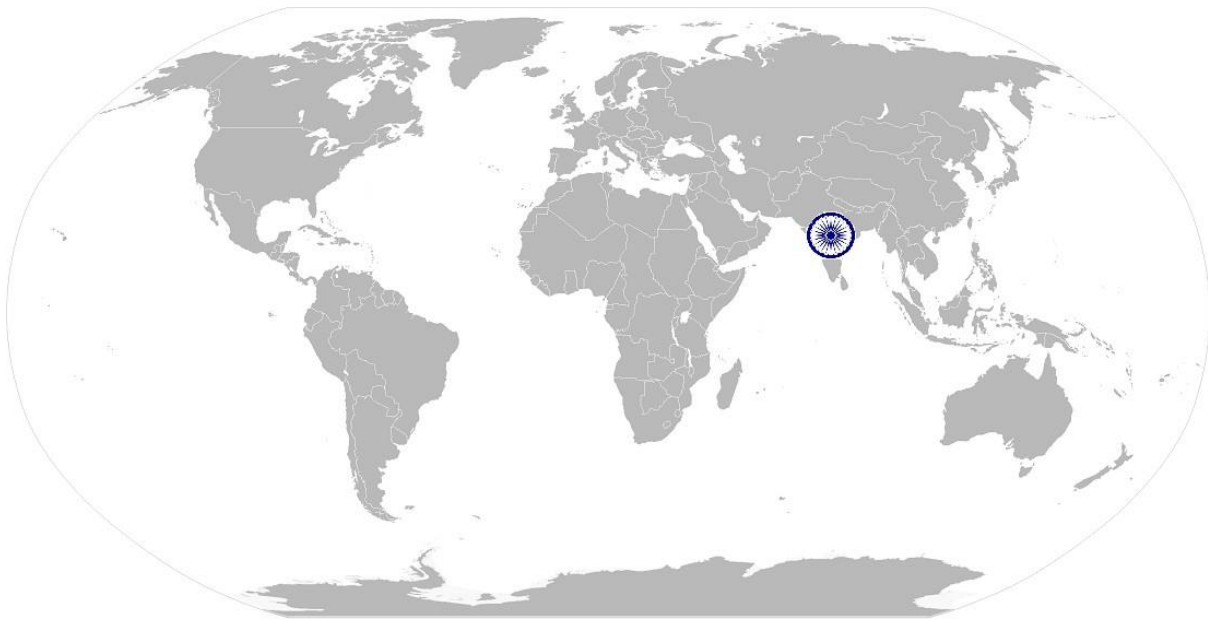
	<p>KA7. authority and responsibility for dealing with health and safety risks, and the importance of not taking on more responsibility than he/she is authorised to.</p> <p>KA8. approved procedures for dealing with health and safety risks.</p> <p>KA9. how to find instructions for using equipment and materials.</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. techniques for speaking and behaving in a calm way while dealing with accidents and emergencies.</p> <p>KB2. emergency response techniques.</p> <p>KB3. using machinery and escape methods to have minimal loss to material and life.</p>
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/ individual on the job needs to know and understand how to:
	SA1. complete documentation accurately.
	SA2. write simple reports when required.
	<b>Reading Skills</b>
	The user/ individual on the job needs to know and understand how to:
	SA3. read information accurately.
	SA4. read and interpret data sheets.
<b>Oral Communication (Listening and Speaking skills)</b>	
The user/ individual on the job needs to know and understand how to:	
SA5. follow instructions accurately.	
SA6. use gestures or simple words to communicate where language barriers exist.	
SA7. use questioning to minimise misunderstandings.	
SA8. display courteous and helpful behaviour at all times.	
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/ individual on the job needs to know and understand how to:
	SB1. make appropriate decisions regarding the responsibilities of the job role.
	<b>Plan and Organize</b>
	The user/ individual on the job needs to know and understand how to:
	SB2. plan and schedule routines
	<b>Customer Centricity</b>
	The user/ individual on the job needs to know and understand how to:
SB3. build relationships with internal and external customers.	
<b>Problem Solving</b>	
The user/ individual on the job needs to know and understand how to:	
SB4. respond to breakdowns and malfunction of equipment.	
SB5. respond to unsafe and hazardous working conditions.	
SB6. respond to security breaches.	



**RAS/N0122**

**To help maintain health and safety**

	<b>Analytical Thinking</b>
	NA
	<b>Critical Thinking</b>
	NA

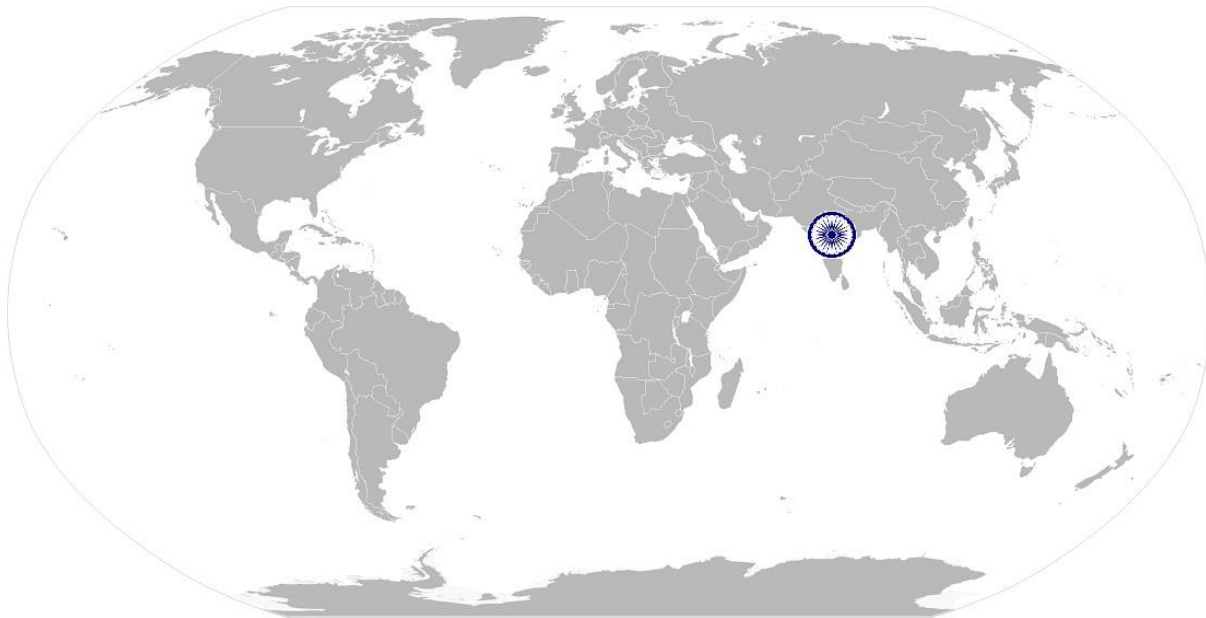


**RAS/N0122**

**To help maintain health and safety**

## NOS Version Control

NOS Code	RAS/N0122		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	20/04/13
Industry Sub-sector	Retail Operations	Last reviewed on	26/07/17
Occupation	Store Operations	Next review date	26/07/21

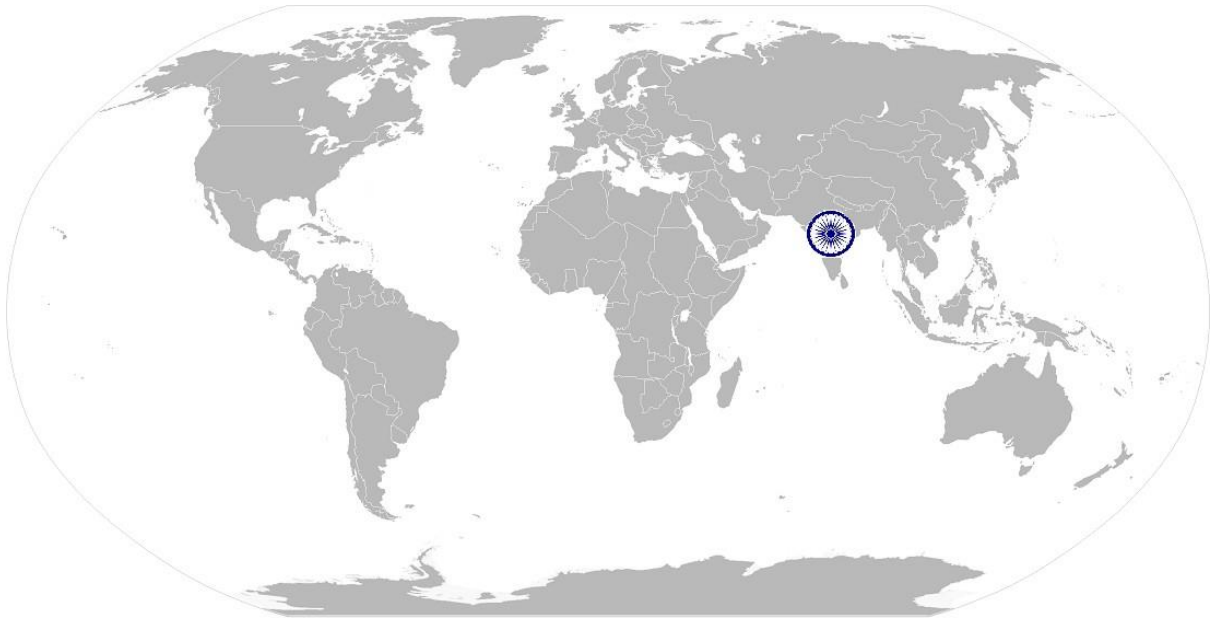


RAS/N0125

To demonstrate products to customers

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# National Occupational Standard



## Overview

This NOS covers the skills and knowledge for an individual to demonstrate products to customers.

**RAS/N0125**

**To demonstrate products to customers**

National Occupational Standard	<b>Unit Code</b>	<b>RAS/N0125</b>
	<b>Unit Title (Task)</b>	<b>To demonstrate products to customers</b>
	<b>Description</b>	This OS describes the skills and knowledge required to demonstrate products to customers.
	<b>Scope</b>	<p>This unit applies to individuals to demonstrate products to customers in retail operations.</p> <ul style="list-style-type: none"> <li>• Demonstrate products to customers</li> </ul> <p>The role may be performed in a range of Retail Operations</p> <ul style="list-style-type: none"> <li>• Department Store</li> <li>• Supermarket</li> <li>• Specialty Store</li> <li>• Fresh Food stores</li> <li>• Quick Service Food Stores</li> </ul>
	<b>Performance Criteria(PC) w.r.t. the Scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
	<b>Demonstrate products to customers</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. prepare the demonstration area and check that it can be used safely.</p> <p>PC2. check whether the required equipment and products for demonstration are in place.</p> <p>PC3. demonstrate products clearly and accurately to customers.</p> <p>PC4. present the demonstration in a logical sequence of steps and stages.</p> <p>PC5. cover all the features and benefits he/she thinks are needed to gain the customer's interest.</p> <p>PC6. promptly clear away the equipment and products at the end of the demonstration and connect with the customer.</p>
	<b>Knowledge and Understanding (K)</b>	
	<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. how to prepare the demonstration area effectively and checking it is safe.</p> <p>KA2. how to organise demonstrations into logical steps and stages, and how this makes demonstrations more effective.</p> <p>KA3. how to communicate clear and accurate information during demonstrations.</p> <p>KA4. how to clear equipment and products away promptly at the end of the demonstration and connect with the customer.</p>
	<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. the importance of demonstrations in promoting and selling products.</p> <p>KB2. features and benefits of the products he/she is responsible for demonstrating.</p> <p>KB3. applicable warranty, replacement / repair.</p> <p>KB4. annual maintenance costs (if applicable).</p>

**RAS/N 0125**

**To demonstrate products to customers**

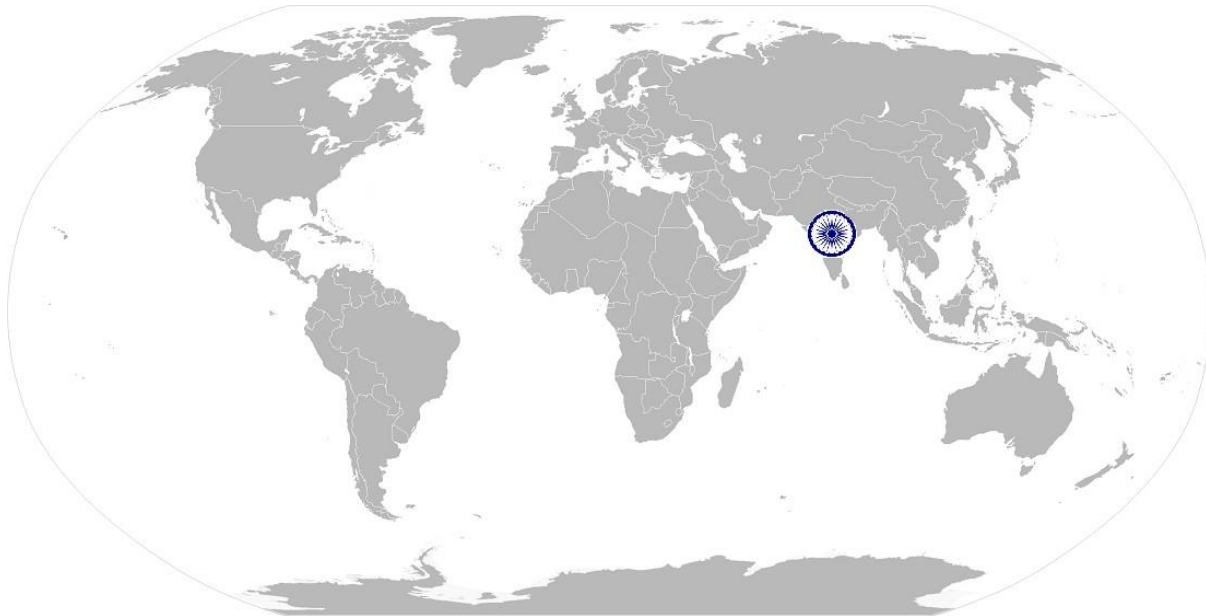
Skills (S)		
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>	
	The user/individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.	
	<b>Reading Skills</b>	
	The user/individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.	
	<b>Oral Communication (Listening and Speaking skills)</b>	
	The user/individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.	
	<b>B. Professional Skills</b>	<b>Decision Making</b>
		The user/individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.
<b>Plan and Organize</b>		
The user/individual on the job needs to know and understand how to: SB2. plan and schedule routines.		
<b>Customer Centricity</b>		
The user/individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.		
<b>Problem Solving</b>		
The user/individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches.		
<b>Analytical Thinking</b>		
NA		
<b>Critical Thinking</b>		
NA		

**RAS/N0125**

**To demonstrate products to customers**

## NOS Version Control

<b>NOS Code</b>	<b>RAS/N0125</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>20/04/13</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>26/07/17</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/07/21</b>



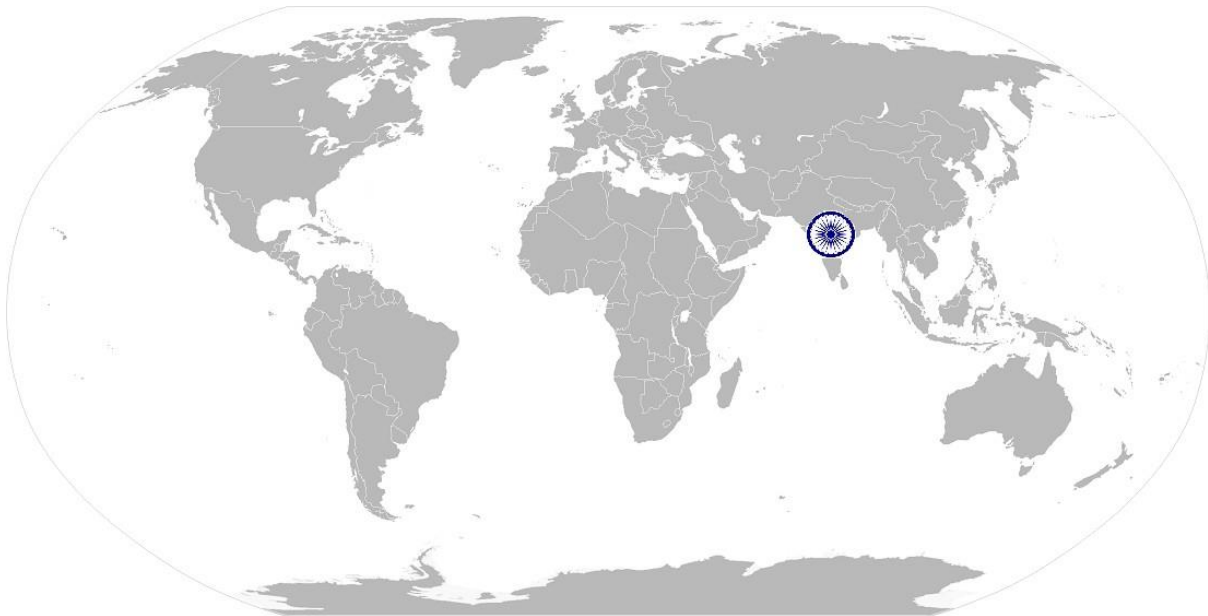


RAS/N0126

To help customers choose right products

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# National Occupational Standard



## Overview

This NOS covers the skills and knowledge for an individual to help customers choose right products.

