

## Qualification Pack



# Retail Sales Associate

QP Code: RAS/Q0104

Version: 1.0

NSQF Level: 4

Retailers Association's Skill Council of India || 703-704 Sagar Tech Plaza - A, Andheri-Kurla Road,  
Sakinaka Junction, Andheri (E)  
Mumbai-400072

## Qualification Pack

### Contents

RAS/Q0104: Retail Sales Associate .....	3
<i>Brief Job Description</i> .....	3
Applicable National Occupational Standards (NOS) .....	3
<i>Compulsory NOS</i> .....	3
<i>Qualification Pack (QP) Parameters</i> .....	3
RAS/N0114: To process credit applications for purchases .....	5
RAS/N0120: To help keep the store secure .....	9
RAS/N0122: To help maintain health and safety .....	13
RAS/N0125: To demonstrate products to customers .....	17
RAS/N0126: To help customers choose right products .....	21
RAS/N0127: To provide specialist support to customers facilitating purchases .....	26
RAS/N0128: To maximise sales of goods & services .....	32
RAS/N0129: To provide personalised sales & post-sales service support .....	36
RAS/N0130: To create a positive image of self & organisation in the customer's mind .....	42
RAS/N0132: To resolve customer concerns .....	47
RAS/N0133: To organise the delivery of reliable service .....	52
RAS/N0134: To improve customer relationship .....	57
RAS/N0135: To monitor and solve service concerns .....	62
RAS/N0136: To promote continuous improvement in service .....	67
RAS/N0137: To work effectively in a retail team .....	72
RAS/N0138: To work effectively in an organisation .....	78
Assessment Guidelines and Weightage .....	83
<i>Assessment Guidelines</i> .....	83
<i>Assessment Weightage</i> .....	84
Acronyms .....	86
Glossary .....	87

## Qualification Pack

### RAS/Q0104: Retail Sales Associate

#### 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.

#### Applicable National Occupational Standards (NOS)

##### Compulsory NOS:

1. [RAS/N0114: To process credit applications for purchases](#)
2. [RAS/N0120: To help keep the store secure](#)
3. [RAS/N0122: To help maintain health and safety](#)
4. [RAS/N0125: To demonstrate products to customers](#)
5. [RAS/N0126: To help customers choose right products](#)
6. [RAS/N0127: To provide specialist support to customers facilitating purchases](#)
7. [RAS/N0128: To maximise sales of goods & services](#)
8. [RAS/N0129: To provide personalised sales & post-sales service support](#)
9. [RAS/N0130: To create a positive image of self & organisation in the customer's mind](#)
10. [RAS/N0132: To resolve customer concerns](#)
11. [RAS/N0133: To organise the delivery of reliable service](#)
12. [RAS/N0134: To improve customer relationship](#)
13. [RAS/N0135: To monitor and solve service concerns](#)
14. [RAS/N0136: To promote continuous improvement in service](#)
15. [RAS/N0137: To work effectively in a retail team](#)
16. [RAS/N0138: To work effectively in an organisation](#)

## Qualification Pack

### Qualification Pack (QP) Parameters

<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>Country</b>	India
<b>NSQF Level</b>	4
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/5249.0301
<b>Minimum Educational Qualification &amp; Experience</b>	10th Class with 0-6 Months of experience in similar position (not mandatory)
<b>Minimum Level of Education for Training in School</b>	11th Class
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	18 Years
<b>Last Reviewed On</b>	26/07/2017
<b>Next Review Date</b>	31/03/2022
<b>NSQC Approval Date</b>	19/05/2015
<b>Version</b>	1.0
<b>Reference code on NQR</b>	2015/RET/RASCI/00058
<b>NQR Version</b>	1.0

## Qualification Pack

### RAS/N0114: To process credit applications for purchases

#### Description

This OS describes the skills and knowledge required to effectively process credit applications for purchases.

#### Scope

This unit applies to individuals to process credit applications for purchases in retail operations.

- Process applications from customers for credit facilities
- The role may be performed in a range of Retail Operations
- Department Store
- Supermarket
- Specialty Store
- Fresh Food stores
- Quick Service Food Stores

#### Elements and Performance Criteria

##### *Process applications from customers for credit facilities*

To be competent, the user/individual on the job must be able to:

- PC1.** identify the customers needs for credit facilities
- PC2.** clearly explain to the customer the features and conditions of credit facilities.
- PC3.** provide enough time and opportunities for the customer to ask for clarification or more information.
- PC4.** accurately fill in the documents needed to allow the customer to get credit.
- PC5.** successfully carry out the necessary credit checks and authorisation procedures.
- PC6.** promptly refer difficulties in processing applications to the right person

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the features and conditions of the credit facilities offered by the company.
- KU2.** legal and company requirements for giving information to customers when offering them credit facilities.
- KU3.** legal and company procedures for carrying out credit checks and getting authorisation for credit facilities.
- KU4.** whom to approach for advice and help in sorting out difficulties in processing applications.
- KU5.** how to determine the credit worthiness of an individual by using appropriate techniques and tools

#### Generic Skills (GS)

## Qualification Pack

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches
- GS15.** identify and evaluate the supporting given for credit applications
- GS16.** determine the impact of doing a thorough credit check for all applications received

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Process applications from customers for credit facilities</i>	<b>50</b>	<b>50</b>	-	-
<b>PC1.</b> identify the customers needs for credit facilities	7.5	7.5	-	-
<b>PC2.</b> clearly explain to the customer the features and conditions of credit facilities.	10	10	-	-
<b>PC3.</b> provide enough time and opportunities for the customer to ask for clarification or more information.	7.5	7.5	-	-
<b>PC4.</b> accurately fill in the documents needed to allow the customer to get credit.	10	10	-	-
<b>PC5.</b> successfully carry out the necessary credit checks and authorisation procedures.	7.5	7.5	-	-
<b>PC6.</b> promptly refer difficulties in processing applications to the right person	7.5	7.5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0114
<b>NOS Name</b>	To process credit applications for purchases
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	26/07/2017
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	19/05/2015



## Qualification Pack

### RAS/N0120: To help keep the store secure

#### Description

This OS describes the skills and knowledge required to help keep the store secure.

#### Scope

This unit applies to individuals to help keep the store secure in retail operations.

- Help keep the retail environment secure
- The role may be performed in a range of Retail Operations
- Department Store
- Supermarket
- Specialty Store
- Fresh Food stores
- Quick Service Food Stores

#### Elements and Performance Criteria

##### *Help keep the retail environment secure*

To be competent, the user/individual on the job must be able to:

- 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
- PC2.** follow company policy and legal requirements when dealing with security risks
- PC3.** recognise when security risks are beyond his/her authority and responsibility to sort out, and report these risks promptly to the right person
- PC4.** use approved procedures and techniques for protecting personal safety when security risks arise
- PC5.** follow company policies and procedures for maintaining security while working
- 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

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the types of security risk that can arise in the workplace
- KU2.** with how much authority and responsibility he/she has to deal security risks, including legal rights and duties
- KU3.** the company policy and procedures for dealing with security risks in the workplace
- KU4.** whom to report security risks to, and how to contact them
- KU5.** the company policies and procedures for maintaining security while working
- KU6.** the company policies and procedures for making sure that security will be maintained when you go on your breaks and when you finish work

## Qualification Pack

**KU7.** approved procedures and techniques for ensuring personal safety when security risks arise

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches
- GS15.** respond to emergency situations as per the escalation matrix
- GS16.** determine the impact of not securing the loss prevention and security equipment

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Help keep the retail environment secure</i>	<b>50</b>	<b>50</b>	-	-
<b>PC1.</b> 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	7.5	7.5	-	-
<b>PC2.</b> follow company policy and legal requirements when dealing with security risks	10	10	-	-
<b>PC3.</b> recognise when security risks are beyond his/her authority and responsibility to sort out, and report these risks promptly to the right person	7.5	7.5	-	-
<b>PC4.</b> use approved procedures and techniques for protecting personal safety when security risks arise	10	10	-	-
<b>PC5.</b> follow company policies and procedures for maintaining security while working	7.5	7.5	-	-
<b>PC6.</b> 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	7.5	7.5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0120
<b>NOS Name</b>	To help keep the store secure
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	26/07/2017
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	19/05/2015

## Qualification Pack

### RAS/N0122: To help maintain health and safety

#### Description

This OS describes the skills and knowledge required to help maintain health and safety

#### Scope

This unit applies to individuals to help maintain health and safety in retail operations.

