



Certificate in Retail Operations

CORE MODULES

Maintain Professional Image

1. Maintain personal grooming

Performance Criteria

A competent individual must be able to successfully perform the following:

- 1.1 Wear clean, fresh, neat and well fitting clothing / uniform
- 1.2 Wear clean and safe *shoes* suited to the role and tasks required in accordance with organisational standards
- 1.3 Wear *personal adornments* in accordance with organisational standards
- 1.4 Maintain *personal grooming* according to organisational standards

2. Maintain personal hygiene

Performance Criteria

A competent individual must be able to successfully perform the following:

- 2.1 Keep *hair* clean, neat and tidy in accordance with organisational standards
- 2.2 Keep *finger nails* clean and neat and *hands* clean
- 2.3 Maintain *oral hygiene*
- 2.4 Use perfumes and deodorants appropriately
- 2.5 Practise *good personal hygiene*

3. Apply retail etiquette in dealing with customers

Performance Criteria

A competent individual must be able to successfully perform the following:

- 3.1 *Acknowledge customer* with confidence, *style and* in accordance with organisational standards
- 3.2 Stand at an *appropriate distance and location* when communicating and attending to customers
- 3.3 *Communicate effectively* with customers from *diverse background*
- 3.4 Build rapport with customers by starting and carrying out a *polite conversation* with confidence and ease
- 3.5 Use appropriate tone of voice and other *verbal and non-verbal behaviours* that convey positive customer service message
- 3.6 Communicate and handle customers with *tact and diplomacy*
- 3.7 Provide accurate *product or service information* and serve as a knowledgeable resource for the customers
- 3.8 Project *poise*, confidence and personal conviction when dealing with customers
- 3.9 Maintain confidentiality of *customers' information* at all times

Training Hours (inclusive of assessment): 12 hours

Sell Products & Services

1. Establish customer requirements

Performance Criteria

A competent individual must be able to successfully perform the following:

- 1.1 Acknowledge *customer* in accordance with organisational procedures
- 1.2 Display a *positive and helpful behaviour* to customers
- 1.3 Use effective *questioning* and *active listening skills* to *determine customer needs*
- 1.4 Observe *customer's behaviour that may indicate interest* in a product or service
- 1.5 Clarify customer requirements using effective communication skills
- 1.6 Direct customer to specific merchandise that meet his needs

2. Recommend products and services

Performance Criteria

A competent individual must be able to successfully perform the following:

- 2.1 Identify and explain the *range of products and services* which match the *customer's requirement*
- 2.2 *Present and demonstrate*, where applicable to customer the products and services which best meet his requirements
- 2.3 *Highlight and explain* to customer the *product features and benefits* using *appropriate communication skills* and organisational procedures
- 2.4 Encourage customer to try products and/or services
- 2.5 Comply with *legal requirements* when recommending products and services

3. Address customers objections

Performance Criteria

A competent individual must be able to successfully perform the following:

- 3.1 Identify and address *customer's objections and questions* in accordance with organisational policies and procedures
- 3.2 Offer explanations and solutions to overcome *customer's objections* in accordance with organisational policies and procedures
- 3.3 Display *professionalism* when handling customer's objections in accordance with organisational policies and procedures
- 3.4 Provide *feedback* to buyers or appropriate personnel on products and/or services within organisational policy

4. Maximise additional sales opportunities

Performance Criteria

A competent individual must be able to successfully perform the following:

- 4.1 Identify *customer's verbal and non-verbal cues* that will provide opportunities for additional sales
- 4.2 Identify *complementary and peripheral products* and services
- 4.3 *Present and recommend* complementary and peripheral products and services to the customer in accordance with organisational procedures
- 4.4 Observe *legal requirements* when presenting and recommending complementary and peripheral products and services

5. Close sale

Performance Criteria

A competent individual must be able to successfully perform the following:

- 5.1 Encourage *customers* to make purchase using *closing strategies* which conform to the organisational policies, procedures and legal requirements
- 5.2 Close the sale to the satisfaction of the customer in accordance with organisational procedures and standards
- 5.3 Conclude customer's visit on a positive note in accordance with organisational procedures

Training Hours (inclusive of assessment): 24 hours

Interact with Customers

1. Deliver service to customers

Performance Criteria

A competent individual must be able to successfully perform the following:

- 1.1 Customers are greeted and acknowledged in a professional and courteous manner according to store policy
- 1.2 Strategies are developed and used for dealing sensitively with customers from other cultures, countries and with other languages
- 1.3 Customer service requirements are established through use of appropriate questioning and active listening techniques
- 1.4 Customer service requirements are acted upon or referred to supervisor if necessary
- 1.5 Possible problems are identified, anticipated and actions are taken to minimise the effect on customer dissatisfaction
- 1.6 Opportunities to deliver additional levels of service beyond the customer's immediate request is recognised and acted upon
- 1.7 Contact with customer is maintained until sale is completed
- 1.8 Customer is sent off appropriately and courteously according to store policy
- 1.9 Verbal and non-verbal communications are used to develop rapport with customers during service delivery

2. Respond to customer issues/complaints

Performance Criteria

A competent individual must be able to successfully perform the following:

- 2.1 Positive helpful attitude is conveyed to customers when handling issues/complaints
- 2.2 Issues/complaints are handled sensitively, courteously and with discretion
- 2.3 Nature of issue/complaint is established by active listening and questioning and confirmed with the customer
- 2.4 Action is taken to resolve issue/complaint to customers' satisfaction wherever possible
- 2.5 Unresolved customer dissatisfaction or issues/complaints are promptly referred to supervisor
- 2.6 Opportunities are taken to turn incidents of customer dissatisfaction into a demonstration of high quality service to customers in line with store policy
- 2.7 Stationery and issues/complaints and feedback forms are checked to ensure that they are sufficient and available for use in accordance with established organisational procedures
- 2.8 Documentation regarding customer dissatisfaction or issues/complaints is completed accurately and legibly

3. Receive and process sales orders

Performance Criteria

A competent individual must be able to successfully perform the following:

- 3.1 Customer requests are responded to promptly and accurately in accordance with established organisational policy and within the organisational limits of authority
- 3.2 Organisational limits of authority are explained clearly and positively to the customer
- 3.3 Information on products or services given to customers is accurate and complete and in line with organizational policy
- 3.4 Sales orders are processed, recorded and acted upon according to store policy
- 3.5 Customers are advised of any follow-up actions before leaving the store
- 3.6 Information regarding sales orders is relayed to buyers in accordance with store policy

4. Identify customers' special needs

Performance Criteria

A competent individual must be able to successfully perform the following:

- 4.1 Customers' special needs or requirements are identified promptly by observation and questioning
- 4.2 Willingness to assist is conveyed verbally and non-verbally

4.3 Customers' needs are promptly serviced, referred or redirected as required

5. Handle exchanges, returns and refunds

Performance Criteria

A competent individual must be able to successfully perform the following:

5.1 Customer is acknowledged in line with store policy

5.2 Customer's request for exchange or return of merchandise is handled in accordance with organisation's procedures

5.3 Appropriate person is informed where customer's request cannot be handled

5.4 Proof of purchase is politely requested in case of exchange or refund

5.5 Exchange or return of merchandise is processed in accordance with established organisational procedures

5.6 Where evidence is not available, organisational guidelines are followed

Training Hours (inclusive of assessment): 24 hours

ELECTIVE MODULES

Handle Merchandise Display

1. Prepare to display merchandise

Performance Criteria

A competent individual must be able to successfully perform the following:

- 1.1 Prepare correct *cleaning tools and materials* for cleaning of display area
- 1.2 Remove all *hazards and unrelated items* found at work area
- 1.3 Clean and prepare the display area, *fixtures and display units* in accordance with organisational procedures, hygiene and safety standards
- 1.4 Report any non-conformance encountered during cleaning of display area
- 1.5 Select *merchandise for display* in agreement with the supervisor
- 1.6 Unpack, sort, organise and check *merchandise* for quality and condition and availability of labels and price tags
- 1.7 Identify and take action to replace soiled, damaged, illegible or incorrect labels and price tags
- 1.8 Remove unnecessary packaging from display area in accordance with organisational procedures
- 1.9 Complete *relevant documents* associated with stock counts, sub-standard Set up display

2. Set up display

Performance Criteria

A competent individual must be able to successfully perform the following:

- 2.1 Identify and use correct *handling and display techniques* in accordance with the *types of merchandise*
- 2.2 *Display merchandise* to optimise *visual appeal* and promote sales
- 2.3 Arrange merchandise according to layout specifications and load bearing capacity of *display units*
- 2.4 Ensure labels and price tags are placed in accordance with *organisational requirements* and procedures
- 2.5 Display *signage in holders* and fixtures in accordance with store procedures