**RAS/N0126**

**To help customers choose right products**

<b>National Occupational Standard</b>	<b>Unit Code</b>	<b>RAS/N0126</b>
	<b>Unit Title (Task)</b>	<b>To help customers choose right products</b>
	<b>Description</b>	This OS describes the skills and knowledge required to help customers choose right products.
	<b>Scope</b>	<p>This unit applies to individuals to help customers choose right products in retail operations.</p> <ul style="list-style-type: none"> <li>• Help customers choose products</li> <li>• Check the customer's preferences and buying decisions when making sales</li> </ul> <p>The role may be performed in a range of Retail Operations</p> <ul style="list-style-type: none"> <li>• Department Store</li> <li>• Supermarket</li> <li>• Specialty Store</li> <li>• Fresh Food stores</li> <li>• Quick Service Food Stores</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>		
<b>Element</b>	<b>Performance Criteria</b>	
<b>Help customers choose products</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. find out which product features and benefits interest individual customers and focus on these when discussing products.</p> <p>PC2. describe and explain clearly and accurately relevant product features and benefits to customers.</p> <p>PC3. compare and contrast products in ways that help customers choose the product that best meets their needs.</p> <p>PC4. check customers' responses to his/her explanations, and confirm their interest in the product.</p> <p>PC5. encourage customers to ask questions &amp; respond to their questions, comments &amp; objections in ways that promote sales &amp; goodwill.</p> <p>PC6. identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill.</p> <p>PC7. constantly check the store for security, safety and potential sales whilst helping customers.</p>	
<b>Check the customer's preferences and buying decisions when making sales</b>	<p>PC8. give customers enough time to evaluate products and ask questions.</p> <p>PC9. handle objections and questions in a way that promotes sales and keeps the customer's confidence.</p> <p>PC10. identify the need for additional and associated products and take the opportunity to increase sales.</p> <p>PC11. clearly acknowledge the customer's buying decisions.</p> <p>PC12. clearly explain any customer rights that apply.</p> <p>PC13. clearly explain to the customer where to pay for their purchases.</p>	

RAS/N0126

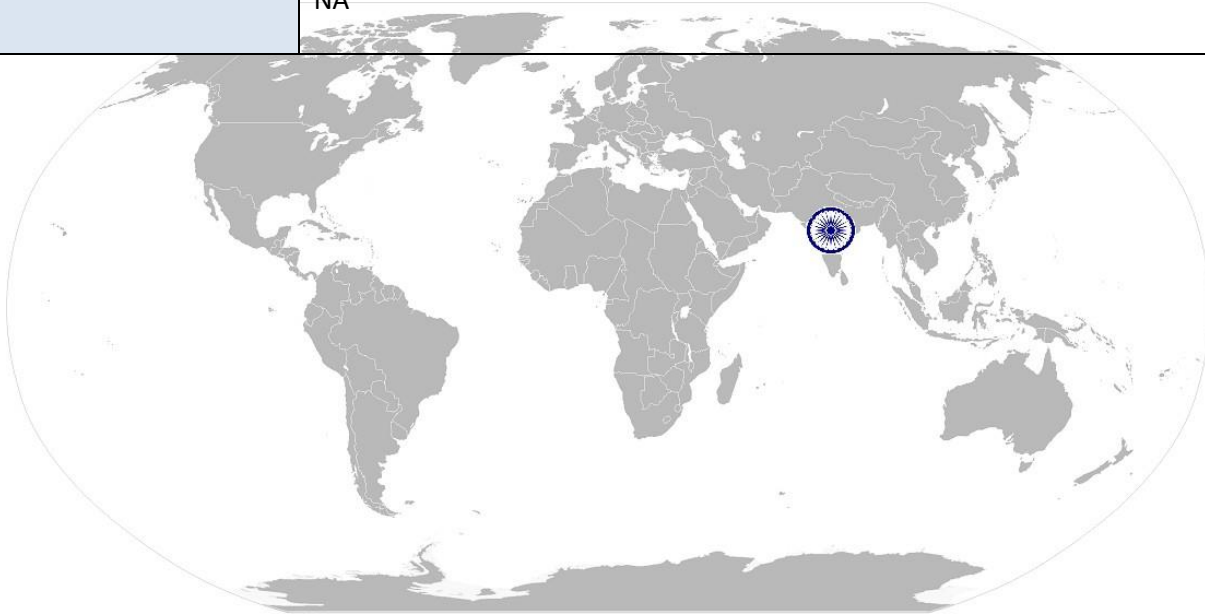
To help customers choose right products

Knowledge and Understanding (K)	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. how to promote sales and goodwill.            KA2. how to help customers choose products.            KA3. how to explain product features and benefits to customers in ways that they understand and find interesting.            KA4. how to check and interpret customer responses.            KA5. how to adapt explanations and respond to questions and comments in ways that promote sales and goodwill.            KA6. how to encourage customers to ask for clarification and more information.            KA7. the risks of not paying attention to the store, in terms of security, safety and lost sales.            KA8. how to recognise buying signals from customers            KA9. how to handle objections and questions confidently and effectively.            KA10. legal rights and responsibilities of retailers and customers to do with returning of unsatisfactory goods.</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. techniques for closing the sale.            KB2. product features and benefits.</p>
Skills (S)	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. complete documentation accurately.            SA2. write simple reports when required.</p>
	<b>Reading Skills</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA3. read information accurately.            SA4. read and interpret data sheets.</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
<b>B. Professional Skills</b>	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA5. follow instructions accurately.            SA6. use gestures or simple words to communicate where language barriers exist.            SA7. use questioning to minimise misunderstandings.            SA8. display courteous and helpful behaviour at all times.</p>
	<b>Decision Making</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SB1. make appropriate decisions regarding the responsibilities of the job role.</p>
	<b>Plan and Organize</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SB2. plan and schedule routines.</p>

**RAS/N0126**

**To help customers choose right products**

	<b>Customer Centricity</b>
	The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.
	<b>Problem Solving</b>
	The user/ individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches
	<b>Analytical Thinking</b>
	NA
	<b>Critical Thinking</b>
	NA

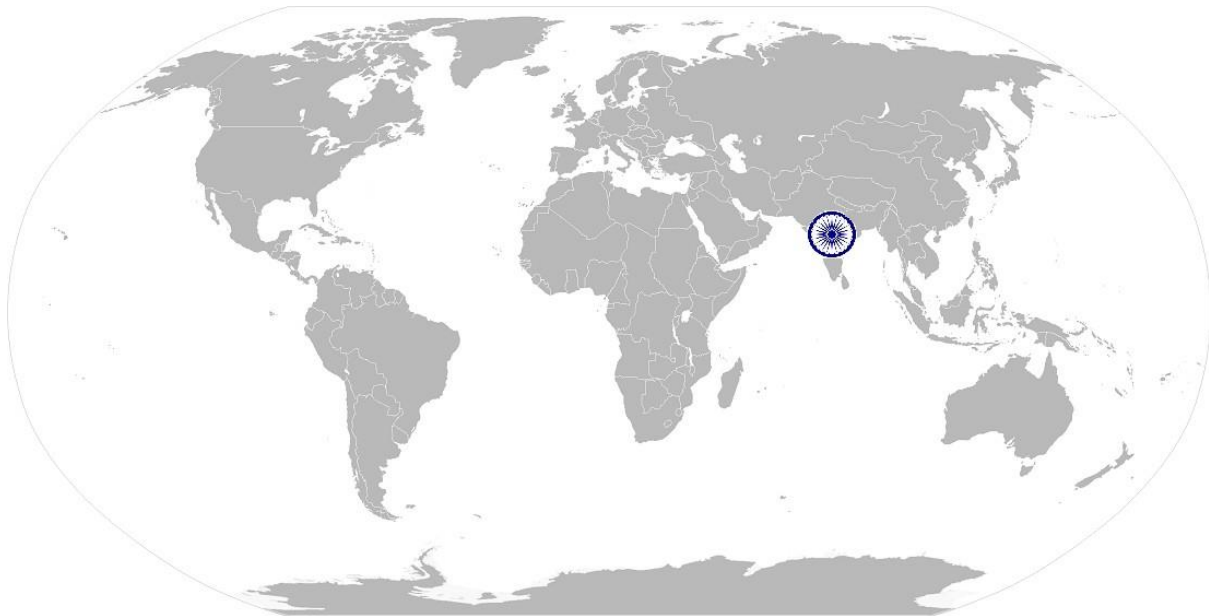


**RAS/N0126**

**To help customers choose right products**

## NOS Version Control

<b>NOS Code</b>	<b>RAS/N0126</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>20/04/13</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>26/07/17</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/07/21</b>

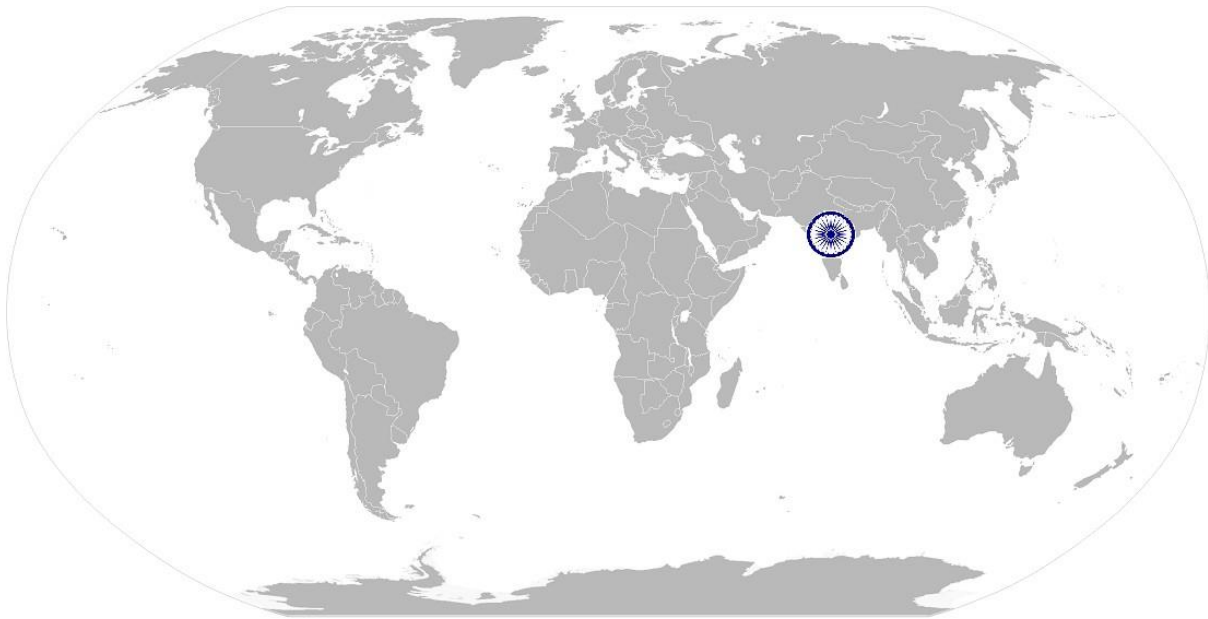


RAS/N0127

To provide specialist support to customers facilitating purchases

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# National Occupational Standard



## Overview

This NOS covers the skills and knowledge for an individual to provide specialist support to customers facilitating purchases.



RAS/N0127

To provide specialist support to customers facilitating purchases

National Occupational Standard

<b>Unit Code</b>	<b>RAS/N 0127</b>
<b>Unit Title (Task)</b>	<b>To provide specialist support to customers facilitating purchases</b>
<b>Description</b>	This OS describes the skills and knowledge required to provide specialist support to customers facilitating purchases.
<b>Scope</b>	<p>This unit applies to individuals to provide specialist support to customers facilitating purchases in retail operations.</p> <ul style="list-style-type: none"> <li>• Give customers information and advice on specialist products</li> <li>• Demonstrate specialist products to customers</li> </ul> <p>The role may be performed in a range of Retail Operations</p> <ul style="list-style-type: none"> <li>• Department Store</li> <li>• Supermarket</li> <li>• Specialty Store</li> <li>• Fresh Food stores</li> <li>• Quick Service Food Stores</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Give customers information and advice on specialist products</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. talk to customers politely and in ways that promote sales and goodwill.</p> <p>PC2. use the information given by the customer to find out what they are looking for.</p> <p>PC3. help the customer understand the features and benefits of the products they have shown an interest in.</p> <p>PC4. explain clearly and accurately the features and benefits of products and relate these to the customer's needs.</p> <p>PC5. promote the products that give the best match between the customer's needs and the store's need to make sales.</p> <p>PC6. spot and use suitable opportunities to promote other products where these will meet the customer's needs.</p> <p>PC7. control the time he/she spends with the customer to match the value of the prospective purchase.</p> <p>PC8. constantly check the store for safety, security and potential sales while helping individual customers.</p>
<b>Demonstrate specialist products to customers</b>	<p>PC9. find out if the customer is willing to see a demonstration.</p> <p>PC10. set up demonstrations safely and in a way that disturbs other people as little as possible.</p> <p>PC11. check whether he/she has everything needed to give an effective demonstration.</p> <p>PC12. give demonstrations that clearly show the use and value of the product.</p> <p>PC13. offer customers the opportunity to use the product themselves, where appropriate.</p> <p>PC14. give customers enough chance to ask questions about the products or</p>

RAS/N0127

**To provide specialist support to customers facilitating purchases**

	<p>services he/she is demonstrating to them.</p> <p>PC15. check that the store will be monitored for security, safety and potential sales while he/she is carrying out demonstrations.</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. how to help customers decide what to buy by comparing and contrasting the features, advantages and benefits of products for them.</p> <p>KA2. how the time of day affects customers' willingness to engage in conversation with a salesperson.</p> <p>KA3. how to give customers product information that is relevant to their individual needs and interests.</p> <p>KA4. how to find out which product features and benefits interest individual customers.</p> <p>KA5. how to adapt appropriate speech, body language and sales style to appeal to different kinds of customers.</p> <p>KA6. company policy on customer service and how this applies to giving specialist information and advice to customers.</p> <p>KA7. how to set up safe and effective demonstrations of the specialist products he/she is responsible for promoting.</p> <p>KA8. keeping the customer interested during demonstrations.</p> <p>KA9. responding to the customer's comments and questions during demonstrations.</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. features and benefits of the specialist products.</p> <p>KB2. advantages compared with similar products offered by competitors.</p> <p>KB3. up to date product knowledge.</p> <p>KB4. the importance of demonstrations in promoting and selling products.</p>
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. complete documentation accurately.</p> <p>SA2. write simple reports when required.</p>
	<b>Reading Skills</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA3. read information accurately,</p> <p>SA4. read and interpret data sheets.</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA5. follow instructions accurately.</p> <p>SA6. use gestures or simple words to communicate where language barriers exist.</p> <p>SA7. use questioning to minimise misunderstandings.</p> <p>SA8. display courteous and helpful behaviour at all times.</p>

RAS/N0127

To provide specialist support to customers facilitating purchases

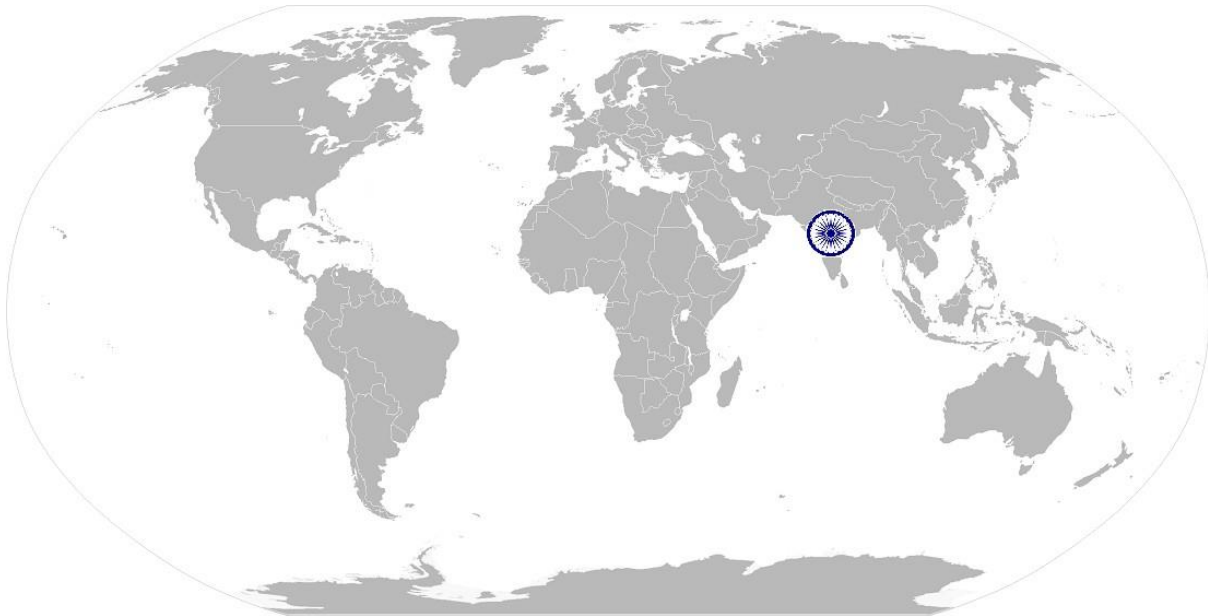
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/ individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.
	<b>Plan and Organize</b>
	The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines.
	<b>Customer Centricity</b>
	The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.
	<b>Problem Solving</b>
	The user/ individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches.
	<b>Analytical Thinking</b>
	NA
<b>Critical Thinking</b>	
NA	

**RAS/N0127**

**To provide specialist support to customers facilitating purchases**

## NOS Version Control

<b>NOS Code</b>	<b>RAS/N0127</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>20/04/13</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>26/07/17</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/07/21</b>

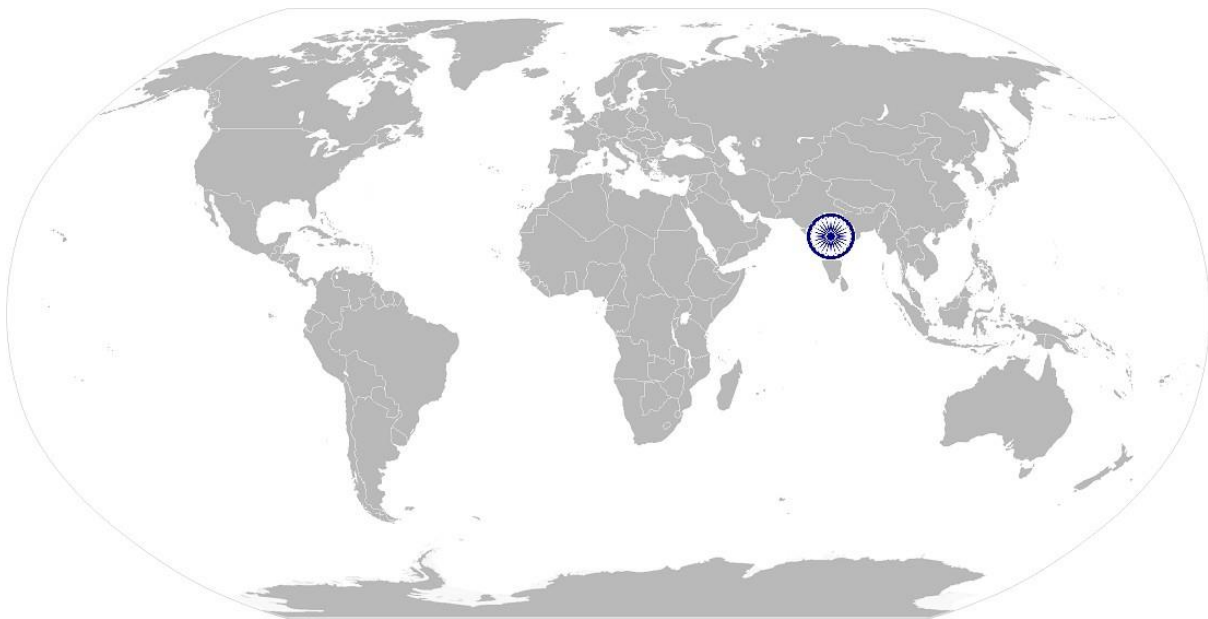


RAS/N0128

To maximise sales of goods & services

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# National Occupational Standard



## Overview

This NOS covers the skills and knowledge for an individual to maximise sales of goods & services.