- Deal with accidents and emergencies
- Help to reduce health and safety risks
- The role may be performed in a range of Retail Operations
- Department Store
- Supermarket
- Specialty Store
- Fresh Food stores
- Quick Service Food Stores

#### Elements and Performance Criteria

##### *Deal with accidents and emergencies*

To be competent, the user/individual on the job must be able to:

- PC1.** follow company procedures and legal requirements for dealing with accidents and emergencies
- PC2.** speak and behave in a calm way while dealing with accidents and emergencies.
- PC3.** report accidents and emergencies promptly, accurately and to the right person
- PC4.** recognize when evacuation procedures have been started and follow company procedures for evacuation

##### *Help to reduce health and safety risks*

To be competent, the user/individual on the job must be able to:

- PC5.** follow the health and safety requirements laid down by the company and by law, and encourage colleagues to do the same
- PC6.** promptly take the approved action to deal with risks if he/she is authorised to do so
- PC7.** report risks promptly to the right person, if he/she does not have the authority
- PC8.** use equipment and materials in line with the manufacturers instructions

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** company procedures and legal requirements for dealing with accidents and emergencies
- KU2.** how to report accidents and emergencies to promote health and safety
- KU3.** legal and company requirements for reporting accidents and emergencies

## Qualification Pack

- KU4.** company procedures for evacuation, including how the alarm is raised and where emergency exits and assembly points are
- KU5.** health and safety requirements laid down by the company and by law
- KU6.** setting a good example contributing to health and safety in the workplace
- KU7.** 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
- KU8.** approved procedures for dealing with health and safety risks
- KU9.** how to find instructions for using equipment and materials
- KU10.** techniques for speaking and behaving in a calm way while dealing with accidents and emergencies
- KU11.** emergency response techniques
- KU12.** using machinery and escape methods to have minimal loss to material and life

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Deal with accidents and emergencies</i>	<b>22.5</b>	<b>22.5</b>	-	-
<b>PC1.</b> follow company procedures and legal requirements for dealing with accidents and emergencies	5	5	-	-
<b>PC2.</b> speak and behave in a calm way while dealing with accidents and emergencies.	5	5	-	-
<b>PC3.</b> report accidents and emergencies promptly, accurately and to the right person	7.5	7.5	-	-
<b>PC4.</b> recognize when evacuation procedures have been started and follow company procedures for evacuation	5	5	-	-
<i>Help to reduce health and safety risks</i>	<b>27.5</b>	<b>27.5</b>	-	-
<b>PC5.</b> follow the health and safety requirements laid down by the company and by law, and encourage colleagues to do the same	7.5	7.5	-	-
<b>PC6.</b> promptly take the approved action to deal with risks if he/she is authorised to do so	5	5	-	-
<b>PC7.</b> report risks promptly to the right person, if he/she does not have the authority	7.5	7.5	-	-
<b>PC8.</b> use equipment and materials in line with the manufacturers instructions	7.5	7.5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0122
<b>NOS Name</b>	To help maintain health and safety
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	26/07/2017
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	19/05/2015



## Qualification Pack

### RAS/N0125: To demonstrate products to customers

#### Description

This OS describes the skills and knowledge required to demonstrate products to customers.

#### Scope

This unit applies to individuals to demonstrate products to customers in retail operations.

- Demonstrate products to customers
- The role may be performed in a range of Retail Operations
- Department Store
- Supermarket
- Specialty Store
- Fresh Food stores
- Quick Service Food Stores

#### Elements and Performance Criteria

##### *Demonstrate products to customers*

To be competent, the user/individual on the job must be able to:

- PC1.** prepare the demonstration area and check that it can be used safely
- PC2.** Check whether the required equipment and products for demonstration are in place.
- PC3.** Demonstrate products clearly and accurately to customers.
- PC4.** Present the demonstration in a logical sequence of steps and stages
- PC5.** Cover all the features and benefits he/she thinks are needed to gain the customers interest
- PC6.** Promptly clear away the equipment and products at the end of the demonstration and connect with the customer

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** how to prepare the demonstration area effectively and checking it is safe.
- KU2.** how to organise demonstrations into logical steps and stages, and how this makes demonstrations more effective.
- KU3.** how to communicate clear and accurate information during demonstrations.
- KU4.** how to clear equipment and products away promptly at the end of the demonstration and connect with the customer
- KU5.** the importance of demonstrations in promoting and selling products.
- KU6.** features and benefits of the products he/she is responsible for demonstrating.
- KU7.** applicable warranty, replacement / repair.
- KU8.** annual maintenance costs (if applicable).

## Qualification Pack

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Demonstrate products to customers</i>	<b>50</b>	<b>50</b>	-	-
<b>PC1.</b> prepare the demonstration area and check that it can be used safely	7.5	7.5	-	-
<b>PC2.</b> Check whether the required equipment and products for demonstration are in place.	7.5	7.5	-	-
<b>PC3.</b> Demonstrate products clearly and accurately to customers.	10	10	-	-
<b>PC4.</b> Present the demonstration in a logical sequence of steps and stages	7.5	7.5	-	-
<b>PC5.</b> Cover all the features and benefits he/she thinks are needed to gain the customers interest	7.5	7.5	-	-
<b>PC6.</b> Promptly clear away the equipment and products at the end of the demonstration and connect with the customer	10	10	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0125
<b>NOS Name</b>	To demonstrate products to customers
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	26/07/2017
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	19/05/2015

## Qualification Pack

### RAS/N0126: To help customers choose right products

#### Description

This OS describes the skills and knowledge required to help customers choose right products.

#### Scope

This unit applies to individuals to help customers choose right products in retail operations.

- Help customers choose products
- Check the customer's preferences and buying decisions when making sales
- The role may be performed in a range of Retail Operations
- Department Store
- Supermarket
- Specialty Store
- Fresh Food stores
- Quick Service Food Stores

#### Elements and Performance Criteria

##### *Help customers choose products*

To be competent, the user/individual on the job must be able to:

- PC1.** find out which product features and benefits interest individual customers and focus on these when discussing products.
- PC2.** describe and explain clearly and accurately relevant product features and benefits to customers.
- PC3.** compare and contrast products in ways that help customers choose the product that best meets their needs.
- PC4.** check customers responses to his/her explanations, and confirm their interest in the product.
- PC5.** encourage customers to ask questions & respond to their questions, comments & objections in ways that promote sales & goodwill.
- PC6.** identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill.
- PC7.** constantly check the store for security, safety and potential sales whilst helping customers.

##### *'Check the customer's preferences and buying decisions when making sales'*

To be competent, the user/individual on the job must be able to:

- PC8.** give customers enough time to evaluate products and ask questions.
- PC9.** handle objections and questions in a way that promotes sales and keeps the customers confidence.
- PC10.** identify the need for additional and associated products and take the opportunity to increase sales.
- PC11.** clearly acknowledge the customers buying decisions.
- PC12.** clearly explain any customer rights that apply.
- PC13.** clearly explain to the customer where to pay for their purchases.

## Qualification Pack

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** how to promote sales and goodwill
- KU2.** how to help customers choose products
- KU3.** how to explain product features and benefits to customers in ways that they understand and find interesting
- KU4.** how to check and interpret customer responses
- KU5.** how to adapt explanations and respond to questions and comments in ways that promote sales and goodwill
- KU6.** how to encourage customers to ask for clarification and more information
- KU7.** the risks of not paying attention to the store, in terms of security, safety and lost sales
- KU8.** how to recognise buying signals from customers
- KU9.** how to handle objections and questions confidently and effectively
- KU10.** legal rights and responsibilities of retailers and customers to do with returning of unsatisfactory goods
- KU11.** techniques for closing the sale
- KU12.** product features and benefits

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Help customers choose products</i>	<b>25</b>	<b>25</b>	-	-
<b>PC1.</b> find out which product features and benefits interest individual customers and focus on these when discussing products.	5	5	-	-
<b>PC2.</b> describe and explain clearly and accurately relevant product features and benefits to customers.	5	5	-	-
<b>PC3.</b> compare and contrast products in ways that help customers choose the product that best meets their needs.	2.5	2.5	-	-
<b>PC4.</b> check customers responses to his/her explanations, and confirm their interest in the product.	2.5	2.5	-	-
<b>PC5.</b> encourage customers to ask questions & respond to their questions, comments & objections in ways that promote sales & goodwill.	2.5	2.5	-	-
<b>PC6.</b> identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill.	2.5	2.5	-	-
<b>PC7.</b> constantly check the store for security, safety and potential sales whilst helping customers.	5	5	-	-
<i>'Check the customer's preferences and buying decisions when making sales'</i>	<b>25</b>	<b>25</b>	-	-
<b>PC8.</b> give customers enough time to evaluate products and ask questions.	5	5	-	-
<b>PC9.</b> handle objections and questions in a way that promotes sales and keeps the customers confidence.	5	5	-	-
<b>PC10.</b> identify the need for additional and associated products and take the opportunity to increase sales.	5	5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC11.</b> clearly acknowledge the customers buying decisions.	5	5	-	-
<b>PC12.</b> clearly explain any customer rights that apply.	2.5	2.5	-	-
<b>PC13.</b> clearly explain to the customer where to pay for their purchases.	2.5	2.5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0126
<b>NOS Name</b>	To help customers choose right products
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	26/07/2017
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	19/05/2015

## Qualification Pack

# RAS/N0127: To provide specialist support to customers facilitating purchases

## Description

This OS describes the skills and knowledge required to provide specialist support to customers facilitating purchases.

## Scope

This unit applies to individuals to provide specialist support to customers facilitating purchases in retail operations.

- Give customers information and advice on specialist products
- Demonstrate specialist products to customers The role may be performed in a range of Retail Operations
- Department Store
- Supermarket
- Specialty Store
- Fresh Food stores
- Quick Service Food Stores

## Elements and Performance Criteria

### *Give customers information advice on specialist products*

To be competent, the user/individual on the job must be able to:

- PC1.** talk to customers politely and in ways that promote sales and goodwill.
- PC2.** use the information given by the customer to find out what they are looking for.
- PC3.** help the customer understand the features and benefits of the products they have shown an interest in.
- PC4.** explain clearly and accurately the features and benefits of products and relate these to the customers needs.
- PC5.** promote the products that give the best match between the customers needs and the stores need to make sales.
- PC6.** spot and use suitable opportunities to promote other products where these will meet the customers needs.
- PC7.** control the time he/she spends with the customer to match the value of the prospective purchase.
- PC8.** constantly check the store for safety, security and potential sales while helping individual customers.

