

OVERVIEW OF THE *RETAIL CERTIFIED SERVICE PROFESSIONAL* PROGRAMME

Upon completion of this programme, the learner should have the knowledge and skills to demonstrate competence in the following five (5) competency units of the Retail and Service Excellence WSQ framework:

1. Provide GEMS Service / Interact With Guest
2. Deliver Service Excellence
3. Offer Customised And Personalised Service
4. Maintain Professional Image
5. Interact with Customers

The objective of the programme is to equip workers intending to join the retail-related with the generic and portable frontline customer service skills for interacting with customers.

Eligibility Criteria

Enrolment into the Certified Service Professional programme requires a minimum of:

- Grade 'C6' in English at O Levels; or
- Grade '5' in English at N Levels; or
- Level 4 in the Employability Skills System (ESS) Workplace Literacy module in at least 2 modalities.

Competency Elements

The Retail CSP programme is competency-based. The competency elements included in this programme include:

- Prepare for extra mile service
- Go beyond first impressions
- Go the extra mile interactions
- Apply Organisational Service Values and Systems
- Contribute to Service Team Effectiveness
- Follow-up post sales /service support
- Utilise and update a customer database
- Study and update own knowledge on organisation's products and services
- Develop knowledge that addresses information commonly sought by organisation customers
- Identify and act upon opportunities to offering customised and personalised service
- Deliver service to a diverse range of customers
- Maintain personal grooming
- Maintain personal hygiene
- Apply retail etiquette in dealing with customers
- Deliver service to customers
- Respond to customer issues/complaints
- Handle exchanges, returns and refunds

Assessment Methodology

Learners would be assessed using behavioral observation throughout the programme (based on the Retail Core Values and Qualities of a Service Professional), Learning Portfolios and Class Activities.

Program Duration: 40hrs