**RAS/N0128**

**To maximise sales of goods & services**

National Occupational Standard

<b>Unit Code</b>	<b>RAS/N0128</b>
<b>Unit Title (Task)</b>	<b>To maximise sales of goods &amp; services</b>
<b>Description</b>	This OS describes the skills and knowledge required to maximise sales of goods & services.
<b>Scope</b>	<p>This unit applies to individuals to maximise sales of goods &amp; services in retail operations.</p> <ul style="list-style-type: none"> <li>Identify opportunities to increase sales of particular products</li> <li>Promote particular products</li> </ul> <p>The role may be performed in a range of Retail Operations</p> <ul style="list-style-type: none"> <li>Department Store</li> <li>Supermarket</li> <li>Specialty Store</li> <li>Fresh Food stores</li> <li>Quick Service Food Stores</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Identify opportunities to increase sales of particular products</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. identify promotional opportunities and estimate their potential to increase sales.</p> <p>PC2. identify promotional opportunities which offer the greatest potential to increase sales.</p> <p>PC3. report promotional opportunities to the right person.</p> <p>PC4. fill in the relevant records fully and accurately.</p>
<b>Promote particular products</b>	<p>PC5. tell customers about promotions clearly and in a persuasive way.</p> <p>PC6. identify and take the most effective actions for converting promotional sales into regular future sales.</p> <p>PC7. gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person.</p> <p>PC8. record clearly and accurately the results of promotions.</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. seasonal trends and how they affect opportunities for sales.</p> <p>KA2. how to estimate and compare the potential of promotional opportunities to increase sales.</p> <p>KA3. whom to approach about the identified promotional opportunities.</p> <p>KA4. techniques for building customers' interest in regularly buying in future the product you are promoting.</p> <p>KA5. how to evaluate and record the results of promotions.</p>



RAS/N0128

To maximise sales of goods & services

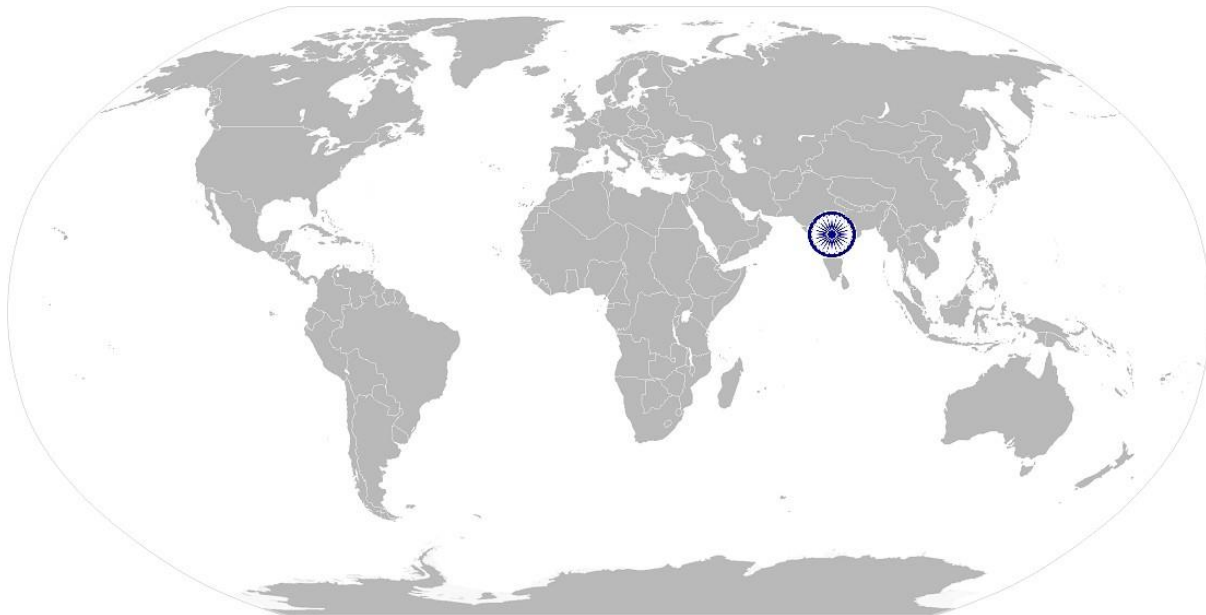
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: KB1. the difference between the features and benefits of products. KB2. how to promote the features and benefits of products to customers. KB3. techniques of encouraging customers to buy the product being promoted.	
<b>Skills (S) [Optional]</b>		
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>	
	The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.	
	<b>Reading Skills</b>	
	The user/ individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.	
	<b>Oral Communication (Listening and Speaking skills)</b>	
	The user/ individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.	
	<b>B. Professional Skills</b>	<b>Decision Making</b>
		The user/ individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.
<b>Plan and Organize</b>		
The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines.		
<b>Customer Centricity</b>		
The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.		
<b>Problem Solving</b>		
The user/ individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches.		
<b>Analytical Thinking</b>		
NA		
<b>Critical Thinking</b>		
NA		

**RAS/N0128**

**To maximise sales of goods & services**

## NOS Version Control

<b>NOS Code</b>	<b>RAS/N0128</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>20/04/13</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>26/07/17</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/07/21</b>

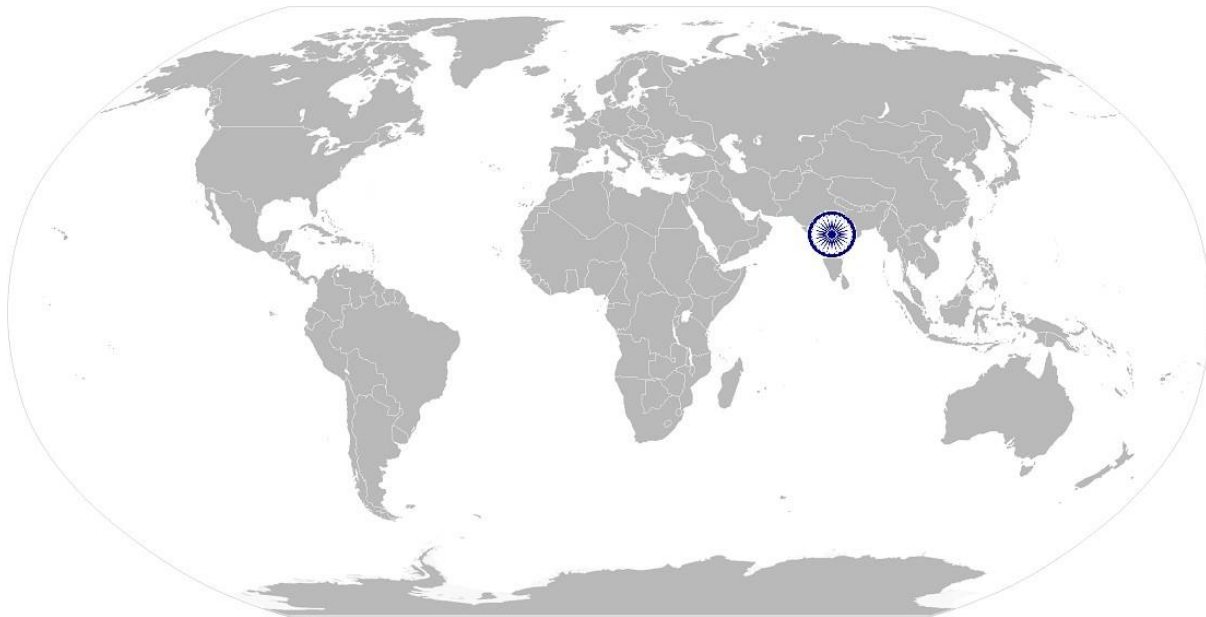


RAS/N0129

To provide personalised sales & post-sales service support

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# National Occupational Standard



## Overview

This NOS covers the skills and knowledge for an individual to provide personalised sales & post-sales service support.

RAS/N0129

To provide personalised sales & post-sales service support

National Occupational Standard

<b>Unit Code</b>	<b>RAS/N0129</b>
<b>Unit Title (Task)</b>	<b>To provide personalised sales &amp; post-sales service support</b>
<b>Description</b>	This OS describes the skills and knowledge required to provide personalised sales & post-sales service support.
<b>Scope</b>	<p>This unit applies to individuals to provide personalised sales &amp; post-sales service support in retail operations.</p> <ul style="list-style-type: none"> <li>• Provide a personalised service</li> <li>• Provide an after sales service</li> </ul> <p>The role may be performed in a range of Retail Operations</p> <ul style="list-style-type: none"> <li>• Department Store</li> <li>• Supermarket</li> <li>• Specialty Store</li> <li>• Fresh Food stores</li> <li>• Quick Service Food Stores</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Provide a personalised service</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. use available information in the client records to help prepare for consultations.</p> <p>PC2. check whether the work area is clean and tidy and that all the required equipment are in hand before starting a consultation.</p> <p>PC3. quickly create a rapport with the client at the start of the consultation.</p> <p>PC4. talk and behave towards the client in ways that project the company image effectively.</p> <p>PC5. ask questions to understand the client's buying needs, preferences and priorities.</p> <p>PC6. tactfully check, where appropriate, how much the client wants to spend.</p> <p>PC7. explain clearly to the client the features and benefits of the recommended products or services and relate these to the client's individual needs.</p> <p>PC8. identify suitable opportunities to sell additional or related products or services that are suited to the client's needs.</p> <p>PC9. make recommendations to the client in a confident and polite way and without pressurising them.</p> <p>PC10. pace client consultations to make good use of the selling time while maintaining good relations with the client.</p> <p>PC11. meet the company's customer service standards while dealing with the client.</p>
<b>Provide an after sales service</b>	<p>PC12. follow the company's procedures for keeping client records up-to-date.</p> <p>PC13. record client information accurately and store it in the right places in the company's system.</p> <p>PC14. keep client information confidential and share it only with people who have a right to it.</p>

RAS/N0129

**To provide personalised sales & post-sales service support**

	<p>PC15. keep to clients' wishes as to how and when they may be contacted. PC16. follow the company's policy and procedures for contacting clients. PC17. tell clients promptly and offer any other suitable products or services, where promises cannot be kept.</p>
<b>Knowledge and Understanding (K)</b>	
<p><b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. company's desired image and how to project this to clients. KA2. how to use information in client records to prepare for client visits. KA3. how to create and maintain a rapport with clients, both new and existing. KA4. the types of question to ask clients to find out about their buying needs, preferences and priorities. KA5. how to ask clients tactfully how much they want to spend. KA6. how to relate the features and benefits of products or services to the client's needs. KA7. how to identify suitable opportunities to sell additional or related products. KA8. how to recommend clients in a way that encourages them to accept the recommendation, without pressuring them. KA9. how to balance the need to make immediate sales with the need to maintain good business relations with the client, and how to do so. KA10. company's customer service standards and how to apply these when providing a personalised service to clients. KA11. how to keep client records up-to-date and store them correctly. KA12. company procedures for updating client records. KA13. company systems and procedures for recording and storing client information. KA14. relevant aspects of the data protection laws and company policy for client confidentiality. KA15. how to keep one's promises to clients.</p>
<p><b>B. Technical Knowledge</b></p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. brands and services, including seasonal trends, new brands or services, promotions, stock levels, competitor comparisons, and additional services such as store cards, gift wrapping or delivery.</p>
<b>Skills (S)</b>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Writing Skills</b></p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. complete documentation accurately. SA2. write simple reports when required.</p>
	<p><b>Reading Skills</b></p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA3. read information accurately SA4. read and interpret data sheets</p>

RAS/N0129

**To provide personalised sales & post-sales service support**

	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/ individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/ individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.
	<b>Plan and Organize</b>
	The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines.
	<b>Customer Centricity</b>
	The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.
	<b>Problem Solving</b>
	The user/ individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches.
	<b>Analytical Thinking</b>
	NA
<b>Critical Thinking</b>	
NA	

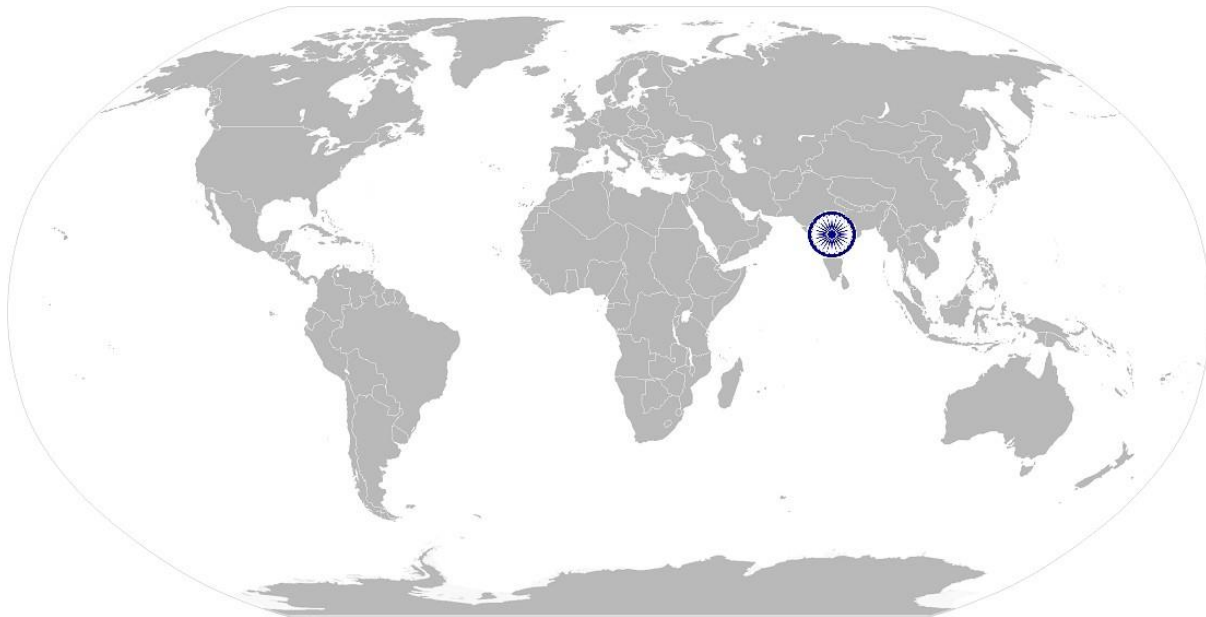


**RAS/N0129**

**To provide personalised sales & post-sales service support**

## NOS Version Control

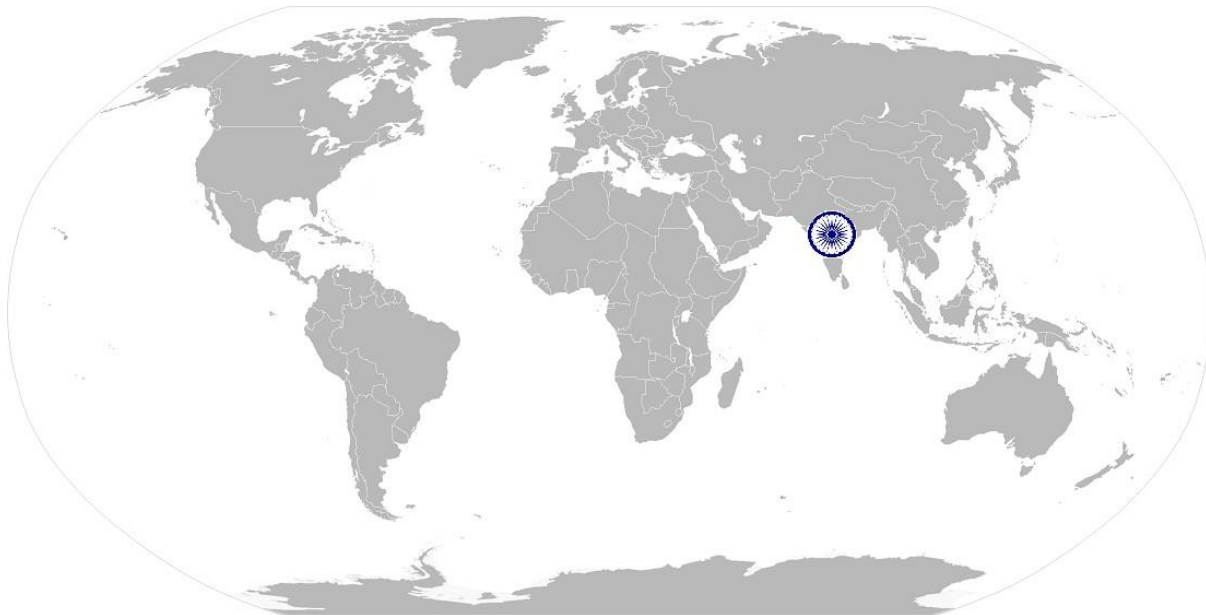
<b>NOS Code</b>	<b>RAS/N0129</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>20/04/13</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>26/07/17</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/07/21</b>



**RAS/N0130 To create a positive image of self & organisation in the customers mind**

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# National Occupational Standard



## Overview

This NOS covers the skills and knowledge for an individual to create a positive image of self & organisation in the customers mind.

**RAS/N0130 To create a positive image of self & organisation in the customers mind**

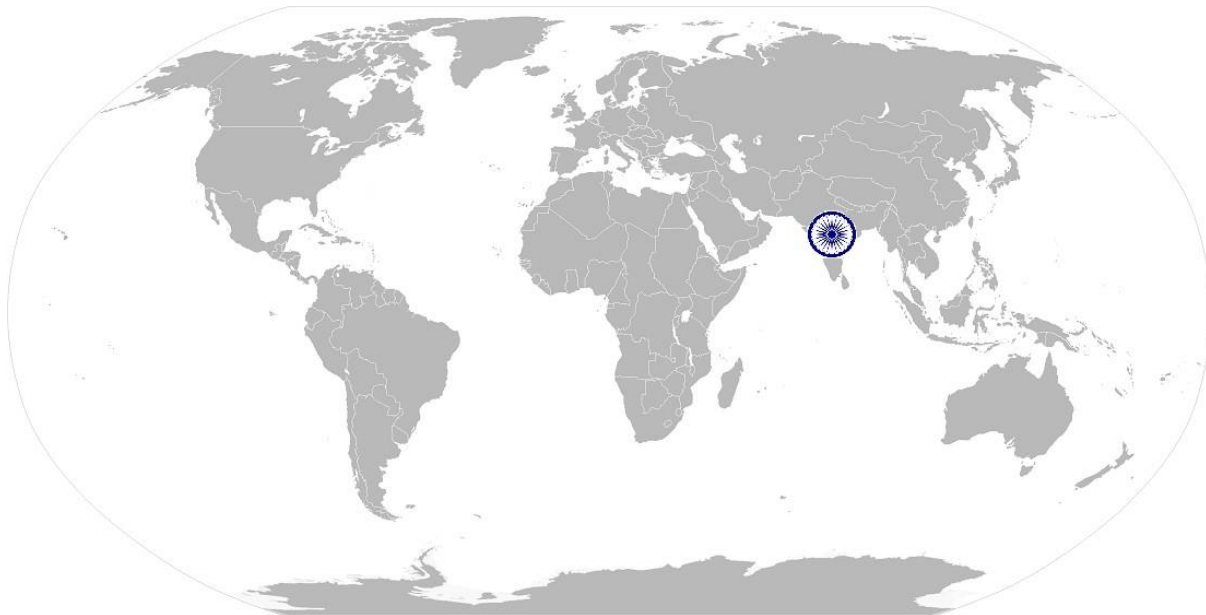
National Occupational Standard	<b>Unit Code</b>	<b>RAS/N0130</b>
	<b>Unit Title (Task)</b>	<b>To create a positive image of self &amp; organisation in the customers mind</b>
	<b>Description</b>	This OS describes the skills and knowledge required to create a positive image of self & organisation in the customers mind.
	<b>Scope</b>	<p>This unit applies to individuals to create a positive image of self &amp; organisation in the customers mind in retail operations.</p> <ul style="list-style-type: none"> <li>Establish effective rapport with customers</li> <li>Respond appropriately to customers</li> <li>Communicate information to customers</li> </ul> <p>The role may be performed in a range of Retail Operations</p> <ul style="list-style-type: none"> <li>Department Store</li> <li>Supermarket</li> <li>Specialty Store</li> <li>Fresh Food stores</li> <li>Quick Service Food Stores</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>		
<b>Element</b>	<b>Performance Criteria</b>	
<b>Establish effective rapport with customers</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. meet the organisation's standards of appearance and behaviour.</p> <p>PC2. greet customers respectfully and in a friendly manner.</p> <p>PC3. communicate with customers in a way that makes them feel valued and respected.</p> <p>PC4. identify and confirm customer's expectations.</p> <p>PC5. treat customers courteously and helpfully at all times.</p> <p>PC6. keep customers informed and reassured.</p> <p>PC7. adapt appropriate behaviour to respond effectively to different customer behaviour.</p>	
<b>Respond appropriately to customers</b>	<p>PC8. respond promptly to a customer seeking assistance.</p> <p>PC9. select the most appropriate way of communicating with customers.</p> <p>PC10. check with customers to ensure complete understanding of their expectations.</p> <p>PC11. respond promptly and positively to customers' questions and comments.</p> <p>PC12. allow customers time to consider his/her response and give further explanation when appropriate.</p>	
<b>Communicate information to customers</b>	<p>PC13. quickly locate information that will help customers.</p> <p>PC14. give customers the information they need about the services or products offered by the organisation.</p> <p>PC15. recognise information that customers might find complicated and check whether they fully understand.</p> <p>PC16. explain clearly to customers any reasons why their needs or expectations cannot be met.</p>	

**RAS/N0130 To create a positive image of self & organisation in the customers mind**

Knowledge and Understanding (K)		
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. organisation's standards for appearance and behaviour. KA2. organisation's guidelines for how to recognise what customers want and respond appropriately. KA3. organisation's rules and procedures regarding the methods used for communication. KA4. how to recognise when a customer is angry or confused. KA5. organisation's standards for timeliness in responding to customer questions and requests for information.	
<b>B. Technical Knowledge</b>	NA	
Skills (S)		
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>	
	The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.	
	<b>Reading Skills</b>	
	The user/ individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.	
	<b>Oral Communication (Listening and Speaking skills)</b>	
	The user/ individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.	
	<b>B. Professional Skills</b>	<b>Decision Making</b>
		The user/ individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.
<b>Plan and Organize</b>		
The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines.		
<b>B. Professional Skills</b>	<b>Customer Centricity</b>	
	The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.	