3. Maintain display

Performance Criteria

A competent individual must be able to successfully perform the following:

- 3.1 Maintain optimum stock levels, rotate and replenish *stock* according to store procedures
- 3.2 Maintain displays to enhance appeal of merchandise
- 3.3 Maintain *display areas* in a clean and tidy manner
- 3.4 Maintain *stock / merchandise presentations* according to stock requirements, special handling techniques, store procedures and safety requirement
- 3.5 Identify, reset and/or remove *unsuitable or out-of-date displays*

Training Hours (inclusive of assessment): 20 hours

Handle Retail after Sales Service

1. Establish customer service requirements

Performance Criteria

A competent individual must be able to successfully perform the following:

- 1.1 Establish customer's *service requirements* through the use of appropriate *questioning techniques and active listening skills*
- 1.2 Handle *service item* carefully to prevent damage or loss
- 1.3 Examine the *service item* and *identify after sales service requirements* and confirm with customer the service required
- 1.4 Examine the *service item* for *defects* and explain the condition of the service item to the customer in accordance with organisational procedures
- 1.5 Obtain *relevant document* from customer for *verification*
- 1.6 Explain the *terms and conditions of after sales service* required
- 1.7 Obtain confirmation from customer to proceed with the agreed *after sales service*

2. Process customer service request

Performance Criteria

A competent individual must be able to successfully perform the following:

- 2.1 Arrange for the *after sales service* to be carried out in accordance with customer's *service requirement* and established organisational procedures if the service can be done in the store
- 2.2 Explain to customer the service process and timeline for completion of service item
- 2.3 Complete *relevant service documentation* legibly and accurately
- 2.4 Explain the *information on the service* documentation to customer and provide him the customer's copy of the completed service documentation
- 2.5 File the completed *service documentation* in accordance with established organisational procedures
- 2.6 Handle the *service item* securely pending commencement of servicing work or collection by or despatch in accordance with established organisational procedures
- 2.7 *Process the after sales service* in accordance with organisational procedures

3. Conclude after sales service

Performance Criteria

A competent individual must be able to successfully perform the following:

- 3.1 Obtain *required service documentation* from *customer* and retrieve the filed copy and *serviced item*
- 3.2 Present the *serviced item* to the customer and explain the *servicing work* done to the item
- 3.3 Assist customer in checking or testing serviced item and confirm customer's satisfaction of the serviced item
- 3.4 Carry out *service recovery* immediately when doubt or reservation is expressed by the customer in accordance with organisational procedures
- 3.5 Provide *advice on care of product* in accordance with established organisational procedures
- 3.6 Complete the *relevant service documentation* and direct customer to counter for payment for service rendered if applicable

Training Hours (inclusive of assessment): 16 hours

Perform Product Demonstration

1. Prepare for product demonstration

Performance Criteria

A competent individual must be able to successfully perform the following:

- 1.1 Prepare sales counter and *necessary items* for product demonstration
- 1.2 Ensure sufficient *stocks* are displayed for sale
- 1.3 Check work area to ensure *technical requirements* for product demonstration are met
- 1.4 Prepare *documents* required to aid in product demonstration
- 1.5 Prepare the *product* for demonstration

2. Conduct product demonstration

Performance Criteria

A competent individual must be able to successfully perform the following:

- 2.1 Apply *methods of product demonstration*
- 2.2 *Present and demonstrate product* to customers confidently
- 2.3 Use *appropriate verbal and non verbal communication* in performing product demonstration
- 2.4 Encourage *customers interactions* with individuals and/or groups by using appropriate *questioning techniques*
- 2.5 Highlight the *product features and benefits* to encourage customers to buy in accordance with legal requirements
- 2.6 Take note of and address *customers' enquiries and feedback* on products and services appropriately
- 2.7 Project a *positive and professional image* to all customers

3. Close sales

Performance Criteria

A competent individual must be able to successfully perform the following:

- 3.1 Apply *selling strategies* to close sale of products and services with customers
- 3.2 Advise customers of any *follow up actions* needed on products and services
- 3.3 *Close sale* of products and services in accordance with organisational procedures and legal requirements
- 3.4 Pack and hand product to customer in accordance with organisational procedures
- 3.5 Direct customers to payment counter for settlement