### *Demonstrate specialist products to customers*

To be competent, the user/individual on the job must be able to:

- PC9.** find out if the customer is willing to see a demonstration.
- PC10.** set up demonstrations safely and in a way that disturbs other people as little as possible.
- PC11.** check whether he/she has everything needed to give an effective demonstration.

## Qualification Pack

- PC12.** give demonstrations that clearly show the use and value of the product.
- PC13.** offer customers the opportunity to use the product themselves, where appropriate.
- PC14.** give customers enough chance to ask questions about the products or services he/she is demonstrating to them.
- PC15.** check that the store will be monitored for security, safety and potential sales while he/she is carrying out demonstrations.

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** how to help customers decide what to buy by comparing and contrasting the features, advantages and benefits of products for them
- KU2.** how the time of day affects customers willingness to engage in conversation with a salesperson
- KU3.** how to give customers product information that is relevant to their individual needs and interests
- KU4.** how to find out which product features and benefits interest individual customers
- KU5.** how to adapt appropriate speech, body language and sales style to appeal to different kinds of customers
- KU6.** company policy on customer service and how this applies to giving specialist information and advice to customers
- KU7.** how to set up safe and effective demonstrations of the specialist products he/she is responsible for promoting
- KU8.** keeping the customer interested during demonstrations
- KU9.** responding to the customers comments and questions during demonstrations
- KU10.** features and benefits of the specialist products
- KU11.** advantages compared with similar products offered by competitors
- KU12.** up to date product knowledge
- KU13.** the importance of demonstrations in promoting and selling products

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times

## Qualification Pack

- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Give customers information advice on specialist products</i>	<b>27.5</b>	<b>27.5</b>	-	-
<b>PC1.</b> talk to customers politely and in ways that promote sales and goodwill.	5	5	-	-
<b>PC2.</b> use the information given by the customer to find out what they are looking for.	2.5	2.5	-	-
<b>PC3.</b> help the customer understand the features and benefits of the products they have shown an interest in.	2.5	2.5	-	-
<b>PC4.</b> explain clearly and accurately the features and benefits of products and relate these to the customers needs.	5	5	-	-
<b>PC5.</b> promote the products that give the best match between the customers needs and the stores need to make sales.	2.5	2.5	-	-
<b>PC6.</b> spot and use suitable opportunities to promote other products where these will meet the customers needs.	2.5	2.5	-	-
<b>PC7.</b> control the time he/she spends with the customer to match the value of the prospective purchase.	5	5	-	-
<b>PC8.</b> constantly check the store for safety, security and potential sales while helping individual customers.	2.5	2.5	-	-
<i>Demonstrate specialist products to customers</i>	<b>22.5</b>	<b>22.5</b>	-	-
<b>PC9.</b> find out if the customer is willing to see a demonstration.	2.5	2.5	-	-
<b>PC10.</b> set up demonstrations safely and in a way that disturbs other people as little as possible.	2.5	2.5	-	-
<b>PC11.</b> check whether he/she has everything needed to give an effective demonstration.	2.5	2.5	-	-
<b>PC12.</b> give demonstrations that clearly show the use and value of the product.	5	5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC13.</b> offer customers the opportunity to use the product themselves, where appropriate.	2.5	2.5	-	-
<b>PC14.</b> give customers enough chance to ask questions about the products or services he/she is demonstrating to them.	2.5	2.5	-	-
<b>PC15.</b> check that the store will be monitored for security, safety and potential sales while he/she is carrying out demonstrations.	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0127
<b>NOS Name</b>	To provide specialist support to customers facilitating purchases
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	26/07/2017
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	19/05/2015

## Qualification Pack

### RAS/N0128: To maximise sales of goods & services

#### Description

This OS describes the skills and knowledge required to maximise sales of goods & services.

#### Scope

This unit applies to individuals to maximise sales of goods & services in retail operations.

- Identify opportunities to increase sales of particular products
- Promote particular products
- The role may be performed in a range of Retail Operations
- Department Store
- Supermarket
- Specialty Store
- Fresh Food stores
- Quick Service Food Stores

#### Elements and Performance Criteria

##### *Identify opportunities to increase sales of particular products*

To be competent, the user/individual on the job must be able to:

- PC1.** identify promotional opportunities and estimate their potential to increase sales.
- PC2.** identify promotional opportunities which offer the greatest potential to increase sales.
- PC3.** report promotional opportunities to the right person.
- PC4.** fill in the relevant records fully and accurately.

##### *Promote particular products*

To be competent, the user/individual on the job must be able to:

- PC5.** tell customers about promotions clearly and in a persuasive way.
- PC6.** identify and take the most effective actions for converting promotional sales into regular future sales.
- PC7.** gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person.
- PC8.** record clearly and accurately the results of promotions.

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** seasonal trends and how they affect opportunities for sales
- KU2.** how to estimate and compare the potential of promotional opportunities to increase sales
- KU3.** whom to approach about the identified promotional opportunities
- KU4.** techniques for building customers interest in regularly buying in future the product you are promoting



## Qualification Pack

- KU5.** how to evaluate and record the results of promotions
- KU6.** the difference between the features and benefits of products
- KU7.** how to promote the features and benefits of products to customers
- KU8.** techniques of encouraging customers to buy the product being promoted

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Identify opportunities to increase sales of particular products</i>	<b>27.5</b>	<b>27.5</b>	-	-
<b>PC1.</b> identify promotional opportunities and estimate their potential to increase sales.	7.5	7.5	-	-
<b>PC2.</b> identify promotional opportunities which offer the greatest potential to increase sales.	5	5	-	-
<b>PC3.</b> report promotional opportunities to the right person.	7.5	7.5	-	-
<b>PC4.</b> fill in the relevant records fully and accurately.	7.5	7.5	-	-
<i>Promote particular products</i>	<b>22.5</b>	<b>22.5</b>	-	-
<b>PC5.</b> tell customers about promotions clearly and in a persuasive way.	5	5	-	-
<b>PC6.</b> identify and take the most effective actions for converting promotional sales into regular future sales.	7.5	7.5	-	-
<b>PC7.</b> gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person.	5	5	-	-
<b>PC8.</b> record clearly and accurately the results of promotions.	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0128
<b>NOS Name</b>	To maximise sales of goods & services
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	26/07/2017
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	19/05/2015

## Qualification Pack

# RAS/N0129: To provide personalised sales & post-sales service support

## Description

This OS describes the skills and knowledge required to provide personalised sales & post-sales service support.

## Scope

This unit applies to individuals to provide personalised sales & post-sales service support in retail operations.

- Provide a personalised service
- Provide an after sales serviceThe role may be performed in a range of Retail Operations
- Department Store
- Supermarket
- Specialty Store
- Fresh Food stores
- Quick Service Food Stores

## Elements and Performance Criteria

### *Provide a personalised service*

To be competent, the user/individual on the job must be able to:

- PC1.** use available information in the client records to help prepare for consultations.
- PC2.** check whether the work area is clean and tidy and that all the required equipment are in hand before starting a consultation.
- PC3.** quickly create a rapport with the client at the start of the consultation.
- PC4.** talk and behave towards the client in ways that project the company image effectively.
- PC5.** ask questions to understand the clients buying needs, preferences and priorities.
- PC6.** tactfully check, where appropriate, how much the client wants to spend.
- PC7.** explain clearly to the client the features and benefits of the recommended products or services and relate these to the clients individual needs.
- PC8.** identify suitable opportunities to sell additional or related products or services that are suited to the clients needs.
- PC9.** make recommendations to the client in a confident and polite way and without pressurising them.
- PC10.** pace client consultations to make good use of the selling time while maintaining good relations with the client.
- PC11.** meet the companys customer service standards while dealing with the client.

### *Provide an after sales service*

To be competent, the user/individual on the job must be able to:

- PC12.** follow the companys procedures for keeping client records up-to-date.
- PC13.** record client information accurately and store it in the right places in the companys system.
- PC14.** keep client information confidential and share it only with people who have a right to it.

## Qualification Pack

- PC15.** keep to clients wishes as to how and when they may be contacted.
- PC16.** follow the companys policy and procedures for contacting clients.
- PC17.** tell clients promptly and offer any other suitable products or services, where promises cannot be kept.