**RAS/N0130 To create a positive image of self & organisation in the customers mind**

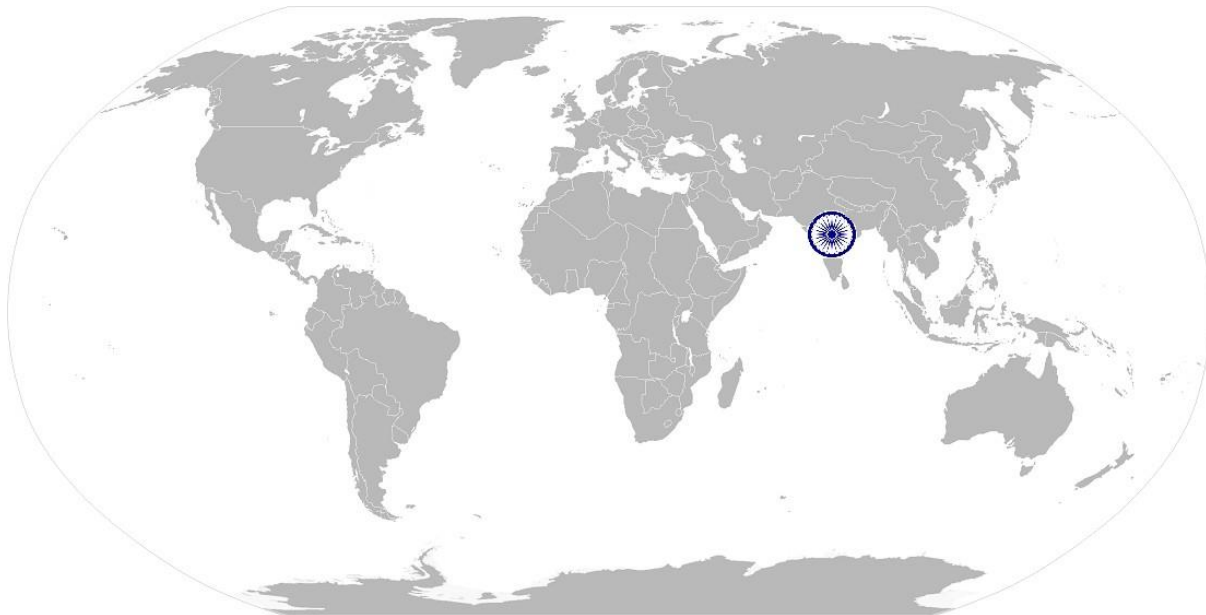
	<b>Problem Solving</b>
	The user/ individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches.
	<b>Analytical Thinking</b>
	NA
	<b>Critical Thinking</b>
NA	



**RAS/N0130 To create a positive image of self & organisation in the customers mind**

## NOS Version Control

NOS Code	RAS/N0130		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	20/04/13
Industry Sub-sector	Retail Operations	Last reviewed on	26/07/17
Occupation	Store Operations	Next review date	26/07/21



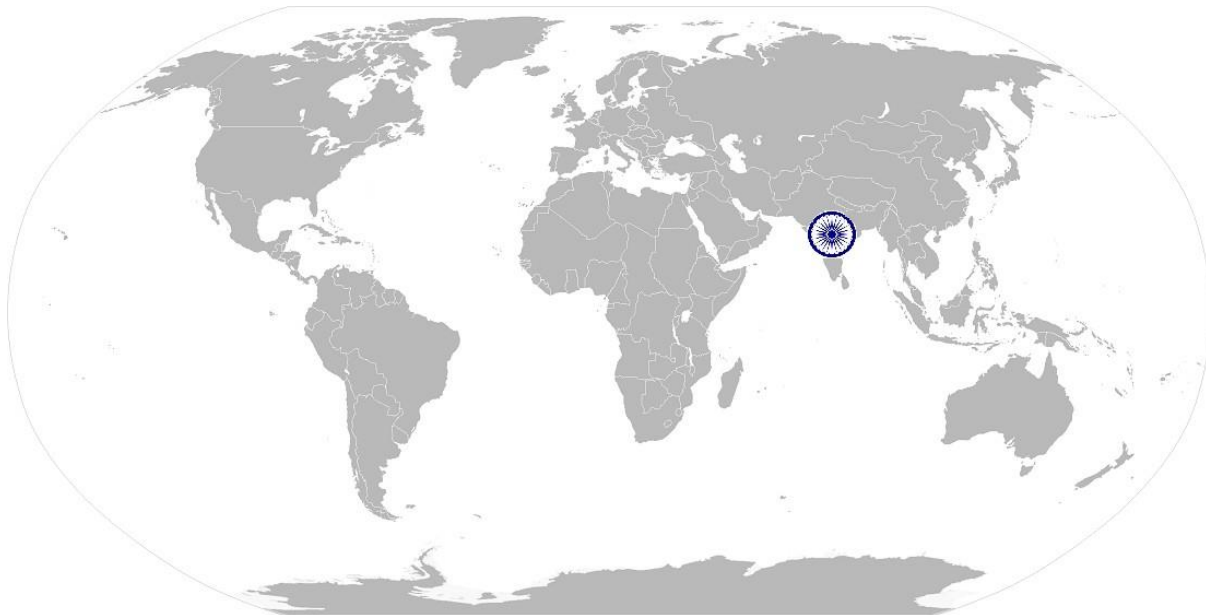


RAS/N0132

To resolve customer concerns

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# National Occupational Standard



## Overview

This NOS covers the skills and knowledge for an individual to resolve customer concerns.

**RAS/N0132**

**To resolve customer concerns**

National Occupational Standard

<b>Unit Code</b>	<b>RAS/N0132</b>
<b>Unit Title (Task)</b>	<b>To resolve customer concerns</b>
<b>Description</b>	This OS describes the skills and knowledge required to resolve customer concerns.
<b>Scope</b>	<p>This unit applies to individuals to resolve customer concerns in retail operations.</p> <ul style="list-style-type: none"> <li>Spot customer service problems</li> <li>Pick the best solution to resolve customer service problems</li> <li>Take action to resolve customer service problems</li> </ul> <p>The role may be performed in a range of Retail Operations</p> <ul style="list-style-type: none"> <li>Department Store</li> <li>Supermarket</li> <li>Specialty Store</li> <li>Fresh Food stores</li> <li>Quick Service Food Stores</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Spot customer service problems</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. identify the options for resolving a customer service problem.</p> <p>PC2. work with others to identify and confirm the options to resolve a customer service problem.</p> <p>PC3. work out the advantages and disadvantages of each option for customers and the organisation.</p> <p>PC4. pick the best option for customers and the organisation.</p> <p>PC5. identify for customers other ways that problems may be resolved if you are unable to help.</p>
<b>Pick the best solution to resolve customer service problems</b>	<p>PC6. identify the options for resolving a customer service problem.</p> <p>PC7. work with others to identify and confirm the options to resolve a customer service problem.</p> <p>PC8. work out the advantages and disadvantages of each option for your customer and your organisation.</p> <p>PC9. pick the best option for your customer and your organisation.</p> <p>PC10. identify for your customer other ways that problems may be resolved if you are unable to help.</p>

**RAS/N0132**

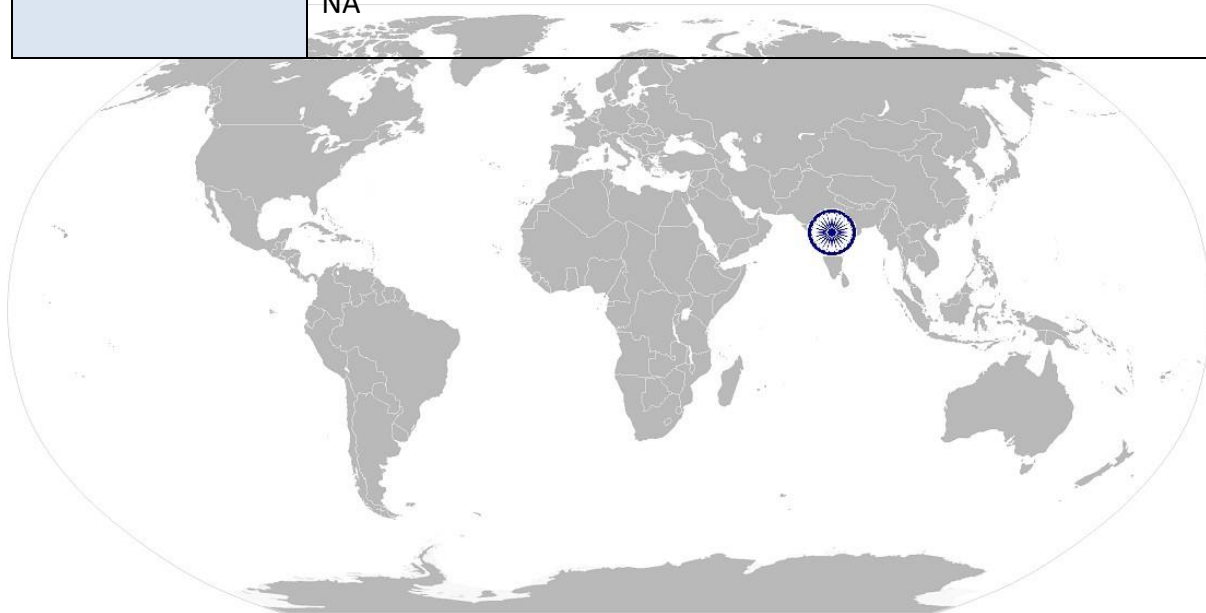
**To resolve customer concerns**

<p><b>Take action to resolve customer service problems</b></p>	<p>PC11. discuss and agree the options for solving the problem with customers. PC12. take action to implement the option agreed with the customer. PC13. work with others and the customer to make sure that any promises related to solving the problem are kept. PC14. keep customers fully informed about what is happening to resolve problem. PC15. check with customers to make sure the problem has been resolved to their satisfaction. PC16. give clear reasons to customers when the problem has not been resolved to their satisfaction.</p>
<p><b>Knowledge and Understanding (K)</b></p>	
<p><b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand: KA1. the importance of listening carefully to customers about problems they have raised. KA2. how to ask customers about the problem to check one's understanding. KA3. how to recognise repeated problems and alerting appropriate authority. KA4. how to share customer feedback with others to identify potential problems before they happen.</p>
<p><b>B. Technical Knowledge</b></p>	<p>The user/individual on the job needs to know and understand: KB1. how to identify problems with systems and procedures before they begin to affect customers</p>
<p><b>Skills (S)</b></p>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Writing Skills</b></p> <p>The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.</p> <p><b>Reading Skills</b></p> <p>The user/ individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.</p> <p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>The user/ individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.</p>
<p><b>B. Professional Skills</b></p>	<p><b>Decision Making</b></p> <p>The user/ individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.</p>

**RAS/N0132**

**To resolve customer concerns**

	<b>Plan and Organize</b>
	The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines.
	<b>Customer Centricity</b>
	The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.
	<b>Problem Solving</b>
	The user/ individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches.
	<b>Analytical Thinking</b>
	NA
	<b>Critical Thinking</b>
	NA

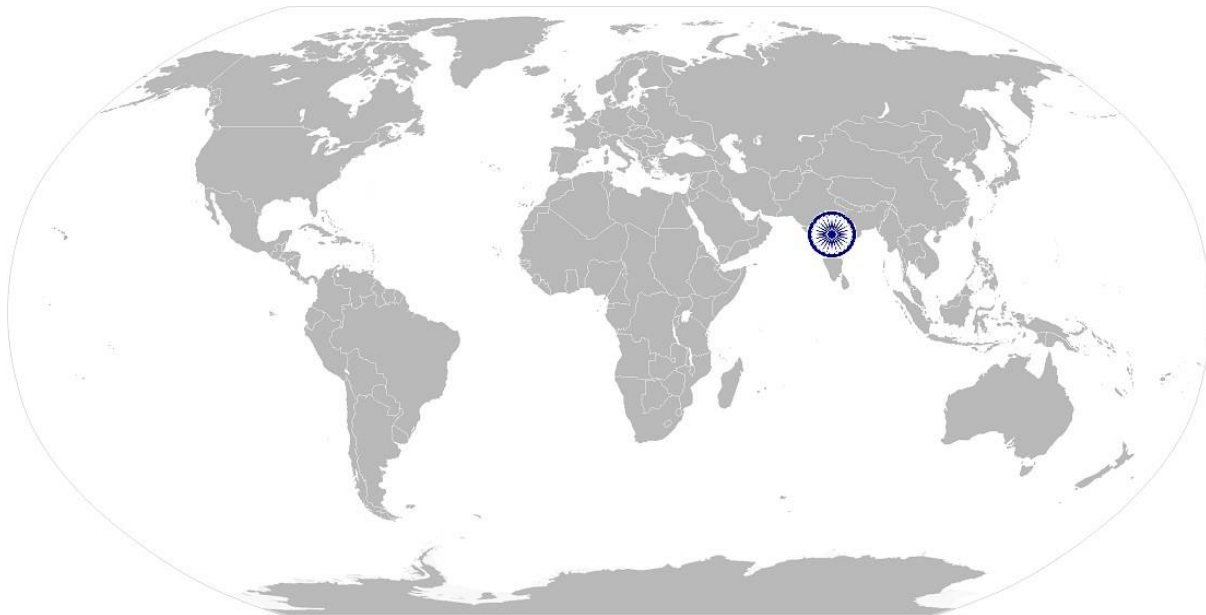


**RAS/N0132**

**To resolve customer concerns**

## NOS Version Control

<b>NOS Code</b>	<b>RAS/N0132</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>20/04/13</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>26/07/17</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/07/21</b>

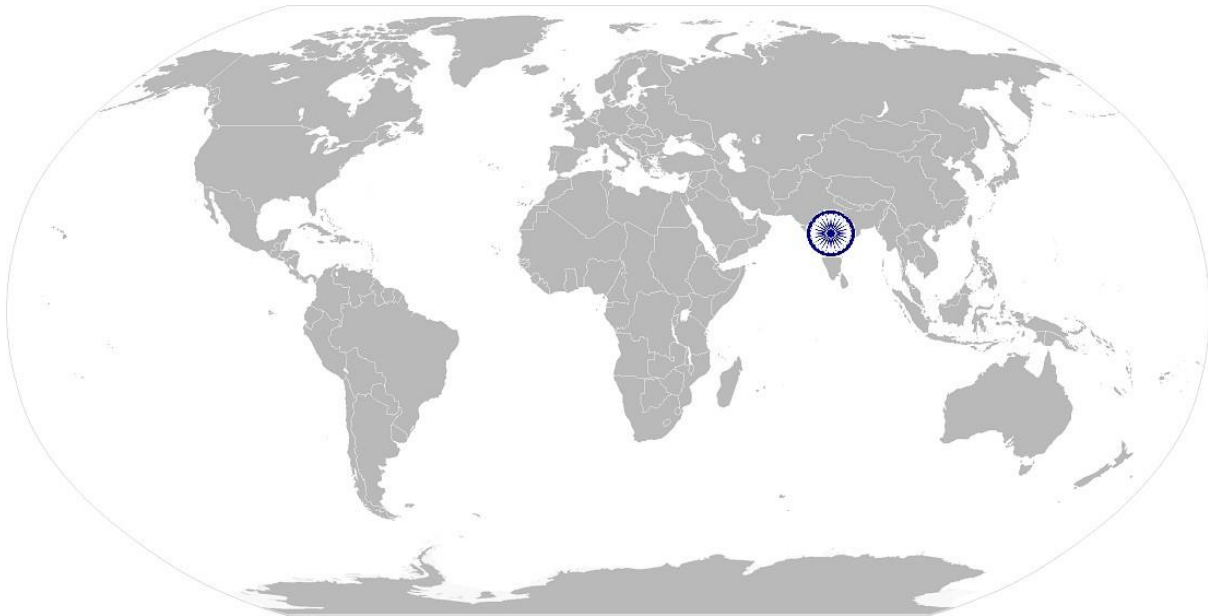


RAS/N0133

To organise the delivery of reliable service

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# National Occupational Standard



## Overview

This NOS covers the skills and knowledge for an individual to organise delivery of reliable service.



RAS/N0133

To organise the delivery of reliable service

National Occupational Standard

<b>Unit Code</b>	<b>RAS/N0133</b>
<b>Unit Title (Task)</b>	<b>To organise the delivery of reliable service</b>
<b>Description</b>	This OS describes the skills and knowledge required to organise delivery of reliable service.
<b>Scope</b>	<p>This unit applies to individuals to organise delivery of reliable service in retail operations.</p> <ul style="list-style-type: none"> <li>Plan and organise the delivery of reliable customer service</li> <li>Review and maintain customer service delivery</li> <li>Use recording systems to maintain reliable customer service</li> </ul> <p>The role may be performed in a range of Retail Operations</p> <ul style="list-style-type: none"> <li>Department Store</li> <li>Supermarket</li> <li>Specialty Store</li> <li>Fresh Food stores</li> <li>Quick Service Food Stores</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Plan and organise the delivery of reliable customer service</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. plan, prepare and organise everything that is needed to deliver a variety of services or products to different types of customers.</p> <p>PC2. organise what he/she does to ensure consistency in giving prompt attention to customers.</p> <p>PC3. reorganise his/her work to respond to unexpected additional workloads.</p>
<b>Review and maintain customer service delivery</b>	<p>PC4. maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down.</p> <p>PC5. consistently meet customers' expectations.</p> <p>PC6. balance the time he/she takes with customers with the demands of other customers seeking attention.</p> <p>PC7. respond appropriately to customers when they make comments about the products or services being offered.</p> <p>PC8. alert others to repeated comments made by customers.</p> <p>PC9. take action to improve the reliability of his/her service based on customer comments.</p> <p>PC10. monitor whether the action taken has improved the service given to customers.</p>

**RAS/N0133**

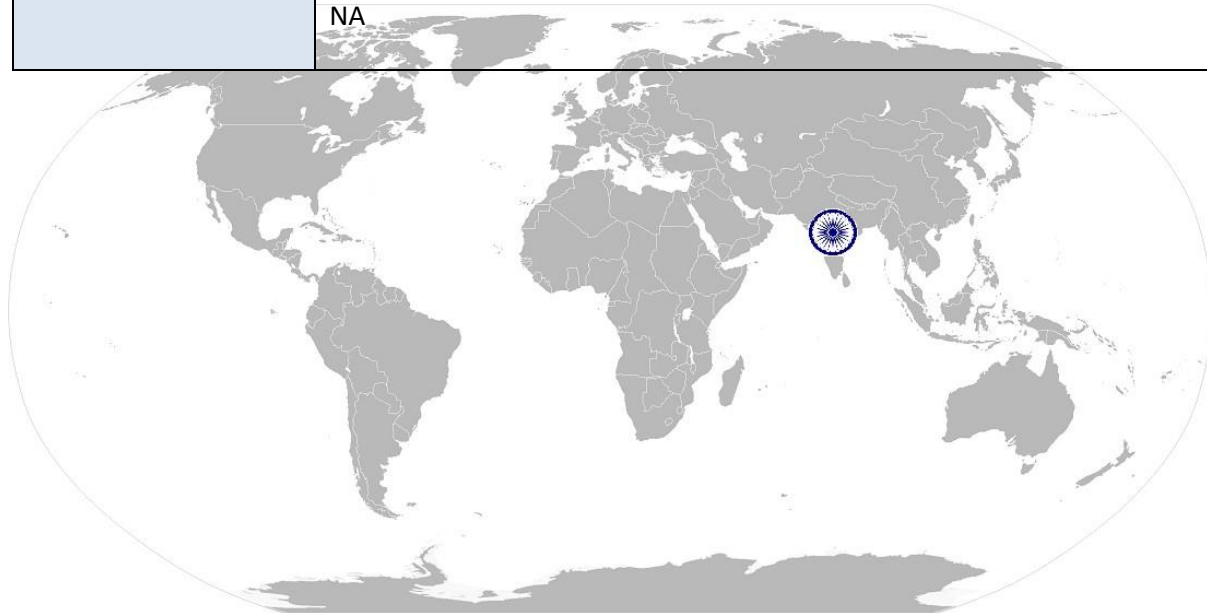
**To organise the delivery of reliable service**