4. Reinstate work area

Performance Criteria

A competent individual must be able to successfully perform the following:

- 4.1 Remove and pack all *items* from sales counter
- 4.2 Remove and secure *balance stock*
- 4.3 Remove or arrange to remove all *equipment*
- 4.4 Clean and tidy work area using correct *cleaning tools and materials*
- 4.5 Reinstate work area in accordance with organisational procedures, security and health and safety guidelines

5. Review effectiveness of product demonstration

Performance Criteria

A competent individual must be able to successfully perform the following:

- 5.1 Review the product demonstration based on information gathered and data
- 5.2 *Recommend actions for improvement*
- 5.3 Inform the *relevant stakeholders* of the recommendation

Training Hours (inclusive of assessment): 24 hours

Work Effectively in the Retail Environment

1. Describe the retail industry

Performance Criteria

A competent individual must be able to successfully perform the following:

- 1.1 Explain the *importance of the retail industry* in Singapore
- 1.2 Explain the *demographics* of the retail sector in Singapore
- 1.3 List and describe the *retail formats* available in Singapore
- 1.4 List the *major sub-sectors* of the retail industry in Singapore
- 1.5 Describe the *operations of the major sub-sectors* of the retail industry in Singapore
- 1.6 Explain the *emerging trends* of the retail industry in Singapore

2. Explain and describe the roles in the organization

Performance Criteria

A competent individual must be able to successfully perform the following:

- 2.1 Explain the organisational vision, mission and goals
- 2.2 Explain the *organisational structure*
- 2.3 Explain the roles of the different *departments* in the organisation
- 2.4 Explain the roles and responsibilities of the different *job roles* in the organisation

3. Explain personal role in the organization

Performance Criteria

A competent individual must be able to successfully perform the following:

- 3.1 List the organisation's *stakeholders*
- 3.2 Explain the *importance of the organisation's stakeholders*
- 3.3 Explain own *personal role and responsibilities* in the organisation
- 3.4 Describe the *competencies* required to fulfil personal role and responsibilities in the organisation
- 3.5 Identify own *weaknesses* in current job
- 3.6 Identify *opportunities* to acquire relevant *competencies* through training to overcome weaknesses
- 3.7 Identify the *stakeholders* who can provide advice relating to staff training and development

4. Identify career progression in the retail industry

Performance Criteria

A competent individual must be able to successfully perform the following:

- 4.1 Determine the *requirements* for career progression
- 4.2 *Determine* if training is required for career progression
- 4.3 Identify *sources of information* on training
- 4.4 Identify *training programmes* for career progression
- 4.5 *Select* the most appropriate training programmes
- 4.6 Develop own *career plan*

Training Hours (inclusive of assessment): 12 hours

Perform Point of Sales operations

1. Prepare to operate point of sale equipment

Performance Criteria:

A competent individual must be able to successfully perform the following:

- 1.1 Explain the importance of handling cash securely and accurately
- 1.2 Explain the importance of accurate reporting of sales transactions
- 1.3 Explain the establishment and maintenance of effective relationships with customers
- 1.4 Explain your level of authority and personal responsibility in relation to the dealings with customers
- 1.5 Describe the legal regulations relevant to the work role
- 1.6 Describe the organisational procedures available for operation of cash register and related activities
- 1.7 Describe the retail business at large and competitor's products and services

2. Perform point of sale transaction

Performance Criteria:

A competent individual must be able to successfully perform the following:

- 2.1 Explain the importance of processing payment securely and accurately
- 2.2 Explain how to use the exchange rate information to handle payment in foreign currencies
- 2.3 Explain the importance of stating clearly the amount paid and change tendered clearly to the customer
- 2.4 Describe organisational procedures for performing point of sale transactions and related activities

3. Wrap and pack goods

Performance Criteria:

A competent individual must be able to successfully perform the following:

- 3.1 Describe the techniques of wrapping and packaging different types of products
- 3.2 Describe the organisational procedures available for wrapping and packing products and related activities

4. Balance register or terminal

Performance Criteria:

A competent individual must be able to successfully perform the following:

- 4.1 Explain the importance of handling cash securely and accurately for drop-in in safe
- 4.2 Explain the importance of accurate interpretation of shift reports
- 4.3 Explain the importance of checking, sorting and tallying of charge slips and cash against shift reports
- 4.4 Describe the organisational procedures for balancing of cash register and related activities