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** companys desired image and how to project this to clients
- KU2.** how to use information in client records to prepare for client visits
- KU3.** how to create and maintain a rapport with clients, both new and existing
- KU4.** the types of question to ask clients to find out about their buying needs, preferences and priorities
- KU5.** how to ask clients tactfully how much they want to spend
- KU6.** how to relate the features and benefits of products or services to the clients needs
- KU7.** how to identify suitable opportunities to sell additional or related products
- KU8.** how to recommend clients in a way that encourages them to accept the recommendation, without pressurising them
- KU9.** 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
- KU10.** companys customer service standards and how to apply these when providing a personalised service to clients
- KU11.** how to keep client records up-to-date and store them correctly
- KU12.** company procedures for updating client records
- KU13.** company systems and procedures for recording and storing client information
- KU14.** relevant aspects of the data protection laws and company policy for client confidentiality
- KU15.** how to keep ones promises to clients
- KU16.** 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

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings

## Qualification Pack

- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Provide a personalised service</i>	<b>32.5</b>	<b>32.5</b>	-	-
<b>PC1.</b> use available information in the client records to help prepare for consultations.	2.5	2.5	-	-
<b>PC2.</b> check whether the work area is clean and tidy and that all the required equipment are in hand before starting a consultation.	2.5	2.5	-	-
<b>PC3.</b> quickly create a rapport with the client at the start of the consultation.	2.5	2.5	-	-
<b>PC4.</b> talk and behave towards the client in ways that project the company image effectively.	5	5	-	-
<b>PC5.</b> ask questions to understand the clients buying needs, preferences and priorities.	2.5	2.5	-	-
<b>PC6.</b> tactfully check, where appropriate, how much the client wants to spend.	2.5	2.5	-	-
<b>PC7.</b> explain clearly to the client the features and benefits of the recommended products or services and relate these to the clients individual needs.	5	5	-	-
<b>PC8.</b> identify suitable opportunities to sell additional or related products or services that are suited to the clients needs.	2.5	2.5	-	-
<b>PC9.</b> make recommendations to the client in a confident and polite way and without pressurising them.	2.5	2.5	-	-
<b>PC10.</b> pace client consultations to make good use of the selling time while maintaining good relations with the client.	2.5	2.5	-	-
<b>PC11.</b> meet the companys customer service standards while dealing with the client.	2.5	2.5	-	-
<i>Provide an after sales service</i>	<b>17.5</b>	<b>17.5</b>	-	-
<b>PC12.</b> follow the companys procedures for keeping client records up-to-date.	2.5	2.5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC13.</b> record client information accurately and store it in the right places in the company's system.	2.5	2.5	-	-
<b>PC14.</b> keep client information confidential and share it only with people who have a right to it.	2.5	2.5	-	-
<b>PC15.</b> keep to clients wishes as to how and when they may be contacted.	5	5	-	-
<b>PC16.</b> follow the company's policy and procedures for contacting clients.	2.5	2.5	-	-
<b>PC17.</b> tell clients promptly and offer any other suitable products or services, where promises cannot be kept.	2.5	2.5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0129
<b>NOS Name</b>	To provide personalised sales & post-sales service support
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	26/07/2017
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	19/05/2015

## Qualification Pack

# RAS/N0130: To create a positive image of self & organisation in the customer's mind

## Description

This OS describes the skills and knowledge required to create a positive image of self & organisation in the customers mind

## Elements and Performance Criteria

### *Establish effective rapport with customers*

To be competent, the user/individual on the job must be able to:

- PC1.** meet the organisations standards of appearance and behaviour
- PC2.** greet customers respectfully and in a friendly manner
- PC3.** communicate with customers in a way that makes them feel valued and respected
- PC4.** identify and confirm customers expectations
- PC5.** treat customers courteously and helpfully at all times
- PC6.** keep customers informed and reassured
- PC7.** adapt appropriate behaviour to respond effectively to different customer behaviour

### *Respond appropriately to customers*

To be competent, the user/individual on the job must be able to:

- PC8.** respond promptly to a customer seeking assistance
- PC9.** select the most appropriate way of communicating with customers
- PC10.** check with customers to ensure complete understanding of their expectations
- PC11.** respond promptly and positively to customers' questions and comments
- PC12.** allow customers time to consider his/her response and give further explanation when appropriate

### *Communicate information to customers*

To be competent, the user/individual on the job must be able to:

- PC13.** quickly locate information that will help customers
- PC14.** give customers the information they need about the services or products offered by the organisation
- PC15.** recognise information that customers might find complicated and check whether they fully understand
- PC16.** explain clearly to customers any reasons why their needs or expectations cannot be met

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organisations standards for appearance and behaviour
- KU2.** organisations guidelines for how to recognise what customers want and respond appropriately
- KU3.** organisations rules and procedures regarding the methods used for communication

## Qualification Pack

- KU4.** how to recognise when a customer is angry or confused
- KU5.** organisations standards for timeliness in responding to customer questions and requests for information

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Establish effective rapport with customers</i>	<b>22.5</b>	<b>22.5</b>	-	-
<b>PC1.</b> meet the organisations standards of appearance and behaviour	2.5	2.5	-	-
<b>PC2.</b> greet customers respectfully and in a friendly manner	2.5	2.5	-	-
<b>PC3.</b> communicate with customers in a way that makes them feel valued and respected	5	5	-	-
<b>PC4.</b> identify and confirm customers expectations	2.5	2.5	-	-
<b>PC5.</b> treat customers courteously and helpfully at all times	2.5	2.5	-	-
<b>PC6.</b> keep customers informed and reassured	2.5	2.5	-	-
<b>PC7.</b> adapt appropriate behaviour to respond effectively to different customer behaviour	5	5	-	-
<i>Respond appropriately to customers</i>	<b>15</b>	<b>15</b>	-	-
<b>PC8.</b> respond promptly to a customer seeking assistance	2.5	2.5	-	-
<b>PC9.</b> select the most appropriate way of communicating with customers	2.5	2.5	-	-
<b>PC10.</b> check with customers to ensure complete understanding of their expectations	2.5	2.5	-	-
<b>PC11.</b> respond promptly and positively to customers' questions and comments	5	5	-	-
<b>PC12.</b> allow customers time to consider his/her response and give further explanation when appropriate	2.5	2.5	-	-
<i>Communicate information to customers</i>	<b>12.5</b>	<b>12.5</b>	-	-
<b>PC13.</b> quickly locate information that will help customers	2.5	2.5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC14.</b> give customers the information they need about the services or products offered by the organisation	5	5	-	-
<b>PC15.</b> recognise information that customers might find complicated and check whether they fully understand	2.5	2.5	-	-
<b>PC16.</b> explain clearly to customers any reasons why their needs or expectations cannot be met	2.5	2.5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0130
<b>NOS Name</b>	To create a positive image of self & organisation in the customer's mind
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	30/12/2021
<b>Next Review Date</b>	30/12/2024
<b>NSQC Clearance Date</b>	30/12/2021

## Qualification Pack

### RAS/N0132: To resolve customer concerns

#### Description

This OS describes the skills and knowledge required to resolve customer concerns.

#### Scope

This unit applies to individuals to resolve customer concerns in retail operations.

- Spot customer service problems
  - Pick the best solution to resolve customer service problems
  - Take action to resolve customer service problems
- The role may be performed in a range of Retail Operations
- Department Store
  - Supermarket
  - Specialty Store
  - Fresh Food stores
  - Quick Service Food Stores

#### Elements and Performance Criteria

##### *Spot customer service problems*

To be competent, the user/individual on the job must be able to:

- PC1.** identify the options for resolving a customer service problem
- PC2.** work with others to identify and confirm the options to resolve a customer service problem
- PC3.** work out the advantages and disadvantages of each option for customers and the organisation
- PC4.** pick the best option for customers and the organisation
- PC5.** identify for customers other ways that problems may be resolved if you are unable to help

##### *Pick the best solution to resolve customer service problems*

To be competent, the user/individual on the job must be able to:

- PC6.** identify the options for resolving a customer service problem
- PC7.** work with others to identify and confirm the options to resolve a customer service problem
- PC8.** work out the advantages and disadvantages of each option for your customer and your organisation
- PC9.** pick the best option for your customer and your organisation
- PC10.** identify for your customer other ways that problems may be resolved if you are unable to help

##### *Take action to resolve customer service problems*

To be competent, the user/individual on the job must be able to:

- PC11.** discuss and agree the options for solving the problem with customers
- PC12.** take action to implement the option agreed with the customer

## Qualification Pack

- 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

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the importance of listening carefully to customers about problems they have raised
- KU2.** how to ask customers about the problem to check ones understanding
- KU3.** how to recognise repeated problems and alerting appropriate authority
- KU4.** how to share customer feedback with others to identify potential problems before they happen
- KU5.** how to identify problems with systems and procedures before they begin to affect customers

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches



## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Spot customer service problems</i>	<b>25</b>	<b>25</b>	-	-
<b>PC1.</b> identify the options for resolving a customer service problem	5	5	-	-
<b>PC2.</b> work with others to identify and confirm the options to resolve a customer service problem	5	5	-	-
<b>PC3.</b> work out the advantages and disadvantages of each option for customers and the organisation	5	5	-	-
<b>PC4.</b> pick the best option for customers and the organisation	5	5	-	-
<b>PC5.</b> identify for customers other ways that problems may be resolved if you are unable to help	5	5	-	-
<i>Pick the best solution to resolve customer service problems</i>	-	-	-	-
<b>PC6.</b> identify the options for resolving a customer service problem	-	-	-	-
<b>PC7.</b> work with others to identify and confirm the options to resolve a customer service problem	-	-	-	-
<b>PC8.</b> work out the advantages and disadvantages of each option for your customer and your organisation	-	-	-	-
<b>PC9.</b> pick the best option for your customer and your organisation	-	-	-	-
<b>PC10.</b> identify for your customer other ways that problems may be resolved if you are unable to help	-	-	-	-
<i>Take action to resolve customer service problems</i>	<b>25</b>	<b>25</b>	-	-
<b>PC11.</b> discuss and agree the options for solving the problem with customers	5	5	-	-
<b>PC12.</b> take action to implement the option agreed with the customer	2.5	2.5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC13.</b> work with others and the customer to make sure that any promises related to solving the problem are kept	2.5	2.5	-	-
<b>PC14.</b> keep customers fully informed about what is happening to resolve problem	5	5	-	-
<b>PC15.</b> check with customers to make sure the problem has been resolved to their satisfaction	5	5	-	-
<b>PC16.</b> give clear reasons to customers when the problem has not been resolved to their satisfaction	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0132
<b>NOS Name</b>	To resolve customer concerns
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	26/07/2017
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	19/05/2015

## Qualification Pack

### RAS/N0133: To organise the delivery of reliable service

#### Description

This OS describes the skills and knowledge required to organise delivery of reliable service

#### Scope

This unit applies to individuals to organise delivery of reliable service in retail operations.