<p><b>Use recording systems to maintain reliable customer service</b></p>	<p>PC11. record and store customer service information accurately following organisational guidelines. PC12. select and retrieve customer service information that is relevant, sufficient and in an appropriate format. PC13. quickly locate information that will help solve a customer's query. PC14. supply accurate customer service information to others using the most appropriate method of communication.</p>
<p><b>Knowledge and Understanding (K)</b></p>	
<p><b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand: KA1. the importance of having reliable and fast information for customers and the organisation. KA2. organisational procedures and systems for delivering customer service KA3. how to identify useful customer feedback. KA4. how to communicate feedback from customers to others. KA5. organisational procedures and systems for recording, storing, retrieving and supplying customer service information. KA6. legal and regulatory requirements regarding the storage of data.</p>
<p><b>B. Technical Knowledge</b></p>	<p>The user/individual on the job needs to know and understand: KB1. how to use CRM software to capture customer feedback and draw analysis.</p>
<p><b>Skills (S)</b></p>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Writing Skills</b></p>
	<p>The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.</p>
	<p><b>Reading Skills</b></p>
	<p>The user/ individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.</p>
	<p><b>Oral Communication (Listening and Speaking skills)</b></p>
<p>The user/ individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all time.</p>	
<p><b>B. Professional Skills</b></p>	<p><b>Decision Making</b></p>
	<p>The user/ individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.</p>

**RAS/N0133**

**To organise the delivery of reliable service**

	<b>Plan and Organize</b>
	The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines.
	<b>Customer Centricity</b>
	The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.
	<b>Problem Solving</b>
	The user/ individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches
	<b>Analytical Thinking</b>
	NA
	<b>Critical Thinking</b>
NA	

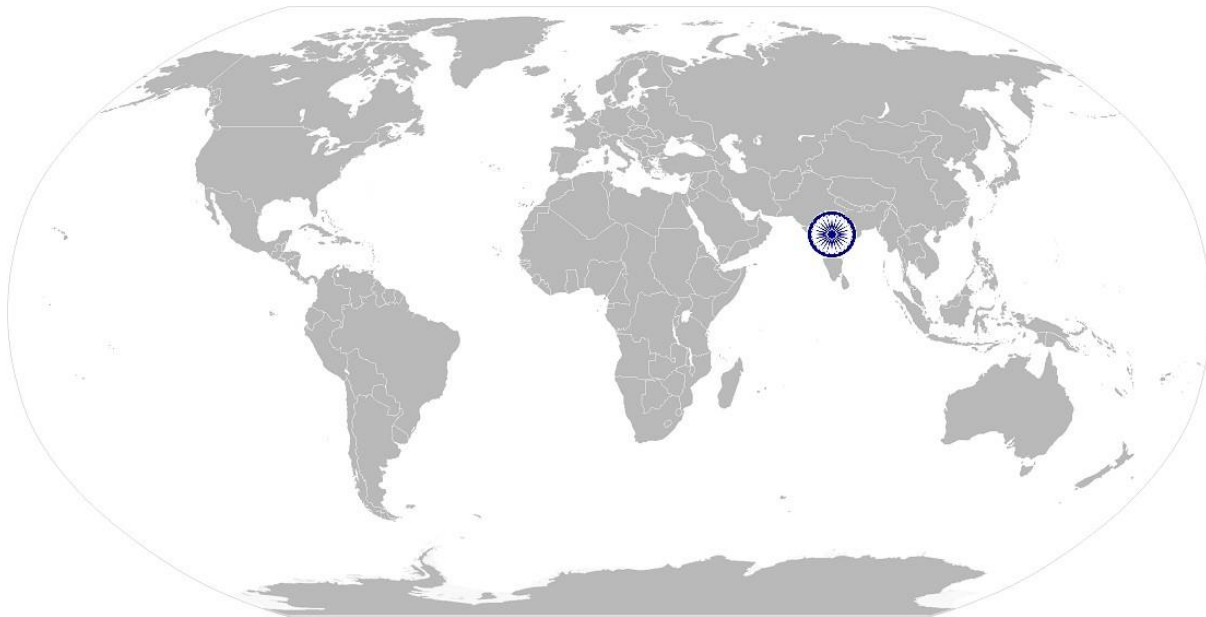


**RAS/N0133**

**To organise the delivery of reliable service**

## NOS Version Control

<b>NOS Code</b>	<b>RAS/N0133</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>20/04/13</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>26/07/17</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/07/21</b>

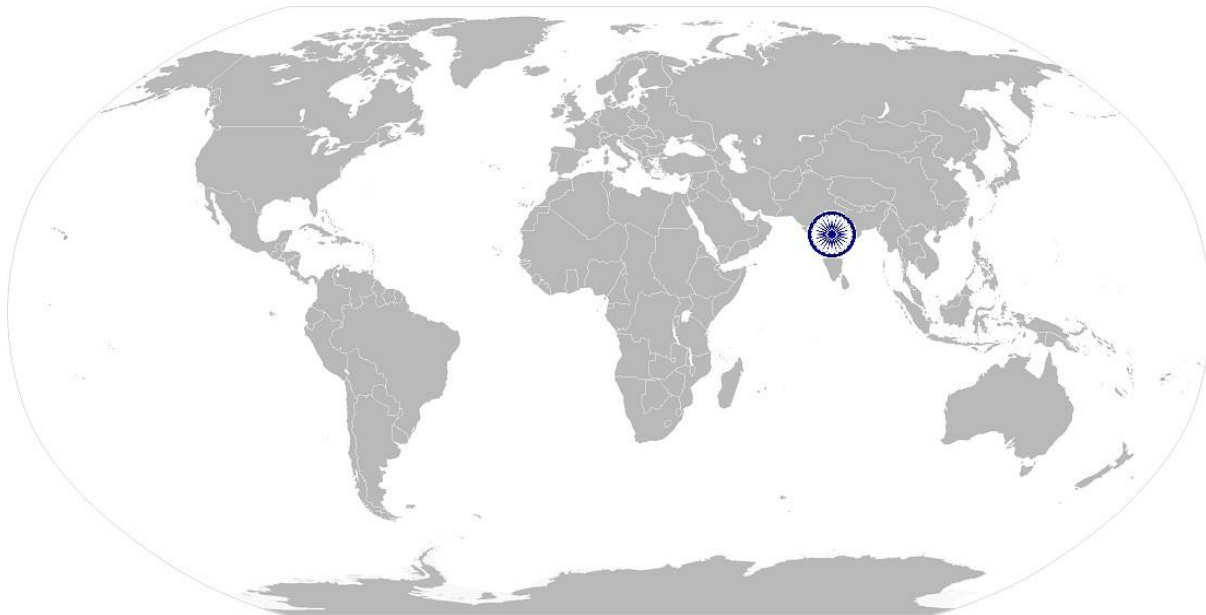


RAS/N0134

To improve customer relationship

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# National Occupational Standard



## Overview

This NOS covers the skills and knowledge for an individual to improve customer relationship.

**RAS/N0134**

**To improve customer relationship**

National Occupational Standard

<b>Unit Code</b>	<b>RAS/N0134</b>
<b>Unit Title (Task)</b>	<b>To improve customer relationship</b>
<b>Description</b>	This OS describes the skills and knowledge required to improve customer relationship.
<b>Scope</b>	<p>This unit applies to individuals to improve customer relationship in retail operations.</p> <ul style="list-style-type: none"> <li>• Improve communication with customers</li> <li>• Balance the needs of customers and the organisation</li> <li>• Exceed customer expectations to develop the relationship</li> </ul> <p>The role may be performed in a range of Retail Operations</p> <ul style="list-style-type: none"> <li>• Department Store</li> <li>• Supermarket</li> <li>• Specialty Store</li> <li>• Fresh Food stores</li> <li>• Quick Service Food Stores</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Improve communication with customers</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. select and use the best method of communication to meet customers' expectations.</p> <p>PC2. take the initiative to contact customers to update them when things are not going as per plan or when further information is required.</p> <p>PC3. adapt appropriate communication to respond to individual customers' feelings.</p>
<b>Balance the needs of customers and the organisation</b>	<p>PC4. meet customers' expectations within the organisation's service offer.</p> <p>PC5. explain the reasons to customers sensitively and positively when their expectations cannot be met.</p> <p>PC6. identify alternative solutions for customers either within or outside the organisation.</p> <p>PC7. identify the costs and benefits of these solutions to the organisation and to customers.</p> <p>PC8. negotiate and agree solutions with customers which satisfy them and are acceptable to the organisation.</p> <p>PC9. take action to satisfy customers with the agreed solution.</p>
<b>Exceed customer expectations to develop the relationship</b>	<p>PC10. make extra efforts to improve his/her relationship with customers.</p> <p>PC11. recognise opportunities to exceed customers' expectations.</p> <p>PC12. take action to exceed customers' expectations within the limits of his/her authority.</p> <p>PC13. gain the help and support of others to exceed customers' expectations.</p>



**RAS/N0134**

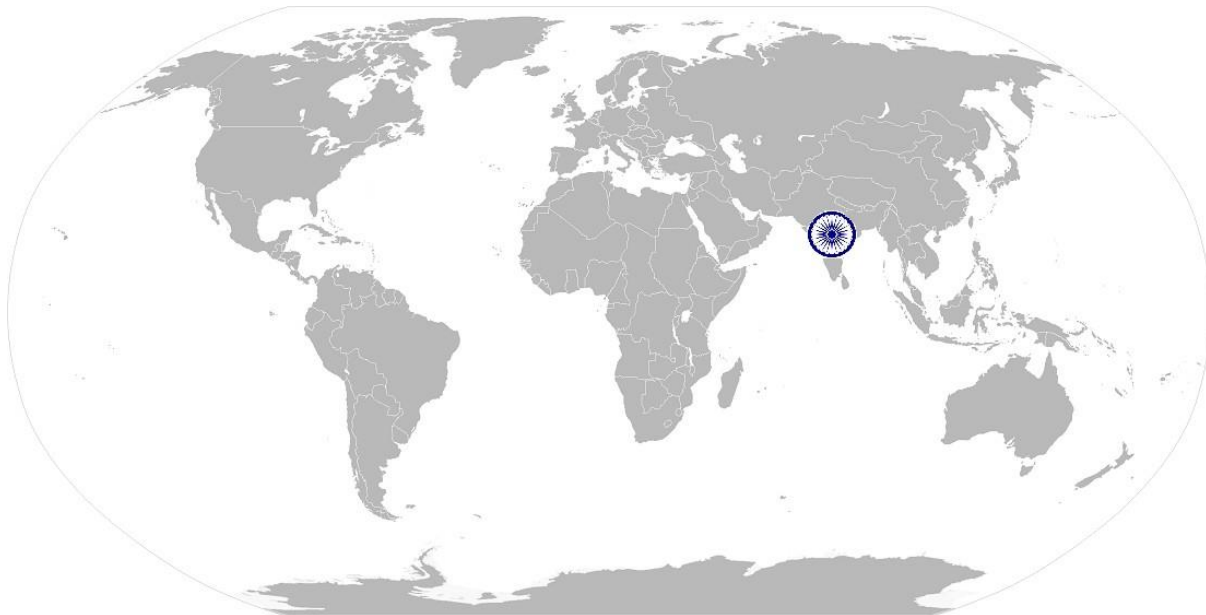
**To improve customer relationship**

Knowledge and Understanding (K)	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/ individual on the job needs to know and understand: KA1. how to make best use of the method of communication chosen for dealing with customers. KA2. how to negotiate effectively with customers. KA3. how to assess the costs and benefits to customers and the organisation of any unusual agreement made. KA4. customer loyalty and/or improved internal customer relationships to the organisation.
<b>B. Technical Knowledge</b>	NA
Skills (S) [Optional]	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.
	<b>Reading Skills</b>
	The user/ individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/ individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/ individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.
	<b>Plan and Organize</b>
	The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines.
	<b>Customer Centricity</b>
The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.	

**RAS/N0134**

**To improve customer relationship**

	<b>Problem Solving</b>
	The user/ individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches.
	<b>Analytical Thinking</b>
	NA
	<b>Critical Thinking</b>
	NA

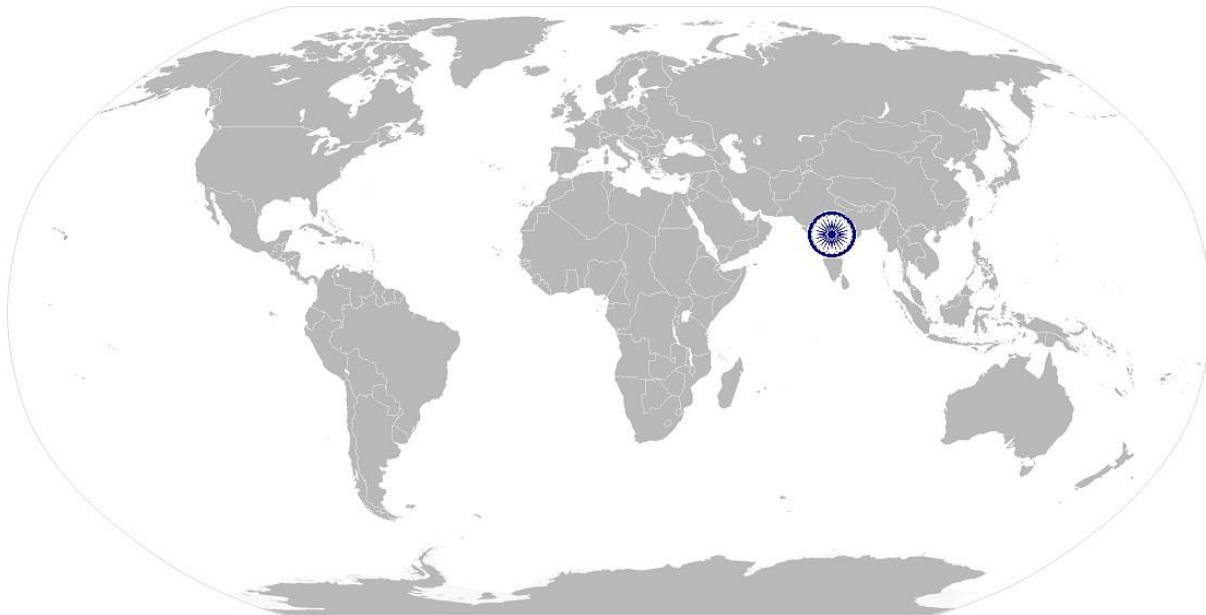


**RAS/N0134**

**To improve customer relationship**

## NOS Version Control

<b>NOS Code</b>	<b>RAS/N0134</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>20/04/13</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>26/07/17</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/07/21</b>

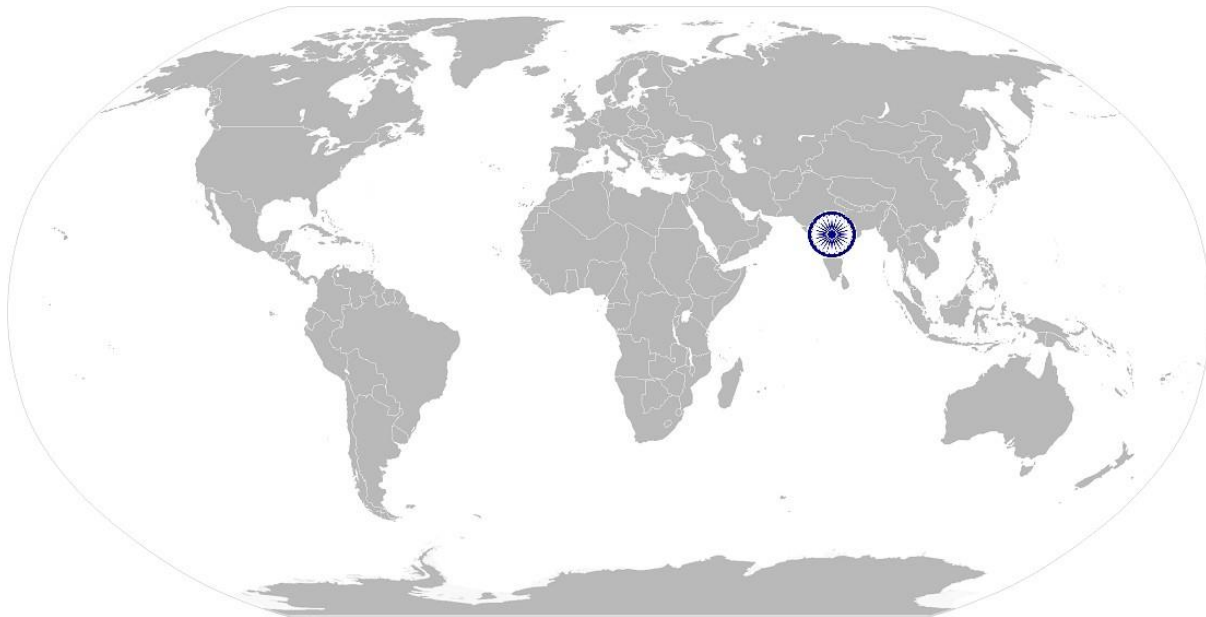


RAS/N0135

To monitor and solve service concerns

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# National Occupational Standard



## Overview

This NOS covers the skills and knowledge for an individual to monitor and solve service concerns.