Training Hours (inclusive of assessment): 16 hours

Perform Stock Control Operations

1. Apply procedures for receipt and processing of incoming goods

Performance Criteria:

A competent individual must be able to successfully perform the following:

- 1.1 Explain the organisational procedures for receipt and processing of incoming goods
- 1.2 Explain the importance of accurate updating of stock records and completing forms
- 1.3 Explain the importance of checking and monitoring stock quality and quantity for discrepancies
- 1.4 Explain the importance of consistently adhering to the Workplace Safety & Health guidelines when performing all stock control tasks
- 1.5 Explain the legal, safety and health regulations relevant to the work role

2. Demonstrate the rotation of stock

Performance Criteria:

A competent individual must be able to successfully perform the following:

2.1 Explain the organisational procedures for performing stock rotation, stock take and cyclical counts

3. Apply stocktaking procedures

Performance Criteria:

A competent individual must be able to successfully perform the following:

3.1 Explain the importance of checking, sorting and tallying of stock counts against stock inventory reports

3.2 Explain the organisational procedures for stocktaking

4. Re-order stock

Performance Criteria:

A competent individual must be able to successfully perform the following:

4.1 Explain the organisational procedures available for re-ordering stocks

5. Prepare and dispatch goods

Performance Criteria:

A competent individual must be able to successfully perform the following:

5.1 Explain the importance of checking, sorting and tallying of stock counts against order forms / purchase order forms / internal stock movement forms

5.2 Explain the organisational procedures available for preparing and dispatching goods

Training Hours (inclusive of assessment): 16 hours

Apply Security Practices

1. Develop a vigilant mindset

Performance Criteria:

A competent individual must be able to successfully perform the following:

1.1 Describe 3 types of retail store crimes

1.2 Explain when store crimes are likely to occur

1.3 Explain the importance of retail store security

1.4 Explain your personal role in maintaining store security

1.5 Describe 3 security risks in your retail store

1.6 Explain how to take initiative to prevent crimes in the store

1.7 List the relevant personnel you would report to for security matters

1.8 Explain the organisational guidelines, standards and procedures in relation to store security policies and procedures

1.9 Explain the organisational guidelines, standards and procedures in relation to store evacuation procedures during emergencies

1.10 Describe your level of authority and personal responsibility in relation to applying security practices in your store

1.11 List the legal, safety and health regulations relevant to the work role

2. Report suspicious / wanted persons

Performance Criteria:

A competent individual must be able to successfully perform the following:

- 2.1 Explain how to qualify a person as suspicious
- 2.2 Describe 3 identifying characteristics of a suspicious persons
- 2.3 Explain your organisational procedures for reporting suspicious/wanted persons
- 2.4 Explain what you look out for when observing suspicious / wanted persons
- 2.5 Explain how to act discreetly to ensure suspicious / wanted person is not aware of being observed
- 2.6 Describe the information required to assist in the investigation of suspicious / wanted persons
- 2.7 Explain the organisational procedures relating to communicating with suspicious people
- 2.8 Explain the organisational procedures relating to communication with local authorities

3. Handle unattended objects

Performance Criteria:

A competent individual must be able to successfully perform the following:

- 3.1 Explain how you qualify the object as a suspicious item
- 3.2 Explain how to perform a visual inspection of a suspicious object
- 3.3 Describe 3 signs that suggests the presence of an explosive device
- 3.4 Explain the safety precautions when identifying suspicious object
- 3.5 Describe the actions to be taken when the item is deemed as a safe object
- 3.6 Describe the actions to be taken when the item is deemed as a suspicious object
- 3.7 Describe the information required to assist in investigation
- 3.8 Explain the organisational procedures relating to assisting in investigation

4. Handle store robberies

Performance Criteria:

A competent individual must be able to successfully perform the following:

- 4.1 List the typical instructions of robber/s
- 4.2 Explain what you should do to ensure that the robber/s does not get agitated
- 4.3 Describe what are the identifying characteristics of robber/s
- 4.4 Explain when it is safe to inform the authorities / relevant personnel
- 4.5 Describe the information required to assist in investigation of robbery
- 4.6 Explain the organisational procedures relating to informing relevant personnel on robberies
- 4.7 Explain the organisational procedures relating to assisting in investigations

5. Minimise theft

Performance Criteria:

A competent individual must be able to successfully perform the following:

- 5.1 Describe 3 types of store thefts
- 5.2 Describe the store security systems in your work area
- 5.3 Describe one typical abnormality with your store security system
- 5.4 Explain how to perform surveillance of goods
- 5.5 Explain how to identify damaged / loose security tags and labels
- 5.6 Describe the information required to assist in investigation of store thefts
- 5.7 Explain the organisational procedures in relation to surveillance of goods in work area
- 5.8 Explain the organisational procedures in relation to checking security tags and labels
- 5.9 Explain the organisational procedures in relation to reporting of stock losses
- 5.10 Explain the organisational procedures in relation to informing relevant personnel of store thefts
- 5.11 Explain the organisational procedures in relation to assisting in investigation

6. Participate in retail store crime prevention

Performance Criteria:

A competent individual must be able to successfully perform the following:

- 6.1 Explain how to acquire information relating to retail store crimes
- 6.2 Explain what your colleagues ought to know about retail store security
- 6.3 List 3 types of security related issues that need to be communicated to the supervisor
- 6.4 Describe 3 ways to contribute to the enhancement of store security

Training Hours (inclusive of assessment): 16 hours

Cultivate Productivity and Innovative Mindset

COURSE OVERVIEW

On completion of this unit, the participant will have the knowledge and skills to cultivate productivity and an innovative mindset.

This competency unit consists of the following elements:

1. Define meaning and concept of productivity

- 1.1. Explain meaning and concept of productivity
- 1.2. Describe importance of productivity
- 1.3. Adopt a productivity and innovative mindset and recognise how it can improve staff productivity at workplace

2. Recognise needs for productivity improvement

- 2.1. Define productivity improvement to improve staff productivity
- 2.2. Recognise needs to improve productivity at workplace
- 2.3. Describe benefits of productivity improvement

3. Apply simple productivity measurement at workplace

- 3.1. Recognise productivity measurement at workplace
- 3.2. Identify benefits of productivity measurement
- 3.3. Apply productivity measurement at workplace

4. Apply simple techniques and tools for potential productivity improvement at workplace

- 4.1. Identify tools and techniques for productivity improvement
- 4.2. Define roles and responsibilities of retail staff
- 4.3. Apply tools and techniques for productivity improvement at workplace

This unit is within the competency category of *Store Operations* and is one of the elective modules leading to the WSQ Certificate in Retail Operations.

The main target audience of this module is the service and sales staff from retail outlets.

Training Hours (inclusive of assessment): 16 hours

Provide GEMS Service

1. Prepare for extra mile service

Performance Criteria

A competent individual must be able to successfully perform the following:

- 1.1 Demonstrate the qualities of a service professional.
- 1.2 Identify internal and external customers in one's organisation.
- 1.3 Demonstrate professional grooming and presentation according to organizational standards.
- 1.4 Demonstrate personal hygiene in accordance to organisational standards.
- 1.5 Project confidence when dealing with customers through verbal and non-verbal communication.

2. Go beyond first impressions

Performance Criteria

A competent individual must be able to successfully perform the following:

- 2.1 Acknowledge the presence of customers in a timely manner upon their arrival and for the duration of their patronage.
- 2.2 Greet customers using appropriate salutations and in a friendly manner according to organisational guidelines.
- 2.3 Initiate a conversation with customers and share product knowledge.
- 2.4 Identify customers needs and expectations to offer personalized service.
- 2.5 Observe customers' verbal and non-verbal messages with undivided attention.

3. Go the Extra Mile interactions

Performance Criteria

A competent individual must be able to successfully perform the following:

- 3.1 Recognise situations where customers are dissatisfied.
- 3.2 Handle customer dissatisfaction in a calm and professional manner.
- 3.3 Differentiate between routine and 'going the extra mile' service standards.
- 3.4 Identify options for going the extra mile based on customer's expectations and needs.
- 3.5 Ensure that the extra mile services are within organisational guidelines.
- 3.6 Explain the extra mile service to the customer clearly and concisely.
- 3.7 Choose and take appropriate actions to go the extra mile.
- 3.8 Monitor actions to ensure that actions do not annoy or cause inconvenience to other customers.
- 3.9 Review the effects of going the extra mile.
- 3.10 Provide feedback to relevant persons in the organisation on how extra mile service can be integrated into standard procedure.