- Plan and organise the delivery of reliable customer service
- Review and maintain customer service delivery
- Use recording systems to maintain reliable customer service
- The role may be performed in a range of Retail Operations
- Department Store
- Supermarket
- Specialty Store
- Fresh Food stores
- Quick Service Food Stores

#### Elements and Performance Criteria

##### *Plan and organise the delivery of reliable customer service*

To be competent, the user/individual on the job must be able to:

- PC1.** plan, prepare and organise everything that is needed to deliver a variety of services or products to different types of customers
- PC2.** organise what he/she does to ensure consistency in giving prompt attention to customers.
- PC3.** reorganise his/her work to respond to unexpected additional workloads

##### *Review and maintain customer service delivery*

To be competent, the user/individual on the job must be able to:

- PC4.** maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down
- PC5.** consistently meet customers expectations
- PC6.** balance the time he/she takes with customers with the demands of other customers seeking attention
- PC7.** respond appropriately to customers when they make comments about the products or services being offered
- PC8.** alert others to repeated comments made by customers
- PC9.** take action to improve the reliability of his/her service based on customer comments
- PC10.** monitor whether the action taken has improved the service given to customers

##### *Use recording systems to maintain reliable customer service*

To be competent, the user/individual on the job must be able to:

- 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

## Qualification Pack

**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

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** the importance of having reliable and fast information for customers and the organisation

**KU2.** organisational procedures and systems for delivering customer service

**KU3.** how to identify useful customer feedback

**KU4.** how to communicate feedback from customers to others

**KU5.** organisational procedures and systems for recording, storing, retrieving and supplying customer service information

**KU6.** legal and regulatory requirements regarding the storage of data

**KU7.** how to use CRM software to capture customer feedback and draw analysis

### Generic Skills (GS)

User/individual on the job needs to know how to:

**GS1.** complete documentation accurately

**GS2.** write simple reports when required

**GS3.** read information accurately

**GS4.** read and interpret data sheets

**GS5.** follow instructions accurately

**GS6.** use gestures or simple words to communicate where language barriers exist

**GS7.** use questioning to minimise misunderstandings

**GS8.** display courteous and helpful behaviour at all times

**GS9.** make appropriate decisions regarding the responsibilities of the job role

**GS10.** plan and schedule routines

**GS11.** build relationships with internal and external customers

**GS12.** respond to breakdowns and malfunction of equipment

**GS13.** respond to unsafe and hazardous working conditions

**GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Plan and organise the delivery of reliable customer service</i>	<b>7.5</b>	<b>7.5</b>	-	-
<b>PC1.</b> plan, prepare and organise everything that is needed to deliver a variety of services or products to different types of customers	2.5	2.5	-	-
<b>PC2.</b> organise what he/she does to ensure consistency in giving prompt attention to customers.	2.5	2.5	-	-
<b>PC3.</b> reorganise his/her work to respond to unexpected additional workloads	2.5	2.5	-	-
<i>Review and maintain customer service delivery</i>	<b>27.5</b>	<b>27.5</b>	-	-
<b>PC4.</b> maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down	5	5	-	-
<b>PC5.</b> consistently meet customers expectations	5	5	-	-
<b>PC6.</b> balance the time he/she takes with customers with the demands of other customers seeking attention	2.5	2.5	-	-
<b>PC7.</b> respond appropriately to customers when they make comments about the products or services being offered	5	5	-	-
<b>PC8.</b> alert others to repeated comments made by customers	2.5	2.5	-	-
<b>PC9.</b> take action to improve the reliability of his/her service based on customer comments	2.5	2.5	-	-
<b>PC10.</b> monitor whether the action taken has improved the service given to customers	5	5	-	-
<i>Use recording systems to maintain reliable customer service</i>	<b>15</b>	<b>15</b>	-	-
<b>PC11.</b> record and store customer service information accurately following organisational guidelines	2.5	2.5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC12.</b> select and retrieve customer service information that is relevant, sufficient and in an appropriate format	5	5	-	-
<b>PC13.</b> quickly locate information that will help solve a customers query	2.5	2.5	-	-
<b>PC14.</b> supply accurate customer service information to others using the most appropriate method of communication	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0133
<b>NOS Name</b>	To organise the delivery of reliable service
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	26/07/2017
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	19/05/2015



## Qualification Pack

### RAS/N0134: To improve customer relationship

#### Description

This OS describes the skills and knowledge required to improve customer relationship

#### Scope

This unit applies to individuals to improve customer relationship in retail operations.

- Improve communication with customers
- Balance the needs of customers and the organisation
- Exceed customer expectations to develop the relationship
- The role may be performed in a range of Retail Operations
- Department Store
- Supermarket
- Specialty Store
- Fresh Food stores
- Quick Service Food Stores

#### Elements and Performance Criteria

##### *Improve communication with customers*

To be competent, the user/individual on the job must be able to:

- PC1.** select and use the best method of communication to meet customers expectations.
- PC2.** take the initiative to contact customers to update them when things are not going as per plan or when further information is required.
- PC3.** adapt appropriate communication to respond to individual customers feelings.

##### *Balance the needs of customers and the organisation*

To be competent, the user/individual on the job must be able to:

- PC4.** meet customers expectations within the organisations service offer.
- PC5.** explain the reasons to customers sensitively and positively when their expectations cannot be met.
- PC6.** identify alternative solutions for customers either within or outside the organisation.
- PC7.** identify the costs and benefits of these solutions to the organisation and to customers.
- PC8.** negotiate and agree solutions with customers which satisfy them and are acceptable to the organisation.
- PC9.** take action to satisfy customers with the agreed solution.

##### *Exceed customer expectations to develop the relationship*

To be competent, the user/individual on the job must be able to:

- PC10.** make extra efforts to improve his/her relationship with customers.
- PC11.** recognise opportunities to exceed customers expectations.
- PC12.** take action to exceed customers expectations within the limits of his/her authority.
- PC13.** gain the help and support of others to exceed customers expectations.

## Qualification Pack

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** how to make best use of the method of communication chosen for dealing with customers.
- KU2.** how to negotiate effectively with customers.
- KU3.** how to assess the costs and benefits to customers and the organisation of any unusual agreement made.
- KU4.** customer loyalty and/or improved internal customer relationships to the organisation

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Improve communication with customers</i>	<b>12.5</b>	<b>12.5</b>	-	-
<b>PC1.</b> select and use the best method of communication to meet customers expectations.	5	5	-	-
<b>PC2.</b> take the initiative to contact customers to update them when things are not going as per plan or when further information is required.	2.5	2.5	-	-
<b>PC3.</b> adapt appropriate communication to respond to individual customers feelings.	5	5	-	-
<i>Balance the needs of customers and the organisation</i>	<b>20</b>	<b>20</b>	-	-
<b>PC4.</b> meet customers expectations within the organisations service offer.	2.5	2.5	-	-
<b>PC5.</b> explain the reasons to customers sensitively and positively when their expectations cannot be met.	5	5	-	-
<b>PC6.</b> identify alternative solutions for customers either within or outside the organisation.	2.5	2.5	-	-
<b>PC7.</b> identify the costs and benefits of these solutions to the organisation and to customers.	5	5	-	-
<b>PC8.</b> negotiate and agree solutions with customers which satisfy them and are acceptable to the organisation.	2.5	2.5	-	-
<b>PC9.</b> take action to satisfy customers with the agreed solution.	2.5	2.5	-	-
<i>Exceed customer expectations to develop the relationship</i>	<b>17.5</b>	<b>17.5</b>	-	-
<b>PC10.</b> make extra efforts to improve his/her relationship with customers.	2.5	2.5	-	-
<b>PC11.</b> recognise opportunities to exceed customers expectations.	5	5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC12.</b> take action to exceed customers expectations within the limits of his/her authority.	5	5	-	-
<b>PC13.</b> gain the help and support of others to exceed customers expectations.	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0134
<b>NOS Name</b>	To improve customer relationship
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	26/07/2017
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	19/05/2015

## Qualification Pack

### RAS/N0135: To monitor and solve service concerns

#### Description

This OS describes the skills and knowledge required to monitor and solve service concerns

#### Scope

This unit applies to individuals to monitor and solve service concerns in retail operations.