**RAS/N0135**

**To monitor and solve service concerns**

National Occupational Standard

<b>Unit Code</b>	<b>RAS/N0135</b>
<b>Unit Title (Task)</b>	<b>To monitor and solve service concerns</b>
<b>Description</b>	This OS describes the skills and knowledge required to monitor and solve service concerns.
<b>Scope</b>	<p>This unit applies to individuals to monitor and solve service concerns in retail operations.</p> <ul style="list-style-type: none"> <li>• Solve immediate customer service problems</li> <li>• Identify repeated customer service problems and options for solving them</li> <li>• Take action to avoid the repetition of customer service problems</li> </ul> <p>The role may be performed in a range of Retail Operations</p> <ul style="list-style-type: none"> <li>• Department Store</li> <li>• Supermarket</li> <li>• Specialty Store</li> <li>• Fresh Food stores</li> <li>• Quick Service Food Stores</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Solve immediate customer service problems</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. respond positively to customer service problems following organisational guidelines.</p> <p>PC2. solve customer service problems when he/she has sufficient authority.</p> <p>PC3. work with others to solve customer service problems.</p> <p>PC4. keep customers informed of the actions being taken.</p> <p>PC5. check with customers that they are comfortable with the actions being taken.</p> <p>PC6. solve problems with service systems and procedures that might affect customers before they become aware of them.</p> <p>PC7. inform managers and colleagues of the steps taken to solve specific problems.</p>
<b>Identify repeated customer service problems and options for solving them</b>	<p>PC8. identify repeated customer service problems.</p> <p>PC9. identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option.</p> <p>PC10. work with others to select best options for solving repeated customer service problems, balancing customer expectations with the needs of the organisation</p>

**RAS/N0135**

**To monitor and solve service concerns**

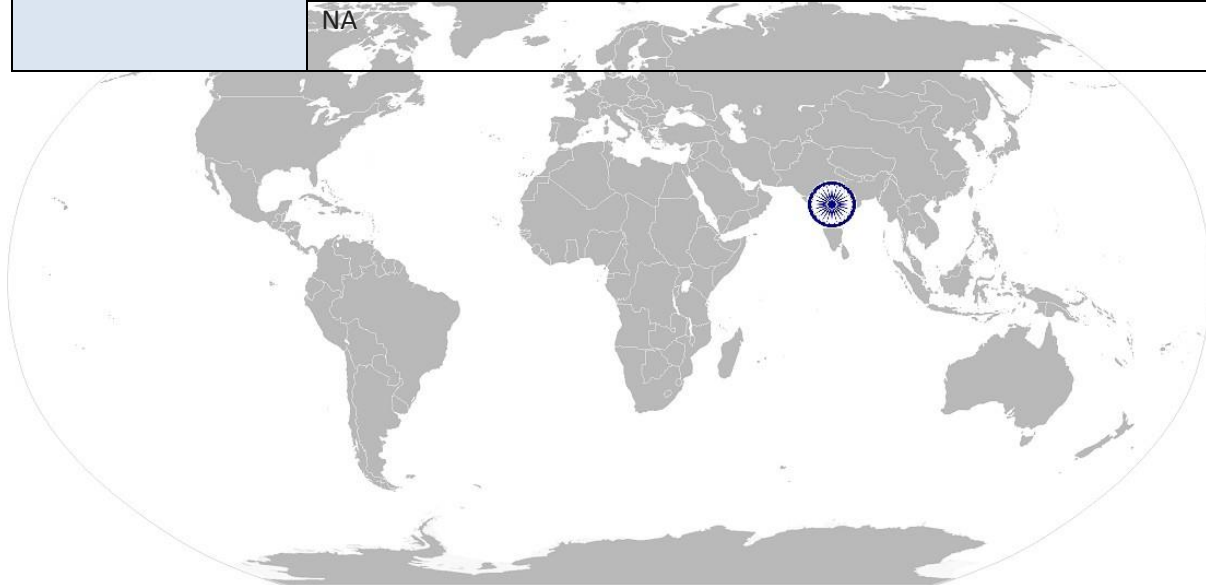
<p><b>Take action to avoid the repetition of customer service problems</b></p>	<p>PC11. obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.</p> <p>PC12. action the agreed solution.</p> <p>PC13. keep customers informed in a positive and clear manner of steps being taken to solve any service problems.</p> <p>PC14. monitor the changes that have been made and adjust them if appropriate.</p>
<p><b>Knowledge and Understanding (K)</b></p>	
<p><b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. organisational procedures and systems for dealing with customer service problems.</p> <p>KA2. organisational procedures and systems for identifying repeated customer service problems.</p> <p>KA3. how successful resolution of customer service problems contributes to customer loyalty with external customer &amp; improved working relationships with service partners or internal customers.</p> <p>KA4. how to negotiate with and reassure customers while their problems are being solved.</p>
<p><b>B. Technical Knowledge</b></p>	<p>NA</p>
<p><b>Skills (S)</b></p>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Writing Skills</b></p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. complete documentation accurately.</p> <p>SA2. write simple reports when required.</p> <p><b>Reading Skills</b></p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA3. read information accurately.</p> <p>SA4. read and interpret data sheets.</p> <p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA5. follow instructions accurately.</p> <p>SA6. use gestures or simple words to communicate where language barriers exist.</p> <p>SA7. use questioning to minimise misunderstandings.</p> <p>SA8. display courteous and helpful behaviour at all times.</p>
<p><b>B. Professional Skills</b></p>	<p><b>Decision Making</b></p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SB1. make appropriate decisions regarding the responsibilities of the job role.</p>



**RAS/N0135**

**To monitor and solve service concerns**

	<b>Plan and Organize</b>
	The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines.
	<b>Customer Centricity</b>
	The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.
	<b>Problem Solving</b>
	The user/ individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches.
	<b>Analytical Thinking</b>
	NA
	<b>Critical Thinking</b>
NA	

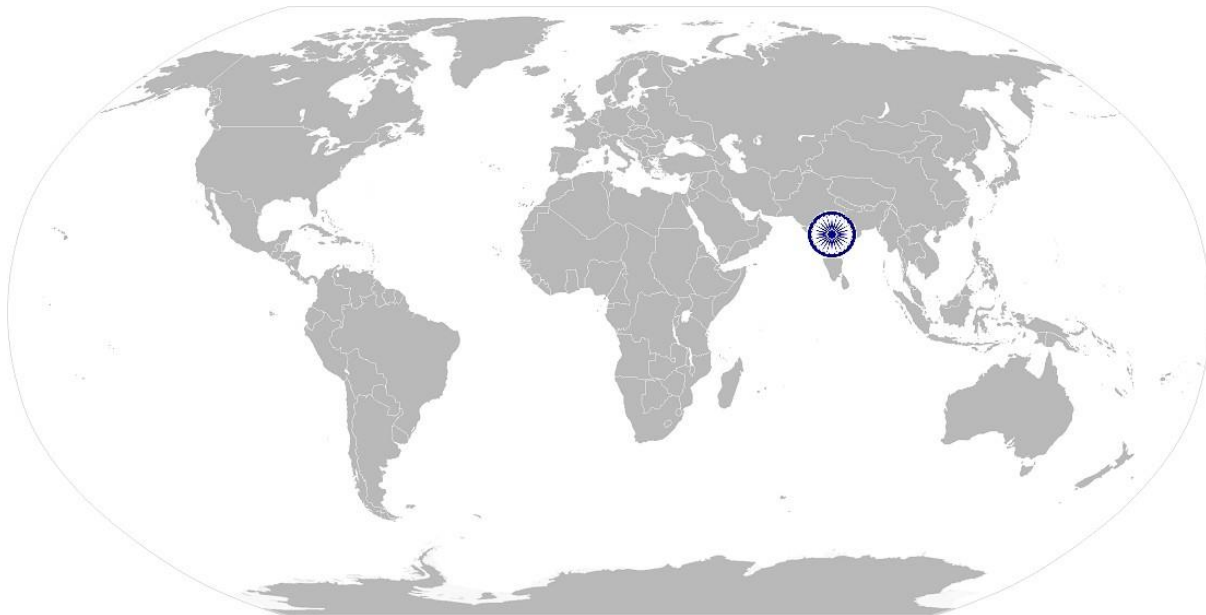


**RAS/N0135**

**To monitor and solve service concerns**

## NOS Version Control

<b>NOS Code</b>	<b>RAS/N0135</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>20/04/13</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>26/07/17</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/07/21</b>

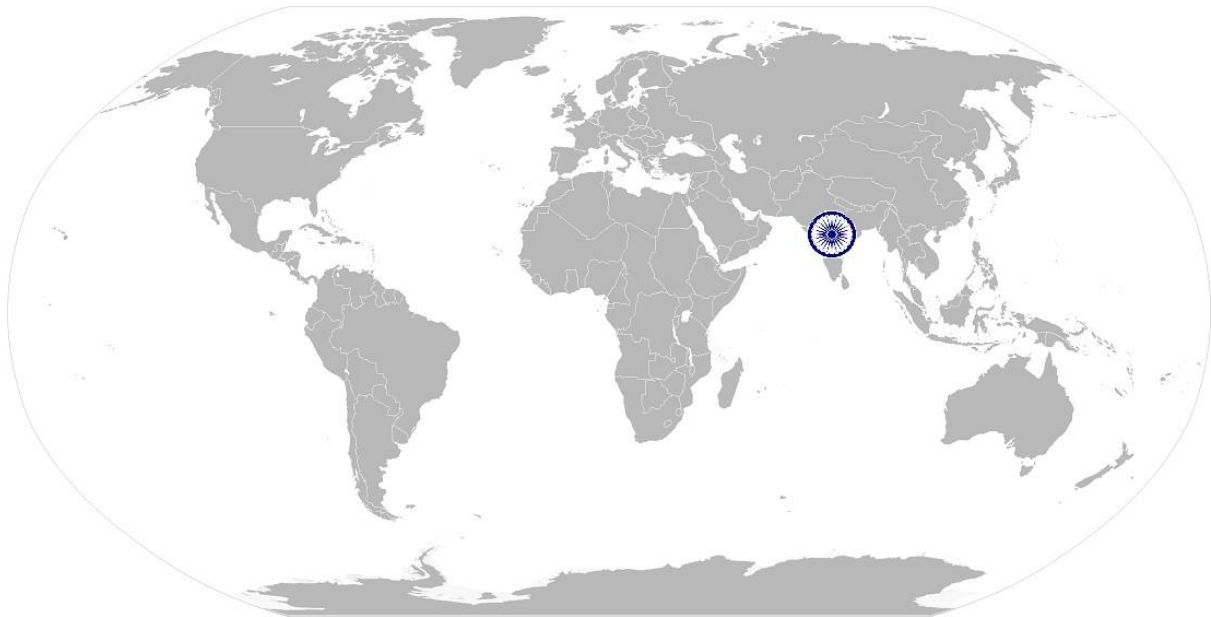


RAS/N0136

To promote continuous improvement in service

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# National Occupational Standard



## Overview

This NOS covers the skills and knowledge for an individual to promote continuous improvement in service.

**RAS/N0136**

**To promote continuous improvement in service**

National Occupational Standard

<b>Unit Code</b>	<b>RAS/N0136</b>
<b>Unit Title (Task)</b>	<b>To promote continuous improvement in service</b>
<b>Description</b>	This OS describes the skills and knowledge required to promote continuous improvement in service.
<b>Scope</b>	<p>This unit applies to individuals to promote continuous improvement in service in retail operations.</p> <ul style="list-style-type: none"> <li>Plan improvements in customer service based on customer feedback</li> <li>Implement changes in customer service</li> <li>Review changes that promote continuous improvement in customer service</li> </ul> <p>The role may be performed in a range of Retail Operations</p> <ul style="list-style-type: none"> <li>Department Store</li> <li>Supermarket</li> <li>Specialty Store</li> <li>Fresh Food stores</li> <li>Quick Service Food Stores</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Plan improvements in customer service based on customer feedback</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. gather feedback from customers that will help identify opportunities for customer service improvement</p> <p>PC2. analyse and interpret feedback to identify opportunities for customer service improvements and propose changes.</p> <p>PC3. discuss with others the potential effects of any proposed changes for customers and the organisation.</p> <p>PC4. negotiate changes in customer service systems &amp; improvements with somebody of sufficient authority to approve trial / full implementation of the change.</p>
<b>Implement changes in customer service</b>	<p>PC5. organise the implementation of authorised changes.</p> <p>PC6. implement the changes following organisational guidelines.</p> <p>PC7. inform people inside and outside the organisation who need to know of the changes being made and the reasons for them.</p> <p>PC8. monitor early reactions to changes and make appropriate fine-tuning adjustments.</p>
<b>Review changes that promote continuous improvement in customer service</b>	<p>PC9. collect and record feedback on the effects of changes.</p> <p>PC10. analyse and interpret feedback and share the findings on the effects of changes with others.</p> <p>PC11. summarise the advantages and disadvantages of the changes.</p> <p>PC12. use your analysis and interpretation of changes to identify opportunities for further improvement.</p> <p>PC13. present these opportunities to somebody with sufficient authority to make</p>

**RAS/N0136**

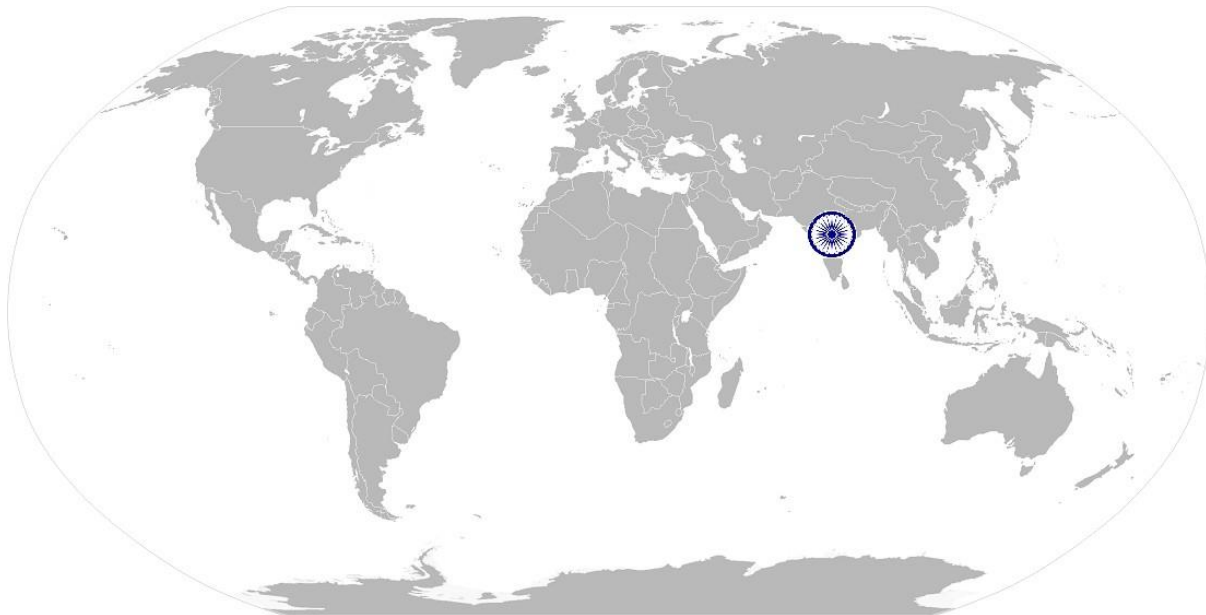
**To promote continuous improvement in service**

	them happen.	
<b>Knowledge and Understanding (K)</b>		
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. service improvements affecting the balance between overall customer satisfaction, costs of providing service & regulatory needs. KA2. how customer experience is influenced by the way service is delivered. KA3. how to collect, analyse and present customer feedback. KA4. how to make a business case to others to bring about change in the products or services being offered.	
<b>B. Technical Knowledge</b>	NA	
<b>Skills (S)</b>		
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>	
	The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.	
	<b>Reading Skills</b>	
	The user/ individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.	
	<b>Oral Communication (Listening and Speaking skills)</b>	
	The user/ individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.	
	<b>B. Professional Skills</b>	<b>Decision Making</b>
		The user/ individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.
<b>Plan and Organize</b>		
The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines.		
<b>Customer Centricity</b>		
	The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.	

**RAS/N0136**

**To promote continuous improvement in service**

	<b>Problem Solving</b>
	The user/ individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches
	<b>Analytical Thinking</b>
	NA
	<b>Critical Thinking</b>
	NA



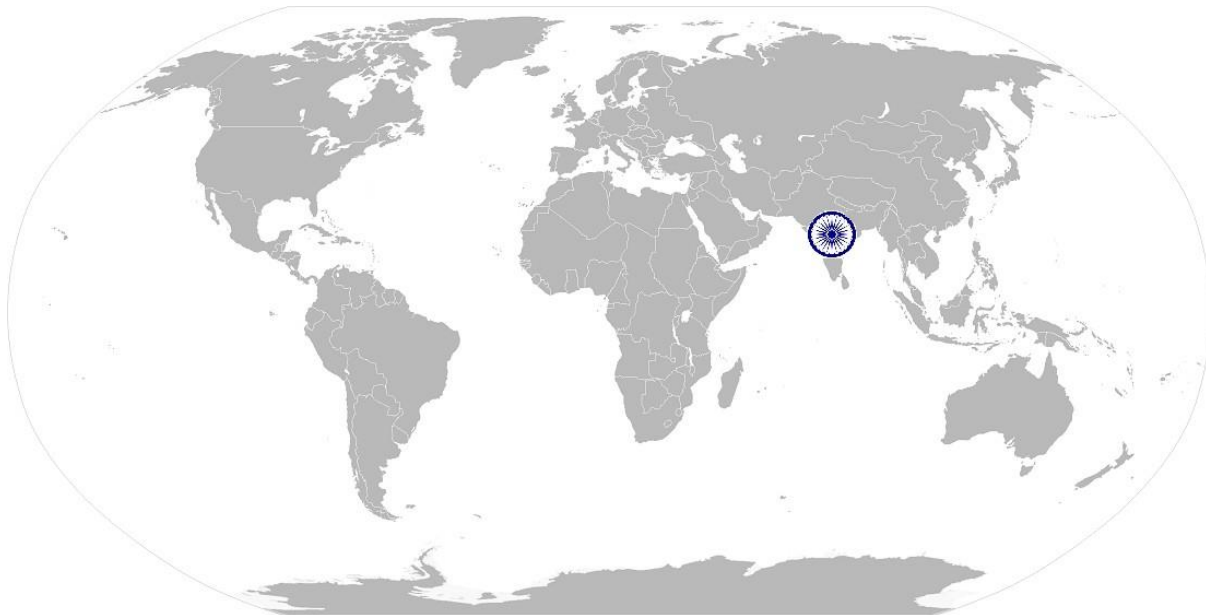


**RAS/N0136**

**To promote continuous improvement in service**

## NOS Version Control

<b>NOS Code</b>	<b>RAS/N0136</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>20/04/13</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>26/07/17</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/07/21</b>

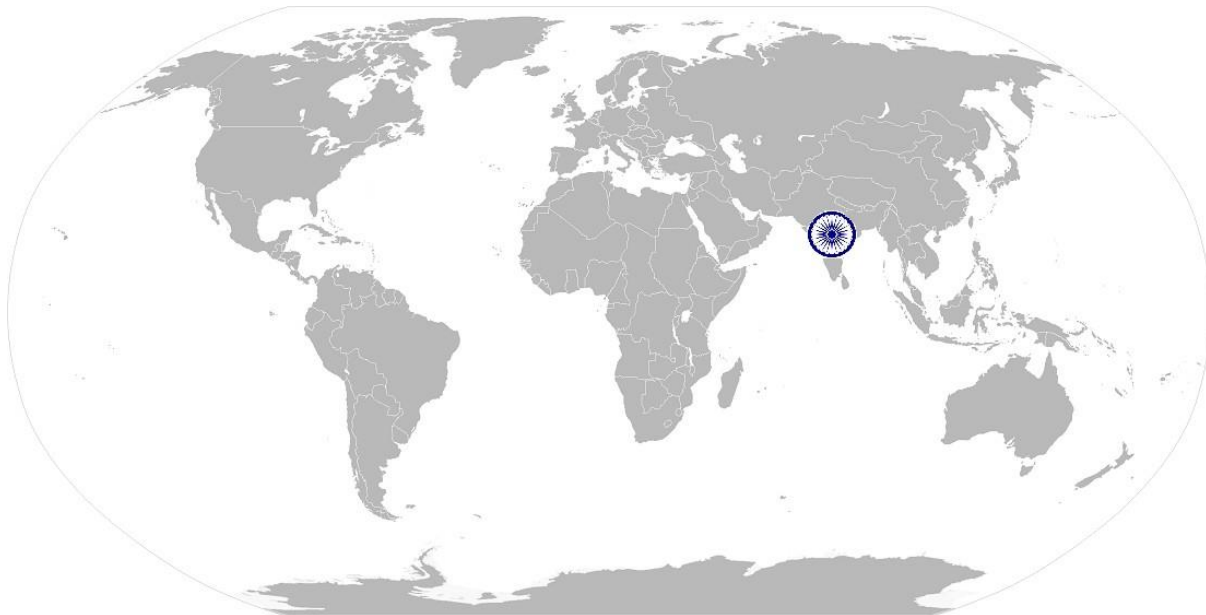


RAS/N0137

To work effectively in a retail team

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# National Occupational Standard



## Overview

This NOS covers the skills and knowledge for an individual to be proficient to work effectively in a retail team.