Training Hours (inclusive of assessment): 16 hours

Deliver Service Excellence

1. Apply Organisational Service Values and Systems

Performance Criteria

A competent individual must be able to successfully perform the following:

- 1.1 Use organisational service culture and values to guide service delivery decisions.
- 1.2 Communicate service delivery procedures and policies to customers and staff clearly and courteously, where necessary.
- 1.3 Source work instructions relevant to a personal job role.
- 1.4 Use organisational systems and follow organisational procedures to carry out service tasks

- 1.5 Use organisational systems and follow organisational procedures to record service processes or outcomes.
- 1.6 Seek advice from relevant personnel in clarifying service systems and procedures when appropriate.

2. Contribute to service team effectiveness

Performance Criteria

A competent individual must be able to successfully perform the following:

- 2.1 Communicate with other service team members to identify service team purpose, goals, plans, objectives and each member's roles and responsibilities.
- 2.2 Participate actively in service team activities to achieve service team objectives.
- 2.3 Accept responsibility for personal and team performance by seeking assistance/support from team members and providing assistance/support to service team members where necessary.
- 2.4 Give and receive feedback to identify and resolve problems which impede service team performance.
- 2.5 Role model behaviour, within the team, to enhance the organisation's image.
- 2.6 Follow accepted workplace communication systems and procedures to communicate with service team members and relevant managers.

3. Follow up post sales/service support

Performance Criteria

A competent individual must be able to successfully perform the following:

- 3.1 Assure customers of service delivery promise, provide personal contact details and/or obtain customers' personal contact details at close of transaction.
- 3.2 Inform customers of changes impacting on fulfilment on service delivery promise, where appropriate.
- 3.3 Respond promptly to resolve customers' post service delivery problems.

4. Utilise and update a customer database

Performance Criteria

A competent individual must be able to successfully perform the following:

- 4.1 Uphold the confidentiality and security of the customer database as required by organisational policy and legal requirements.
- 4.2 Store accurate customer records securely according to organisation's policies and procedures.
- 4.3 Accurately identify and follow up with regular and /or targeted customers in accordance with the organisational marketing policy.
- 4.4 Utilise customer records to notify customers accurately on products and services of possible interest.
- 4.5 Record purchases related to customer clubs and reward schemes where required according to the organisation's promotional activities.

Training Hours (inclusive of assessment): 16 hours

Offer Customised and Personalised Service

1. Study and update own knowledge on organisation's products and Services

Performance Criteria

A competent individual must be able to successfully perform the following:

- 1.1 Source relevant and accurate information on the organisation's products and services to enhance personal knowledge.
- 1.2 Develop and maintain knowledge of the organisation's products and services to enhance service delivery.

1.3 Record and share product and service information learnt with colleagues, where appropriate.

2. Develop knowledge that addresses information commonly sought by organisation customers.

Performance Criteria

A competent individual must be able to successfully perform the following:

2.1 Identify information commonly sought by organisation customers.

2.2 Acquire and maintain knowledge to address information commonly sought by the organisation's customers.

2.3 Share information acquired with colleagues to assemble a shared database of commonly sought information.

3. Identify and act upon opportunities for offering customised and personalized service.

Performance Criteria

A competent individual must be able to successfully perform the following:

3.1 Identify customers requiring personalised service.

3.2 Apply appropriate methods to provide customers with personalised services as required.

3.3 Recognise and act upon opportunities for providing customised and personalised service according to organisational guidelines and procedures.

3.4 Take initiative to personally provide additional service to customers, where required.

3.5 Seek information or advice to meet customer requirements outside own area of responsibility or knowledge, or refer customer to relevant personnel, where required.

3.6 Follow-up professionally with customers according to agreed timelines.

3.7 Communicate customers' unique requirements to colleagues, where necessary, in accordance with organisational procedure

4. Deliver service to a diverse range of customers.

Performance Criteria

A competent individual must be able to successfully perform the following:

4.1 Follow organisational procedures and guidelines that seek to make customer service inclusive for diverse groups of customers.

4.2 Show respect for customer's individual beliefs, expectations and needs that may result from their membership of a particular group.

4.3 Vary personal approaches to take into account of customers' beliefs, expectations and needs resulting from their membership of a particular group.

4.4 Work with colleagues to identify consistent approaches that team members should adopt when dealing with particular groups.

Training Hours (inclusive of assessment): 16 hours