- Solve immediate customer service problems
- Identify repeated customer service problems and options for solving them
- Take action to avoid the repetition of customer service problems
- The role may be performed in a range of Retail Operations
- Department Store
- Supermarket
- Specialty Store
- Fresh Food stores
- Quick Service Food Stores

#### Elements and Performance Criteria

##### *Solve immediate customer service problems*

To be competent, the user/individual on the job must be able to:

- PC1.** respond positively to customer service problems following organisational guidelines.
- PC2.** solve customer service problems when he/she has sufficient authority
- PC3.** work with others to solve customer service problems
- PC4.** keep customers informed of the actions being taken
- PC5.** check with customers that they are comfortable with the actions being taken
- PC6.** solve problems with service systems and procedures that might affect customers before they become aware of them
- PC7.** inform managers and colleagues of the steps taken to solve specific problems

##### *Identify repeated customer service problems and options for solving them*

To be competent, the user/individual on the job must be able to:

- PC8.** identify repeated customer service problems
- PC9.** identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option
- PC10.** work with others to select best options for solving repeated customer service problems, balancing customer expectations with the needs of the organisation

##### *Take action to avoid the repetition of customer service problems*

To be competent, the user/individual on the job must be able to:

- PC11.** obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.
- PC12.** action the agreed solution

## Qualification Pack

- PC13.** keep customers informed in a positive and clear manner of steps being taken to solve any service problems
- PC14.** monitor the changes that have been made and adjust them if appropriate

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organisational procedures and systems for dealing with customer service problems
- KU2.** organisational procedures and systems for identifying repeated customer service problems.
- KU3.** how successful resolution of customer service problems contributes to customer loyalty with external customer & improved working relationships with service partners or internal customers.
- KU4.** how to negotiate with and reassure customers while their problems are being solved

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Solve immediate customer service problems</i>	<b>22.5</b>	<b>22.5</b>	-	-
<b>PC1.</b> respond positively to customer service problems following organisational guidelines.	5	5	-	-
<b>PC2.</b> solve customer service problems when he/she has sufficient authority	2.5	2.5	-	-
<b>PC3.</b> work with others to solve customer service problems	2.5	2.5	-	-
<b>PC4.</b> keep customers informed of the actions being taken	5	5	-	-
<b>PC5.</b> check with customers that they are comfortable with the actions being taken	2.5	2.5	-	-
<b>PC6.</b> solve problems with service systems and procedures that might affect customers before they become aware of them	2.5	2.5	-	-
<b>PC7.</b> inform managers and colleagues of the steps taken to solve specific problems	2.5	2.5	-	-
<i>Identify repeated customer service problems and options for solving them</i>	<b>10</b>	<b>10</b>	-	-
<b>PC8.</b> identify repeated customer service problems	2.5	2.5	-	-
<b>PC9.</b> identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option	5	5	-	-
<b>PC10.</b> work with others to select best options for solving repeated customer service problems, balancing customer expectations with the needs of the organisation	2.5	2.5	-	-
<i>Take action to avoid the repetition of customer service problems</i>	<b>17.5</b>	<b>17.5</b>	-	-



### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC11.</b> obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.	2.5	2.5	-	-
<b>PC12.</b> action the agreed solution	5	5	-	-
<b>PC13.</b> keep customers informed in a positive and clear manner of steps being taken to solve any service problems	5	5	-	-
<b>PC14.</b> monitor the changes that have been made and adjust them if appropriate	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0135
<b>NOS Name</b>	To monitor and solve service concerns
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	26/07/2017
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	19/05/2015

## Qualification Pack

### RAS/N0136: To promote continuous improvement in service

#### Description

This OS describes the skills and knowledge required to promote continuous improvement in service

#### Scope

This unit applies to individuals to promote continuous improvement in service in retail operations.

- Plan improvements in customer service based on customer feedback
- Implement changes in customer service
- Review changes that promote continuous improvement in customer service
- The role may be performed in a range of Retail Operations
- Department Store
- Supermarket
- Specialty Store
- Fresh Food stores
- Quick Service Food Stores

#### Elements and Performance Criteria

##### *Plan improvements in customer service based on customer feedback*

To be competent, the user/individual on the job must be able to:

- PC1.** gather feedback from customers that will help identify opportunities for customer service improvement
- PC2.** analyse and interpret feedback to identify opportunities for customer service improvements and propose changes
- PC3.** discuss with others the potential effects of any proposed changes for customers and the organisation
- PC4.** negotiate changes in customer service systems & improvements with somebody of sufficient authority to approve trial / full implementation of the change

##### *Implement changes in customer service*

To be competent, the user/individual on the job must be able to:

- PC5.** organise the implementation of authorised changes
- PC6.** implement the changes following organisational guidelines
- PC7.** inform people inside and outside the organisation who need to know of the changes being made and the reasons for them
- PC8.** monitor early reactions to changes and make appropriate fine-tuning adjustments

##### *Review changes that promote continuous improvement in customer service*

To be competent, the user/individual on the job must be able to:

- PC9.** collect and record feedback on the effects of changes
- PC10.** analyse and interpret feedback and share the findings on the effects of changes with others
- PC11.** summarise the advantages and disadvantages of the changes

## Qualification Pack

- PC12.** use your analysis and interpretation of changes to identify opportunities for further improvement
- PC13.** present these opportunities to somebody with sufficient authority to make them happen

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** service improvements affecting the balance between overall customer satisfaction, costs of providing service & regulatory needs
- KU2.** how customer experience is influenced by the way service is delivered
- KU3.** how to collect, analyse and present customer feedback
- KU4.** how to make a business case to others to bring about change in the products or services being offered

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Plan improvements in customer service based on customer feedback</i>	<b>15</b>	<b>15</b>	-	-
<b>PC1.</b> gather feedback from customers that will help identify opportunities for customer service improvement	5	5	-	-
<b>PC2.</b> analyse and interpret feedback to identify opportunities for customer service improvements and propose changes	2.5	2.5	-	-
<b>PC3.</b> discuss with others the potential effects of any proposed changes for customers and the organisation	2.5	2.5	-	-
<b>PC4.</b> negotiate changes in customer service systems & improvements with somebody of sufficient authority to approve trial / full implementation of the change	5	5	-	-
<i>Implement changes in customer service</i>	<b>12.5</b>	<b>12.5</b>	-	-
<b>PC5.</b> organise the implementation of authorised changes	2.5	2.5	-	-
<b>PC6.</b> implement the changes following organisational guidelines	2.5	2.5	-	-
<b>PC7.</b> inform people inside and outside the organisation who need to know of the changes being made and the reasons for them	5	5	-	-
<b>PC8.</b> monitor early reactions to changes and make appropriate fine-tuning adjustments	2.5	2.5	-	-
<i>Review changes that promote continuous improvement in customer service</i>	<b>22.5</b>	<b>22.5</b>	-	-
<b>PC9.</b> collect and record feedback on the effects of changes	5	5	-	-
<b>PC10.</b> analyse and interpret feedback and share the findings on the effects of changes with others	2.5	2.5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC11.</b> summarise the advantages and disadvantages of the changes	5	5	-	-
<b>PC12.</b> use your analysis and interpretation of changes to identify opportunities for further improvement	5	5	-	-
<b>PC13.</b> present these opportunities to somebody with sufficient authority to make them happen	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0136
<b>NOS Name</b>	To promote continuous improvement in service
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	26/07/2017
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	19/05/2015

## Qualification Pack

### RAS/N0137: To work effectively in a retail team

#### Description

This OS describes the skills and knowledge required to work effectively within and with teams across a Retail environment

#### Scope

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.

- Requirement of this role would include but not be limited to:
- Support the work team
- Maintain personal presentation
- Develop effective work habits
- The role may be performed in a range of Retail Operations
- Department Store
- Supermarket
- Specialty Store
- Fresh Food stores
- Quick Service Food Stores
- Distribution Centre
- Shopping Mall

#### Elements and Performance Criteria

##### *Support the work team*

To be competent, the user/individual on the job must be able to:

- PC1.** display courteous and helpful behaviour at all times
- PC2.** take opportunities to enhance the level of assistance offered to colleagues
- PC3.** meet all reasonable requests for assistance within acceptable workplace timeframes
- PC4.** complete allocated tasks as required
- PC5.** seek assistance when difficulties arise
- PC6.** use questioning techniques to clarify instructions or responsibilities
- PC7.** identify and display a non discriminatory attitude in all contacts with customers and other staff members

##### *Maintain personal presentation*

To be competent, the user/individual on the job must be able to:

- PC8.** observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact
- PC9.** follow personal hygiene procedures according to organisational policy and relevant legislation

##### *Develop effective work habits*

To be competent, the user/individual on the job must be able to:



## Qualification Pack

**PC10.** interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task

*Review changes that promote continuous improvement in customer service*

To be competent, the user/individual on the job must be able to:

**PC11.** interpret, confirm and act on legal requirements in regard to anti- discrimination, sexual harassment and bullying

**PC12.** ask questions to seek and clarify workplace information

**PC13.** plan and organise daily work routine within the scope of the job role

**PC14.** prioritise and complete tasks according to required timeframes

**PC15.** identify work and personal priorities and achieve a balance between competing priorities

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** the policies and procedures relating to the job role

**KU2.** the value system of the organisation

**KU3.** employee rights and obligations

**KU4.** the reporting hierarchy and escalation matrix

**KU5.** ask questions to identify and confirm requirements

**KU6.** follow routine instructions through clear and direct communication

**KU7.** use language and concepts appropriate to cultural differences

**KU8.** use and interpret non-verbal communication

**KU9.** the scope of information or materials required within the parameters of the job role

**KU10.** the consequences of poor team participation on job outcomes

**KU11.** work health and safety requirements

## Generic Skills (GS)

User/individual on the job needs to know how to:

**GS1.** complete workplace documentation accurately

**GS2.** read and interpret workplace documentation

**GS3.** read and interpret organisational policies and procedures

**GS4.** follow instructions accurately

**GS5.** use gestures or simple words to communicate where language barriers exist

**GS6.** use questioning to minimise misunderstandings

**GS7.** display courteous and helpful behaviour at all times

**GS8.** plan and schedule time personal management

**GS9.** build relationships with internal and external team members

**GS10.** respond to ambiguity in directions and instructions

**GS11.** respond to breakdown in relationships within the team



## Qualification Pack

**GS12.** respond to breakdowns in communications with other teams

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Support the work team</i>	<b>22.5</b>	<b>22.5</b>	-	-
<b>PC1.</b> display courteous and helpful behaviour at all times	5	5	-	-
<b>PC2.</b> take opportunities to enhance the level of assistance offered to colleagues	2.5	2.5	-	-
<b>PC3.</b> meet all reasonable requests for assistance within acceptable workplace timeframes	2.5	2.5	-	-
<b>PC4.</b> complete allocated tasks as required	2.5	2.5	-	-
<b>PC5.</b> seek assistance when difficulties arise	2.5	2.5	-	-
<b>PC6.</b> use questioning techniques to clarify instructions or responsibilities	5	5	-	-
<b>PC7.</b> identify and display a non discriminatory attitude in all contacts with customers and other staff members	2.5	2.5	-	-
<i>Maintain personal presentation</i>	<b>5</b>	<b>5</b>	-	-
<b>PC8.</b> observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact	2.5	2.5	-	-
<b>PC9.</b> follow personal hygiene procedures according to organisational policy and relevant legislation	2.5	2.5	-	-
<i>Develop effective work habits</i>	<b>5</b>	<b>5</b>	-	-
<b>PC10.</b> interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task	5	5	-	-
<i>Review changes that promote continuous improvement in customer service</i>	<b>17.5</b>	<b>17.5</b>	-	-
<b>PC11.</b> interpret, confirm and act on legal requirements in regard to anti- discrimination, sexual harassment and bullying	2.5	2.5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC12.</b> ask questions to seek and clarify workplace information	5	5	-	-
<b>PC13.</b> plan and organise daily work routine within the scope of the job role	5	5	-	-
<b>PC14.</b> prioritise and complete tasks according to required timeframes	2.5	2.5	-	-
<b>PC15.</b> identify work and personal priorities and achieve a balance between competing priorities	2.5	2.5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0137
<b>NOS Name</b>	To work effectively in a retail team
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	26/07/2017
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	19/05/2015

## Qualification Pack

### RAS/N0138: To work effectively in an organisation

#### Description

This OS describes the skills and knowledge required to work effectively in an organisation

#### Scope

The scope covers the following :

- The scope covers the following:
  - Support effective team working
  - Help plan and organise own learning
  - Help others learn

#### Elements and Performance Criteria

##### *Support effective team working*

To be competent, the user/individual on the job must be able to:

- PC1.** share work fairly with colleagues, taking account of own and others preferences, skills and time available
- PC2.** make realistic commitments to colleagues and do what has been promised
- PC3.** let colleagues know promptly if he/she will not be able to do what has been promised and suggest suitable alternatives
- PC4.** encourage and support colleagues when working conditions are difficult
- PC5.** encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect
- PC6.** follow the company's health and safety procedures while working

##### *Help plan and organise own learning*

To be competent, the user/individual on the job must be able to:

- PC7.** discuss and agree with the right people goals that are relevant, realistic and clear
- PC8.** identify the knowledge and skills needed to achieve his/her goals
- PC9.** agree action points and deadlines that are realistic, taking account of past learning experiences and the time and resources available for learning
- PC10.** regularly check his/her progress and, when necessary, change the way of working
- 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

##### *Help others learn*

To be competent, the user/individual on the job must be able to:

- PC12.** encourage colleagues to ask him/her for work-related information or advice that he/she is likely to be able to provide
- PC13.** notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice
- PC14.** give clear, accurate and relevant information and advice relating to tasks and procedures

## Qualification Pack

- PC15.** explain and demonstrate procedures clearly, accurately and in a logical sequence
- PC16.** encourage colleagues to ask questions if they don't understand the information and advice given to them
- PC17.** give colleagues opportunities to practice new skills, and give constructive feedback
- PC18.** check that health, safety and security are not compromised when helping others to learn

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** teams purpose, aims and targets
- KU2.** responsibility for contributing to the teams success
- KU3.** colleagues roles and main responsibilities
- KU4.** the importance of sharing work fairly with colleagues
- KU5.** the factors that can affect own and colleagues willingness to carry out work, including skills and existing workload
- KU6.** the importance of being a reliable team member
- KU7.** 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
- KU8.** 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
- KU9.** the importance of good working relations, and techniques for removing tension between colleagues
- KU10.** the importance of following the companys policies and procedures for health and safety, including setting a good example to colleagues
- KU11.** who can help set goals, help plan your learning, and give you feedback about your progress
- KU12.** how to identify the knowledge and skills he/she will need to achieve his/her goals
- KU13.** how to check his/her progress
- KU14.** how to adjust plans as needed to meet goals
- KU15.** how to ask for feedback on progress
- KU16.** how to respond positively
- KU17.** how to help others to learn in the workplace
- KU18.** how to work out what skills and knowledge he/she can usefully share with others
- KU19.** health, safety and security risks that are likely to arise when people are learning on the job, and how to reduce these risks

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately

## Qualification Pack

- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches



## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Support effective team working</i>	<b>15</b>	<b>15</b>	-	-
<b>PC1.</b> share work fairly with colleagues, taking account of own and others preferences, skills and time available	2.5	2.5	-	-
<b>PC2.</b> make realistic commitments to colleagues and do what has been promised	2.5	2.5	-	-
<b>PC3.</b> let colleagues know promptly if he/she will not be able to do what has been promised and suggest suitable alternatives	2.5	2.5	-	-
<b>PC4.</b> encourage and support colleagues when working conditions are difficult	2.5	2.5	-	-
<b>PC5.</b> encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect	2.5	2.5	-	-
<b>PC6.</b> follow the companys health and safety procedures while working	2.5	2.5	-	-
<i>Help plan and organise own learning</i>	<b>12.5</b>	<b>12.5</b>	-	-
<b>PC7.</b> discuss and agree with the right people goals that are relevant, realistic and clear	2.5	2.5	-	-
<b>PC8.</b> identify the knowledge and skills needed to achieve his/her goals	2.5	2.5	-	-
<b>PC9.</b> agree action points and deadlines that are realistic, taking account of past learning experiences and the time and resources available for learning	2.5	2.5	-	-
<b>PC10.</b> regularly check his/her progress and, when necessary, change the way of working	2.5	2.5	-	-
<b>PC11.</b> ask for feedback on his/her progress from those in a position to give it, and use their feedback to improve his/her performance	2.5	2.5	-	-
<i>Help others learn</i>	<b>22.5</b>	<b>22.5</b>	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC12.</b> encourage colleagues to ask him/her for work-related information or advice that he/she is likely to be able to provide	2.5	2.5	-	-
<b>PC13.</b> notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice	2.5	2.5	-	-
<b>PC14.</b> give clear, accurate and relevant information and advice relating to tasks and procedures	5	5	-	-
<b>PC15.</b> explain and demonstrate procedures clearly, accurately and in a logical sequence	2.5	2.5	-	-
<b>PC16.</b> encourage colleagues to ask questions if they dont understand the information and advice given to them	2.5	2.5	-	-
<b>PC17.</b> give colleagues opportunities to practice new skills, and give constructive feedback	2.5	2.5	-	-
<b>PC18.</b> check that health, safety and security are not compromised when helping others to learn	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0138
<b>NOS Name</b>	To work effectively in an organisation
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	26/07/2017
<b>Next Review Date</b>	31/03/2022
<b>NSQC Clearance Date</b>	19/05/2015

## Assessment Guidelines and Assessment Weightage

### Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ 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 Element/ 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 these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

## Qualification Pack

### Minimum Aggregate Passing % at QP Level : 70

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

### Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0114.To process credit applications for purchases	50	50	-	-	100	4
RAS/N0120.To help keep the store secure	50	50	-	-	100	4
RAS/N0122.To help maintain health and safety	50	50	-	-	100	4
RAS/N0125.To demonstrate products to customers	50	50	-	-	100	6
RAS/N0126. To help customers choose right products	50	50	-	-	100	8
RAS/N0127.To provide specialist support to customers facilitating purchases	50	50	-	-	100	8
RAS/N0128.To maximise sales of goods & services	50	50	-	-	100	8
RAS/N0129.To provide personalised sales & post-sales service support	50	50	-	-	100	8
RAS/N0130.To create a positive image of self & organisation in the customer's mind	50	50	-	-	100	8

### Qualification Pack

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0132.To resolve customer concerns	50	50	-	-	100	8
RAS/N0133.To organise the delivery of reliable service	50	50	-	-	100	6
RAS/N0134.To improve customer relationship	50	50	-	-	100	8
RAS/N0135.To monitor and solve service concerns	50	50	-	-	100	6
RAS/N0136.To promote continuous improvement in service	50	50	-	-	100	6
RAS/N0137.To work effectively in a retail team	50	50	-	-	100	4
RAS/N0138.To work effectively in an organisation	50	50	-	-	100	4
<b>Total</b>	<b>800</b>	<b>800</b>	<b>-</b>	<b>-</b>	<b>1600</b>	<b>100</b>

## Acronyms

<b>NOS</b>	National Occupational Standard(s)
<b>NSQF</b>	National Skills Qualifications Framework
<b>QP</b>	Qualifications Pack
<b>TVET</b>	Technical and Vocational Education and Training

## Qualification Pack

### Glossary

<b>Sector</b>	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
<b>Occupational Standards (OS)</b>	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Qualifications Pack (QP)</b>	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
<b>Unit Code</b>	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
<b>Unit Title</b>	Unit title gives a clear overall statement about what the incumbent should be able to do.
<b>Description</b>	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
<b>Scope</b>	Scope is a 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 quality of performance required.