**RAS/N0137**

**To work effectively in a retail team**

National Occupational Standard

<b>Unit Code</b>	<b>RAS/N0137</b>
<b>Unit Title (Task)</b>	<b>To work effectively in a retail team</b>
<b>Description</b>	This OS describes the skills and knowledge required to work effectively within and with teams across a Retail environment.
<b>Scope</b>	<p>This unit applies to individuals in a Retail environment who are required within their job role to work as part of a team or to work cooperatively with other teams where no reporting relationship is in place.</p> <p>Requirement of this role would include but not be limited to:</p> <ul style="list-style-type: none"> <li>• Support the work team</li> <li>• Maintain personal presentation</li> <li>• Develop effective work habits</li> </ul> <p>The role may be performed in a range of Retail Environments such as:</p> <ul style="list-style-type: none"> <li>• Department Store</li> <li>• Supermarket</li> <li>• Specialty Store</li> <li>• Fresh Food stores</li> <li>• Quick Service Food Stores</li> <li>• Distribution Centre</li> <li>• Shopping Mall</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Support the work team</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. display courteous and helpful behaviour at all times.</p> <p>PC2. take opportunities to enhance the level of assistance offered to colleagues.</p> <p>PC3. meet all reasonable requests for assistance within acceptable workplace timeframes.</p> <p>PC4. complete allocated tasks as required.</p> <p>PC5. seek assistance when difficulties arise.</p> <p>PC6. use questioning techniques to clarify instructions or responsibilities.</p> <p>PC7. identify and display a non discriminatory attitude in all contacts with customers and other staff members.</p>
<b>Maintain personal presentation</b>	<p>PC8. observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.</p> <p>PC9. follow personal hygiene procedures according to organisational policy and relevant legislation.</p>

**RAS/N0137**

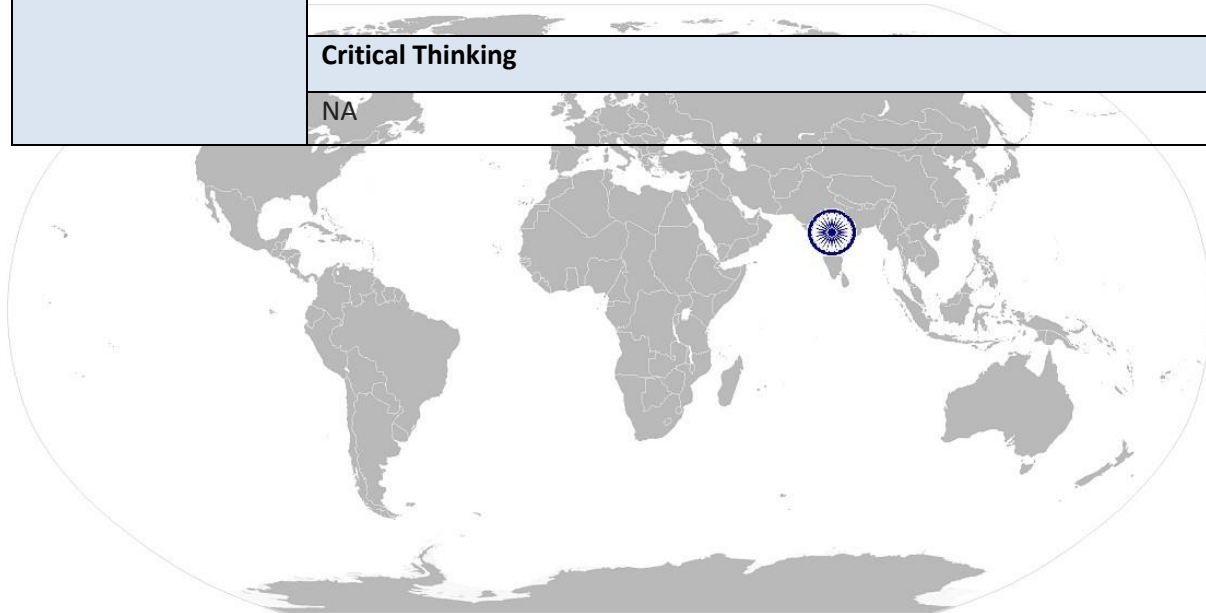
**To work effectively in a retail team**

<b>Develop effective work habits</b>	<p>PC10. interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.</p> <p>PC11. interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying.</p> <p>PC12. ask questions to seek and clarify workplace information.</p> <p>PC13. plan and organise daily work routine within the scope of the job role.</p> <p>PC14. prioritise and complete tasks according to required timeframes.</p> <p>PC15. identify work and personal priorities and achieve a balance between competing priorities.</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. the policies and procedures relating to the job role.</p> <p>KA2. the value system of the organisation.</p> <p>KA3. employee rights and obligations.</p> <p>KA4. the reporting hierarchy and escalation matrix.</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. ask questions to identify and confirm requirements.</p> <p>KB2. follow routine instructions through clear and direct communication.</p> <p>KB3. use language and concepts appropriate to cultural differences.</p> <p>KB4. use and interpret non-verbal communication.</p> <p>KB5. the scope of information or materials required within the parameters of the job role.</p> <p>KB6. the consequences of poor team participation on job outcomes.</p> <p>KB7. work health and safety requirements.</p>
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. complete workplace documentation accurately.</p>
	<b>Reading Skills</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA2. read and interpret workplace documentation.</p> <p>SA3. read and interpret organisational policies and procedures.</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA4. follow instructions accurately.</p> <p>SA5. use gestures or simple words to communicate where language barriers exist.</p> <p>SA6. use questioning to minimise misunderstandings.</p> <p>SA7. display courteous and helpful behaviour at all times.</p>

RAS/N0137

To work effectively in a retail team

<b>B. Professional Skills</b>	<b>Decision Making</b>
	NA
	<b>Plan and Organize</b>
	The user/ individual on the job needs to know and understand how to: SB1. plan and schedule time personal management.
	<b>Customer Centricity</b>
	The user/ individual on the job needs to know and understand how to: SB2. build relationships with internal and external team members.
	<b>Problem Solving</b>
	The user/ individual on the job needs to know and understand how to: SB3. respond to ambiguity in directions and instructions. SB4. respond to breakdown in relationships within the team. SB5. respond to breakdowns in communications with other teams.
	<b>Analytical Skills</b>
	NA
	<b>Critical Thinking</b>
	NA

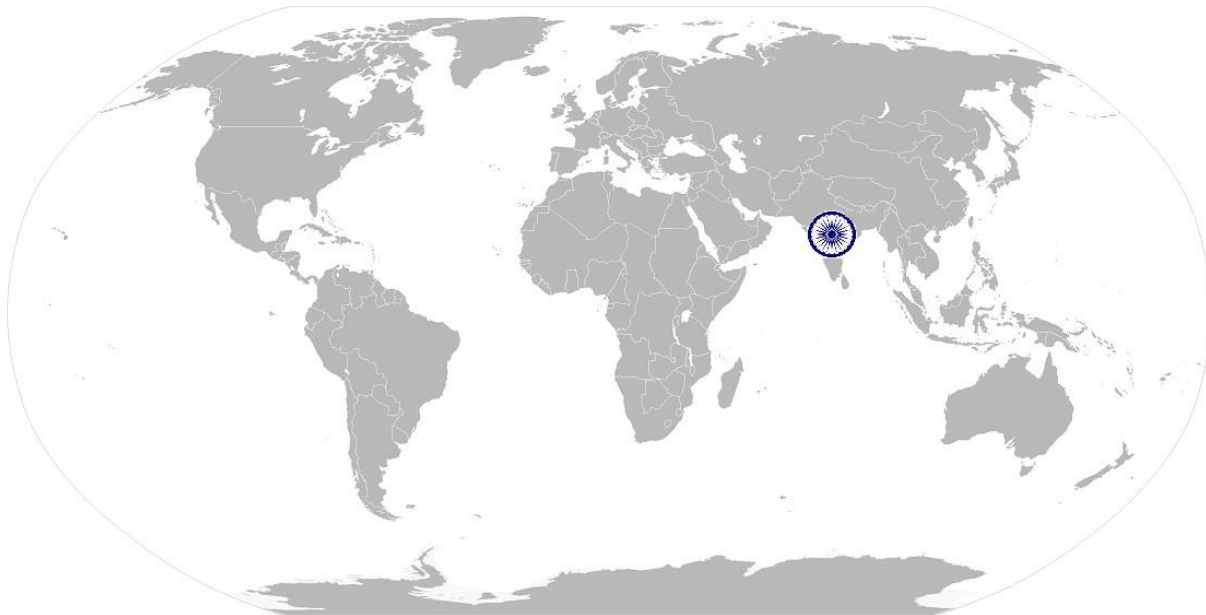


**RAS/N0137**

**To work effectively in a retail team**

## NOS Version Control

<b>NOS Code</b>	<b>RAS/N0137</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>20/04/13</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>26/07/17</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/07/21</b>



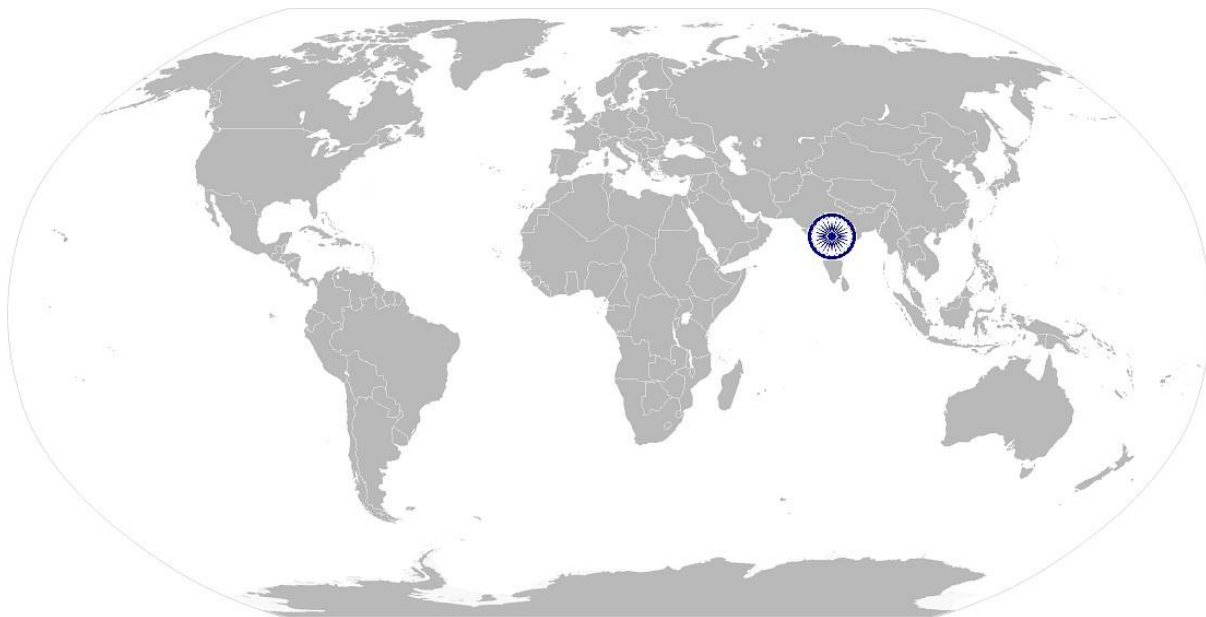


RAS/N0138

To work effectively in an organisation

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# National Occupational Standard



## Overview

This NOS covers the skills and knowledge for an individual to work effectively in an organisation.

**RAS/N0138**

**To work effectively in an organisation**

National Occupational Standard

<b>Unit Code</b>	<b>RAS/N0138</b>
<b>Unit Title (Task)</b>	<b>To work effectively in an organisation</b>
<b>Description</b>	This OS describes the skills and knowledge required to work effectively in an organisation.
<b>Scope</b>	<p>This unit applies to individuals to work effectively in an organisation in retail operations.</p> <ul style="list-style-type: none"> <li>• Support effective team working</li> <li>• Help plan and organise own learning</li> <li>• Help others learn</li> </ul> <p>The role may be performed in a range of Retail Operations</p> <ul style="list-style-type: none"> <li>• Department Store</li> <li>• Supermarket</li> <li>• Specialty Store</li> <li>• Fresh Food stores</li> <li>• Quick Service Food Stores</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Support effective team working</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. share work fairly with colleagues, taking account of own and others' preferences skills and time available.</p> <p>PC2. make realistic commitments to colleagues and do what has been promised.</p> <p>PC3. let colleagues know promptly if he/she will not be able to do what has been promised and suggest suitable alternatives.</p> <p>PC4. encourage and support colleagues when working conditions are difficult.</p> <p>PC5. encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect.</p> <p>PC6. follow the company's health and safety procedures while working.</p>
<b>Help plan and organise own learning</b>	<p>PC7. discuss and agree with the right people goals that are relevant, realistic and clear.</p> <p>PC8. identify the knowledge and skills needed to achieve his/her goals.</p> <p>PC9. agree action points and deadlines that are realistic, taking account of past learning experiences and the time and resources available for learning.</p> <p>PC10. regularly check his/her progress and, when necessary, change the way of working.</p> <p>PC11. ask for feedback on his/her progress from those in a position to give it, and use their feedback to improve his/her performance.</p>

**RAS/N0138**

**To work effectively in an organisation**

<p><b>Help others learn</b></p>	<p>PC12. encourage colleagues to ask him/her for work-related information or advice that he/she is likely to be able to provide.</p> <p>PC13. notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice.</p> <p>PC14. give clear, accurate and relevant information and advice relating to tasks and procedures.</p> <p>PC15. explain and demonstrate procedures clearly, accurately and in a logical sequence.</p> <p>PC16. encourage colleagues to ask questions if they don't understand the information and advice given to them.</p> <p>PC17. give colleagues opportunities to practice new skills, and give constructive feedback.</p> <p>PC18. check that health, safety and security are not compromised when helping others to learn.</p>
<p><b>Knowledge and Understanding (K)</b></p>	
<p><b>A. Organizational Context</b>(Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. team's purpose, aims and targets.</p> <p>KA2. responsibility for contributing to the team's success.</p> <p>KA3. colleagues' roles and main responsibilities.</p> <p>KA4. the importance of sharing work fairly with colleagues.</p> <p>KA5. the factors that can affect own and colleagues' willingness to carry out work, including skills and existing workload.</p> <p>KA6. the importance of being a reliable team member.</p> <p>KA7. factors to take account of when making commitments, including your existing workload and the degree to which interruptions and changes of plan are within your control.</p> <p>KA8. the importance of maintaining team morale, the circumstances when morale is likely to flag, and the kinds of encouragement and support that are likely to be valued by colleagues.</p> <p>KA9. the importance of good working relations, and techniques for removing tension between colleagues.</p> <p>KA10. the importance of following the company's policies and procedures for health and safety, including setting a good example to colleagues.</p> <p>KA11. who can help set goals, help plan your learning, and give you feedback about your progress.</p> <p>KA12. how to identify the knowledge and skills he/she will need to achieve his/her goals.</p> <p>KA13. how to check his/her progress.</p> <p>KA14. how to adjust plans as needed to meet goals.</p> <p>KA15. how to ask for feedback on progress.</p> <p>KA16. how to respond positively.</p> <p>KA17. how to help others to learn in the workplace.</p> <p>KA18. how to work out what skills and knowledge he/she can usefully share with others.</p> <p>KA19. health, safety and security risks that are likely to arise when people are</p>

**RAS/N0138**

**To work effectively in an organisation**

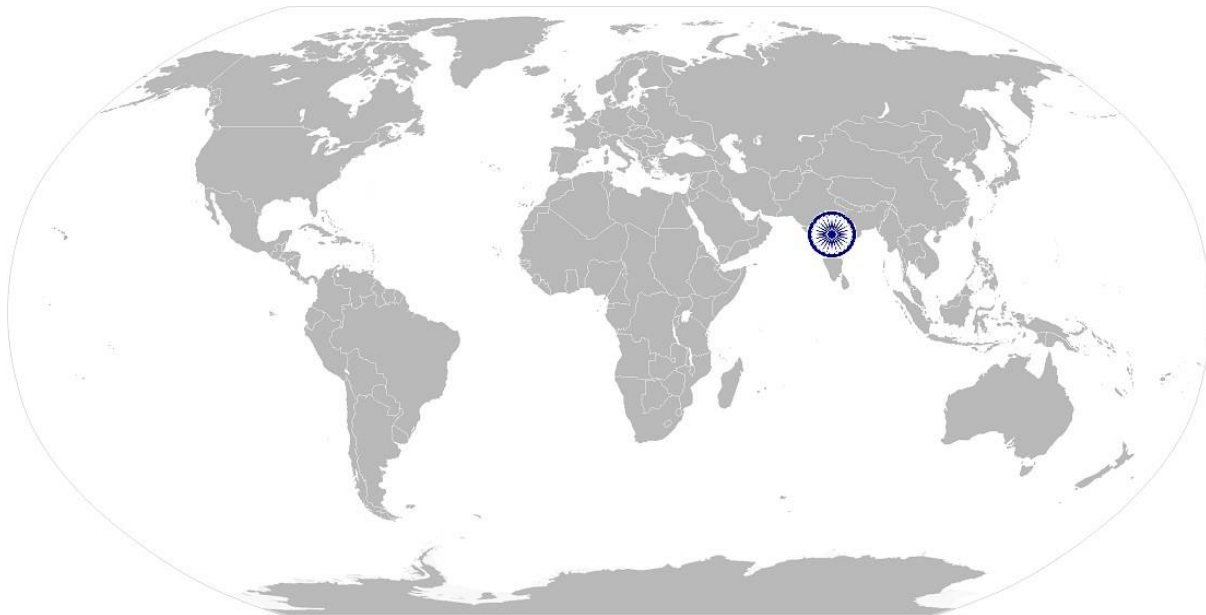
	learning on the job, and how to reduce these risks.
<b>B. Technical Knowledge</b>	NA
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.
	<b>Reading Skills</b>
	The user/ individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/ individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.
	<b>B. Professional Skills</b>
	<b>Decision Making</b>
The user/ individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.	
<b>Plan and Organize</b>	
The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines.	
<b>Customer Centricity</b>	
The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.	
<b>Problem Solving</b>	
The user/ individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches.	
<b>Analytical Skills</b>	
NA	
<b>Critical Thinking</b>	
NA	

**RAS/N 0138**

**To work effectively in an organisation**

## NOS Version Control

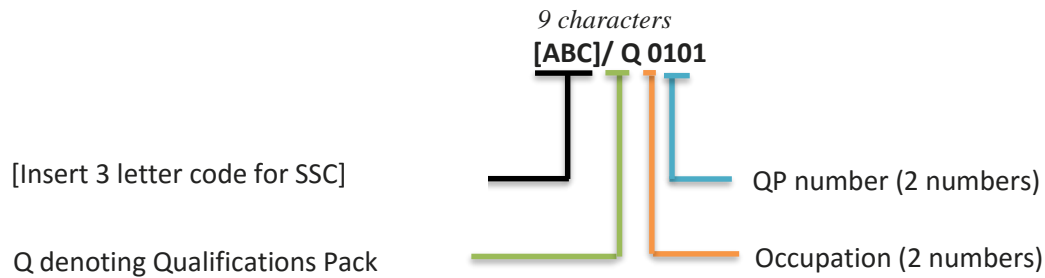
<b>NOS Code</b>	<b>RAS/N0138</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>20/04/13</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>26/07/17</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/07/21</b>



## Annexure

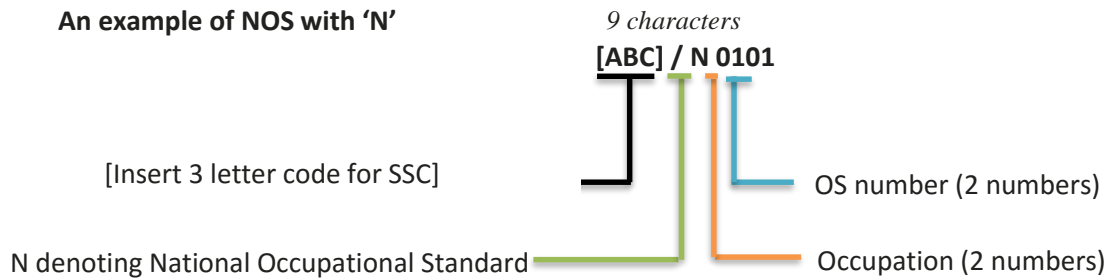
### Nomenclature for QP and NOS

#### Qualifications Pack



#### Occupational Standard

##### An example of NOS with 'N'





The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
Retail Operations	01-15
Retail Business	16-29
Ecommerce - Category Management	30-45
Retail	46-56
Ecommerce-Supply Chain & Logistics	57-67
FMCG	68-78
Generic Occupation	79-99

Sequence	Description	Example
Three letters	Industry name	RAS
Slash	/	/
Next letter	Whether QP or NOS	Q or N
Next two numbers	Occupation code	01
Next two numbers	OS number	01

## CRITERIA FOR ASSESSMENT OF TRAINEES

**Job Role** Retail Sales Associate

**Qualification Pack** RAS/Q0104

**Sector Skill Council** Retail

### Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.
6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
7. In case of *unsuccessful completion*, the trainee may seek reassessment on the Qualification Pack.

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	Skills Practical
<b>RAS/N0114</b> To process credit applications for purchases	PC1. Identify the customer's needs for credit facilities.	100	15	7.5	7.5
	PC2. Clearly explain to the customer the features and conditions of credit facilities.		20	10	10
	PC3. Provide enough time and opportunities for the customer to ask for clarification or more information.		15	7.5	7.5
	PC4. Accurately fill in the documents needed to allow the customer to get credit.		20	10	10
	PC5. Successfully carry out the necessary credit checks and authorisation procedures.		15	7.5	7.5
	PC6. Promptly refer difficulties in processing applications to the right person		15	7.5	7.5
Total			100	50	50
<b>RAS/N0120</b> To help keep the store secure	PC1. Take prompt and suitable action to reduce security risks as far as possible, where it is within the limits of your responsibility and authority to do so.	100	15	7.5	7.5
	PC2. Follow company policy and legal requirements when dealing with security risks.		20	10	10
	PC3. Recognise when security risks are beyond your authority and responsibility to sort out, and report these risks promptly to the right person.		15	7.5	7.5
	PC4. Use approved procedures and techniques for protecting your personal safety when security risks arise.		20	10	10

	PC5. Follow company policies and procedures for maintaining security while you work.		15	7.5	7.5
	PC6. Follow company policies and procedures for making sure that security will be maintained when he/she goes on your breaks and when he/she finishes work		15	7.5	7.5
	Total		100	50	50
<b>RAS/N0122</b> To help maintain healthy and safety	PC1. Follow company procedures and legal requirements for dealing with accidents and emergencies.	100	10	5	5
	PC2. Speak and behave in a calm way while dealing with accidents and emergencies.		10	5	5
	PC3. Report accidents and emergencies promptly, accurately and to the right person.		15	7.5	7.5
	PC4. Recognise when evacuation procedures have been started and follow company procedures for evacuation		10	5	5
	PC5. Follow the health and safety requirements laid down by your company and by law, and encourage colleagues to do the same.		15	7.5	7.5
	PC6. Promptly take the approved action to deal with risks if he/she is authorised to do so.		10	5	5
	PC7. report risks promptly to the right person, if he/she does not have the authority to deal with risks.		15	7.5	7.5
	PC8. Use equipment and materials in line with the manufacturer's instructions.		15	7.5	7.5
	Total		100	50	50
<b>RAS/N0125</b> To demonstrate products to customers	PC1. Prepare the demonstration area and check that it can be used safely.	100	15	7.5	7.5
	PC2. Check whether the required equipment and products for demonstration are in place.		15	7.5	7.5
	PC3. Demonstrate products clearly and accurately to customers.		20	10	10
	PC4. Present the demonstration in a logical sequence of steps and stages.		15	7.5	7.5
	PC5. Cover all the features and benefits he/she thinks are needed to gain the customer's interest.		15	7.5	7.5
	PC6. Promptly clear away the equipment and products at the end of the demonstration and connect with the customer		20	10	10
	Total		100	50	50
<b>RAS/N0126</b>	PC1. Find out which product features and benefits interest individual customers and focus on these when discussing products.		10	5	5
	PC2. Describe and explain clearly and accurately relevant product features and benefits to customers.		10	5	5
	PC3. Compare and contrast products in ways that help customers choose the product that best meets their needs.		5	2.5	2.5
	PC4. Check customers' responses to his/her explanations, and confirm their interest in the product.		5	2.5	2.5

<b>To help customers choose right products</b>	PC5. Encourage customers to ask questions & respond to their questions, comments & objections in ways that promote sales & goodwill.	100	5	2.5	2.5
	PC6. Identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill.		5	2.5	2.5
	PC7. Constantly check the store for security, safety and potential sales whilst helping customers.		10	5	5
	PC8. Give customers enough time to evaluate products and ask questions.		10	5	5
	PC9. Handle objections and questions in a way that promotes sales and keeps the customer's confidence.		10	5	5
	PC10. Identify the need for additional and associated products and take the opportunity to increase sales.		10	5	5
	PC11. Clearly acknowledge the customer's buying decisions.		10	5	5
	PC12. Clearly explain any customer rights that apply.		5	2.5	2.5
	PC13. Clearly explain to the customer where to pay for their purchases.		5	2.5	2.5
	Total		100	50	50
<b>RAS/N0127 To provide specialist support to customers facilitating purchases</b>	PC1. Talk to customers politely and in ways that promote sales and goodwill.	100	10	5	5
	PC2. Use the information given by the customer to find out what they are looking for.		5	2.5	2.5
	PC3. Help the customer understand the features and benefits of the products they have shown an interest in.		5	2.5	2.5
	PC4. Explain clearly and accurately the features and benefits of products and relate these to the customer's needs.		10	5	5
	PC5. Promote the products that give the best match between the customer's needs and the store's need to make sales.		5	2.5	2.5
	PC6. Spot and use suitable opportunities to promote other products where these will meet the customer's needs.		5	2.5	2.5
	PC7. Control the time he/she spends with the customer to match the value of the prospective purchase.		10	5	5
	PC8. Constantly check the store for safety, security and potential sales while helping individual customers.		5	2.5	2.5
	PC9. Find out if the customer is willing to see a demonstration.		5	2.5	2.5
	PC10. Set up demonstrations safely and in a way that disturbs other people as little as possible.		5	2.5	2.5
	PC11. Check whether he/she has everything needed to give an effective demonstration.		5	2.5	2.5
	PC12. Give demonstrations that clearly show the use and value of the product.		10	5	5
	PC13. offer customers the opportunity to use the product themselves, where appropriate.		5	2.5	2.5
	PC14. Give customers enough chance to ask questions about the products or services he/she is demonstrating to them.		5	2.5	2.5

	PC15. Check that the store will be monitored for security, safety and potential sales while he/she is carrying out demonstrations.		10	5	5
	Total		100	50	50
<b>RAS/N0128</b> <b>To maximise sales of goods &amp; services</b>	PC1. Identify promotional opportunities and estimate their potential to increase sales.	100	15	7.5	7.5
	PC2. Identify promotional opportunities which offer the greatest potential to increase sales.		10	5	5
	PC3. Report promotional opportunities to the right person.		15	7.5	7.5
	PC4. Fill in the relevant records fully and accurately		15	7.5	7.5
	PC5. Tell customers about promotions clearly and in a persuasive way.		10	5	5
	PC6. Identify and take the most effective actions for converting promotional sales into regular future sales.		15	7.5	7.5
	PC7. Gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person.		10	5	5
	PC8. Record clearly and accurately the results of promotions		10	5	5
	Total		100	50	50
<b>RAS/N0129</b> <b>To provide personalised sales &amp; post-sales service support</b>	PC1. Use available information in the client records to help you prepare for consultations.	100	5	2.5	2.5
	PC2. Before starting a consultation, check that the work area is clean and tidy and that all the equipment you need is to hand.		5	2.5	2.5
	PC3. Quickly create a rapport with the client at the start of the consultation.		5	2.5	2.5
	PC4. Talk and behave towards the client in ways that project the company image effectively.		10	5	5
	PC5. Ask questions to understand the client's buying needs, preferences and priorities.		5	2.5	2.5
	PC6. tactfully check, where appropriate, how much the client wants to spend.		5	2.5	2.5
	PC7. Explain clearly to the client the features and benefits of the recommended products or services and relate these to the client's individual needs.		10	5	5
	PC8. Identify suitable opportunities to sell additional or related products or services that are suited to the client's needs.		5	2.5	2.5
	PC9. Make recommendations to the client in a confident and polite way and without pressurising them.		5	2.5	2.5
	PC10. Pace client consultations to make good use of the selling time while maintaining good relations with the client.		5	2.5	2.5
	PC11. Meet the company's customer service standards in your dealings with the client.		5	2.5	2.5
	PC12. Follow the company's procedures for keeping client records up-to-date.		5	2.5	2.5
	PC13. Record client information accurately and store it in the right places in your company's system.		5	2.5	2.5
	PC14. Keep client information confidential and share it only with people who have a right to it.		5	2.5	2.5

	PC15. Keep to clients' wishes as to how and when they may be contacted.		10	5	5
	PC16. Follow the company's policy and procedures for contacting clients.		5	2.5	2.5
	PC17. Tell clients promptly and offer any other suitable products or services, where promises cannot be kept.		5	2.5	2.5
	Total		100	50	50
<b>RAS/N0130</b> <b>To create a positive image of self &amp; organisation in the customers mind</b>	PC1. Meet the organisation's standards of appearance and behaviour.	100	5	2.5	2.5
	PC2. Greet customers respectfully and in a friendly manner.		5	2.5	2.5
	PC3. Communicate with customers in a way that makes them feel valued and respected.		10	5	5
	PC4. Identify and confirm customer's expectations.		5	2.5	2.5
	PC5. Treat customers courteously and helpfully at all times.		5	2.5	2.5
	PC6. Keep customers informed and reassured.		5	2.5	2.5
	PC7. Adapt appropriate behaviour to respond effectively to different customer behaviour.		10	5	5
	PC8. Respond promptly to a customer seeking assistance.		5	2.5	2.5
	PC9. Select the most appropriate way of communicating with customers.		5	2.5	2.5
	PC10. Check with customers to ensure complete understanding of their expectations.		5	2.5	2.5
	PC11. Respond promptly and positively to customers' questions and comments.		10	5	5
	PC12. Allow customers time to consider his/her response and give further explanation when appropriate		5	2.5	2.5
	PC13. Quickly locate information that will help customers.		5	2.5	2.5
	PC14. Give customers the information they need about the services or products offered by the organisation.		10	5	5
	PC15. Recognise information that customers might find complicated and check whether they fully understand.		5	2.5	2.5
	PC16. Explain clearly to customers any reasons why their needs or expectations cannot be met		5	2.5	2.5
Total		100	50	50	
	PC1. Identify the options for resolving a customer service problem.		10	5	5
	PC2. Work with others to identify and confirm the options to resolve a customer service problem.		10	5	5
	PC3. Work out the advantages and disadvantages of each option for customers and the organisation.		10	5	5
	PC4. Pick the best option for customers and the organisation.		10	5	5
	PC5. Identify for your customer other ways that problems may be resolved if you are unable to help		10	5	5



<b>RAS/N0132</b> <b>To resolve customer concerns</b>	PC6. Discuss and agree the options for solving the problem with customers.	100	10	5	5
	PC7. Take action to implement the option agreed with customers.		5	2.5	2.5
	PC8. Work with others and the customer to make sure that any promises related to solving the problem are kept.		5	2.5	2.5
	PC9. Keep customers fully informed about what is happening to resolve problem.		10	5	5
	PC10. Check with customers to make sure the problem has been resolved to their satisfaction.		10	5	5
	PC11. Give clear reasons to customers when the problem has not been resolved to their satisfaction		10	5	5
	Total		100	50	50
<b>RAS/N0133</b> <b>To organise the delivery of reliable service</b>	PC1. Plan, prepare and organise everything that is needed to deliver a variety of services or products to different types of customers.	100	5	2.5	2.5
	PC2. Organise what he/she does to ensure consistency in giving prompt attention to customers.		5	2.5	2.5
	PC3. Reorganise his/her work to respond to unexpected additional workloads		5	2.5	2.5
	PC4. Maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down.		10	5	5
	PC5. Consistently meet customers' expectations.		10	5	5
	PC6. Balance the time he/she takes with customers with the demands of other customers seeking attention.		5	2.5	2.5
	PC7. Respond appropriately to customers when they make comments about the products or services being offered.		10	5	5
	PC8. Alert others to repeated comments made by customers.		5	2.5	2.5
	PC9. Take action to improve the reliability of his/her service based on customer comments.		5	2.5	2.5
	PC10. Monitor whether the action taken has improved the service given to customers.		10	5	5
	PC11. Record and store customer service information accurately following organisational guidelines.		5	2.5	2.5
	PC12. Select and retrieve customer service information that is relevant, sufficient and in an appropriate format.		10	5	5
	PC13. Quickly locate information that will help solve a customer's query.		5	2.5	2.5
	PC14. Supply accurate customer service information to others using the most appropriate method of communication		10	5	5
	Total		100	50	50
	PC1. Select and use the best method of communication to meet customers' expectations.		10	5	5
	PC2. Take the initiative to contact customers to update them when things are not going as per plan or when further information is required.		5	2.5	2.5
	PC3. Adapt appropriate communication to respond to individual customers' feelings		10	5	5

<b>RAS/N0134</b> <b>To improve customer relationship</b>	PC4. Meet customers' expectations within the organisation's service offer.	100	5	2.5	2.5
	PC5. Explain the reasons to customers sensitively and positively when their expectations cannot be met.		10	5	5
	PC6. Identify alternative solutions for customers either within or outside the organisation.		5	2.5	2.5
	PC7. Identify the costs and benefits of these solutions to the organisation and to customers.		10	5	5
	PC8. Negotiate and agree solutions with your customers which satisfy them and are acceptable to the organisation		5	2.5	2.5
	PC9. Take action to satisfy customers with the agreed solution		5	2.5	2.5
	PC10. Make extra efforts to improve his/her relationship with customers.		5	2.5	2.5
	PC11. Recognise opportunities to exceed customers' expectations.		10	5	5
	PC12. Take action to exceed customers' expectations within the limits of his/her authority.		10	5	5
	PC13. Gain the help and support of others to exceed customers' expectations		10	5	5
	Total		100	50	50
<b>RAS/N0135</b> <b>To monitor and solve service concerns</b>	PC1. Respond positively to customer service problems following organisational guidelines.	100	10	5	5
	PC2. Solve customer service problems when he/she has sufficient authority.		5	2.5	2.5
	PC3. Work with others to solve customer service problems.		5	2.5	2.5
	PC4. Keep customers informed of the actions being taken.		10	5	5
	PC5. Check with customers that they are comfortable with the actions being taken.		5	2.5	2.5
	PC6. Solve problems with service systems and procedures that might affect customers before they become aware of them.		5	2.5	2.5
	PC7. Inform managers and colleagues of the steps taken to solve specific problems		5	2.5	2.5
	PC8. Identify repeated customer service problems.		5	2.5	2.5
	PC9. Identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option.		10	5	5
	PC10. Work with others to select best options for solving repeated customer service problems, balancing customer expectations with the needs of the organisation		5	2.5	2.5
	PC11. Obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.		5	2.5	2.5
	PC12. Action the agreed solution.		10	5	5
	PC13. Keep customers informed in a positive and clear manner of steps being taken to solve any service problems.		10	5	5
	PC14. Monitor the changes that have been made and adjust them if appropriate		10	5	5
	Total		100	50	50

<b>RAS/N0136</b> <b>To promote continuous improvement in service</b>	PC1. Gather feedback from customers that will help identify opportunities for customer service improvement.	100	10	5	5
	PC2. Analyse and interpret feedback to identify opportunities for customer service improvements and propose changes.		5	2.5	2.5
	PC3. Discuss with others the potential effects of any proposed changes for customers and the organisation.		5	2.5	2.5
	PC4. Negotiate changes in customer service systems & improvements with somebody of sufficient authority to approve trial / full implementation of the change.		10	5	5
	PC5. Organise the implementation of authorised changes.		5	2.5	2.5
	PC6. Implement the changes following organisational guidelines.		5	2.5	2.5
	PC7. Inform people inside and outside the organisation who need to know of the changes being made and the reasons for them.		10	5	5
	PC8. Monitor early reactions to changes and make appropriate fine-tuning adjustments.		5	2.5	2.5
	PC9. Collect and record feedback on the effects of changes.		10	5	5
	PC10. Analyse and interpret feedback and share your findings on the effects of changes with others.		5	2.5	2.5
	PC11. Summarise the advantages and disadvantages of the changes.		10	5	5
	PC12. Analyse and interpret the changes to identify opportunities for further improvement.		10	5	5
	PC13. Present these opportunities to somebody with sufficient authority to make them happen		10	5	5
Total		100	50	50	
<b>RAS/N0137</b> <b>To work effectively in a retail team</b>	PC1. Display courteous and helpful behaviour at all times.	100	10	5	5
	PC2. Take opportunities to enhance the level of assistance offered to colleagues		5	2.5	2.5
	PC3. Meet all reasonable requests for assistance within acceptable workplace timeframes.		5	2.5	2.5
	PC4. Complete allocated tasks as required		5	2.5	2.5
	PC5. Seek assistance when difficulties arise.		5	2.5	2.5
	PC6. Use questioning techniques to clarify instructions or responsibilities		10	5	5
	PC7. Identify and display a non-discriminatory attitude in all contacts with customers and other staff members		5	2.5	2.5
	PC8. Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.		5	2.5	2.5
	PC9. Follow personal hygiene procedures according to organisational policy and relevant legislation		5	2.5	2.5
	PC10. Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.		10	5	5
	PC11. Interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying.		5	2.5	2.5
	PC12. Ask questions to seek and clarify workplace information.		10	5	5

	PC13. Plan and organise daily work routine within the scope of the job role.		10	5	5
	PC14. Prioritise and complete tasks according to required timeframes.		5	2.5	2.5
	PC15. Identify work and personal priorities and achieve a balance between competing priorities.		5	2.5	2.5
	Total		100	50	50
<b>RAS/N0138</b> <b>To work effectively in an organisation</b>	PC1. Share work fairly with colleagues, taking account of own and others' preferences, skills and time available.	100	5	2.5	2.5
	PC2. Make realistic commitments to colleagues and do what has been promised.		5	2.5	2.5
	PC3. Let colleagues know promptly if he/she will not be able to do what has been promised and suggest suitable alternatives.		5	2.5	2.5
	PC4. Encourage and support colleagues when working conditions are difficult.		5	2.5	2.5
	PC5. Encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect.		5	2.5	2.5
	PC6. Follow the company's health and safety procedures while working.		5	2.5	2.5
	PC7. Discuss and agree with the right people goals that are relevant, realistic and clear.		5	2.5	2.5
	PC8. Identify the knowledge and skills needed to achieve his/her goals.		5	2.5	2.5
	PC9. Agree action points and deadlines that are realistic, taking account of past learning experiences and the time and resources available for learning.		5	2.5	2.5
	PC10. Regularly check his/her progress and, when necessary, change the way of working.		5	2.5	2.5
	PC11. Ask for feedback on his/her progress from those in a position to give it, and use their feedback to improve his/her performance		5	2.5	2.5
	PC12. Encourage colleagues to ask him/her for work-related information or advice that he/she is likely to be able to provide.		5	2.5	2.5
	PC13. Notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice.		5	2.5	2.5
	PC14. Give clear, accurate and relevant information and advice relating to tasks and procedures.		10	5	5
	PC15. Explain and demonstrate procedures clearly, accurately and in a logical sequence.		5	2.5	2.5
	PC16. Encourage colleagues to ask questions if they don't understand the information and advice given to them.		5	2.5	2.5
	PC17. Give colleagues opportunities to practise new skills, and give constructive feedback.		5	2.5	2.5
	PC18. Check that health, safety and security are not compromised when helping others to learn.		10	5	5
Total		100	50	50	