## Qualification Pack

<b>Knowledge and Understanding (KU)</b>	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
<b>Organisational Context</b>	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
<b>Technical Knowledge</b>	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
<b>Core Skills/ Generic Skills (GS)</b>	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
<b>Electives</b>	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
<b>Options</b>	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.



## Qualification Pack



# Retail Sales Associate

QP Code: RAS/Q0104

Version: 2.0

NSQF Level: 3

Retailers Association's Skill Council of India || 703-704 Sagar Tech Plaza - A, Andheri-Kurla Road,  
Sakinaka Junction, Andheri (E)  
Mumbai-400072

## Qualification Pack

### Contents

RAS/Q0104: Retail Sales Associate .....	3
<i>Brief Job Description</i> .....	3
Applicable National Occupational Standards (NOS) .....	3
<i>Compulsory NOS</i> .....	3
<i>Qualification Pack (QP) Parameters</i> .....	3
RAS/N0114: To process credit applications for purchases .....	5
RAS/N0120: To help keep the store secure .....	9
RAS/N0122: To help maintain health and safety .....	13
RAS/N0125: To demonstrate products to customers .....	17
RAS/N0126: To help customers choose right products .....	21
RAS/N0127: To provide specialist support to customers facilitating purchases .....	26
RAS/N0128: To maximise sales of goods & services .....	31
RAS/N0129: To provide personalised sales & post-sales service support .....	35
RAS/N0130: To create a positive image of self & organisation in the customer's mind .....	41
RAS/N0132: To resolve customer concerns .....	46
RAS/N0133: To organise the delivery of reliable service .....	51
RAS/N0134: To improve customer relationship .....	56
RAS/N0135: To monitor and solve service concerns .....	61
RAS/N0136: To promote continuous improvement in service .....	66
RAS/N0137: To work effectively in a retail team .....	71
RAS/N0138: To work effectively in an organisation .....	76
Assessment Guidelines and Weightage .....	81
<i>Assessment Guidelines</i> .....	81
<i>Assessment Weightage</i> .....	82
Acronyms .....	84
Glossary .....	85

## Qualification Pack

### RAS/Q0104: Retail Sales Associate

#### 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.

#### Applicable National Occupational Standards (NOS)

##### Compulsory NOS:

1. [RAS/N0114: To process credit applications for purchases](#)
2. [RAS/N0120: To help keep the store secure](#)
3. [RAS/N0122: To help maintain health and safety](#)
4. [RAS/N0125: To demonstrate products to customers](#)
5. [RAS/N0126: To help customers choose right products](#)
6. [RAS/N0127: To provide specialist support to customers facilitating purchases](#)
7. [RAS/N0128: To maximise sales of goods & services](#)
8. [RAS/N0129: To provide personalised sales & post-sales service support](#)
9. [RAS/N0130: To create a positive image of self & organisation in the customer's mind](#)
10. [RAS/N0132: To resolve customer concerns](#)
11. [RAS/N0133: To organise the delivery of reliable service](#)
12. [RAS/N0134: To improve customer relationship](#)
13. [RAS/N0135: To monitor and solve service concerns](#)
14. [RAS/N0136: To promote continuous improvement in service](#)
15. [RAS/N0137: To work effectively in a retail team](#)
16. [RAS/N0138: To work effectively in an organisation](#)

## Qualification Pack

### Qualification Pack (QP) Parameters

<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>Country</b>	India
<b>NSQF Level</b>	3
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/5249.0301
<b>Minimum Educational Qualification &amp; Experience</b>	10th Class/I.T.I (2 Years after 8th Standard)
<b>Minimum Level of Education for Training in School</b>	
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	14 Years
<b>Last Reviewed On</b>	25/11/2021
<b>Next Review Date</b>	25/11/2024
<b>NSQC Approval Date</b>	25/11/2021
<b>Version</b>	2.0
<b>Reference code on NQR</b>	2021/RET/RASCI/04922
<b>NQR Version</b>	1

## Qualification Pack

### RAS/N0114: To process credit applications for purchases

#### Description

This OS describes the skills and knowledge required to effectively process credit applications for purchases.

#### Scope

The scope covers the following :

- Process applications from customers for credit facilities

#### Elements and Performance Criteria

##### *Process applications from customers for credit facilities*

To be competent, the user/individual on the job must be able to:

- PC1.** identify the customers needs for credit facilities
- PC2.** clearly explain to the customer the features and conditions of credit facilities.
- PC3.** provide enough time and opportunities for the customer to ask for clarification or more information.
- PC4.** accurately fill in the documents needed to allow the customer to get credit.
- PC5.** successfully carry out the necessary credit checks and authorisation procedures.
- PC6.** promptly refer difficulties in processing applications to the right person

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the features and conditions of the credit facilities offered by the company.
- KU2.** legal and company requirements for giving information to customers when offering them credit facilities.
- KU3.** legal and company procedures for carrying out credit checks and getting authorisation for credit facilities.
- KU4.** whom to approach for advice and help in sorting out difficulties in processing applications.
- KU5.** how to determine the credit worthiness of an individual by using appropriate techniques and tools

#### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately



## Qualification Pack

- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches
- GS15.** identify and evaluate the supporting given for credit applications
- GS16.** determine the impact of doing a thorough credit check for all applications received

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Process applications from customers for credit facilities</i>	<b>50</b>	<b>50</b>	-	-
<b>PC1.</b> identify the customers needs for credit facilities	7.5	7.5	-	-
<b>PC2.</b> clearly explain to the customer the features and conditions of credit facilities.	10	10	-	-
<b>PC3.</b> provide enough time and opportunities for the customer to ask for clarification or more information.	7.5	7.5	-	-
<b>PC4.</b> accurately fill in the documents needed to allow the customer to get credit.	10	10	-	-
<b>PC5.</b> successfully carry out the necessary credit checks and authorisation procedures.	7.5	7.5	-	-
<b>PC6.</b> promptly refer difficulties in processing applications to the right person	7.5	7.5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0114
<b>NOS Name</b>	To process credit applications for purchases
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	25/11/2024
<b>NSQC Clearance Date</b>	25/11/2021



## Qualification Pack

### RAS/N0120: To help keep the store secure

#### Description

This OS describes the skills and knowledge required to help keep the store secure.

#### Scope

The scope covers the following :

- Help keep the retail environment secure

#### Elements and Performance Criteria

##### *Help keep the retail environment secure*

To be competent, the user/individual on the job must be able to:

- 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
- PC2.** follow company policy and legal requirements when dealing with security risks
- PC3.** recognise when security risks are beyond his/her authority and responsibility to sort out, and report these risks promptly to the right person
- PC4.** use approved procedures and techniques for protecting personal safety when security risks arise
- PC5.** follow company policies and procedures for maintaining security while working
- 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

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the types of security risk that can arise in the workplace
- KU2.** with how much authority and responsibility he/she has to deal security risks, including legal rights and duties
- KU3.** the company policy and procedures for dealing with security risks in the workplace
- KU4.** whom to report security risks to, and how to contact them
- KU5.** the company policies and procedures for maintaining security while working
- KU6.** the company policies and procedures for making sure that security will be maintained when you go on your breaks and when you finish work
- KU7.** approved procedures and techniques for ensuring personal safety when security risks arise

#### Generic Skills (GS)

User/individual on the job needs to know how to:

## Qualification Pack

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches
- GS15.** respond to emergency situations as per the escalation matrix
- GS16.** determine the impact of not securing the loss prevention and security equipment

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Help keep the retail environment secure</i>	<b>50</b>	<b>50</b>	-	-
<b>PC1.</b> 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	7.5	7.5	-	-
<b>PC2.</b> follow company policy and legal requirements when dealing with security risks	10	10	-	-
<b>PC3.</b> recognise when security risks are beyond his/her authority and responsibility to sort out, and report these risks promptly to the right person	7.5	7.5	-	-
<b>PC4.</b> use approved procedures and techniques for protecting personal safety when security risks arise	10	10	-	-
<b>PC5.</b> follow company policies and procedures for maintaining security while working	7.5	7.5	-	-
<b>PC6.</b> 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	7.5	7.5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0120
<b>NOS Name</b>	To help keep the store secure
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	25/11/2024
<b>NSQC Clearance Date</b>	25/11/2021

## Qualification Pack

### RAS/N0122: To help maintain health and safety

#### Description

This OS describes the skills and knowledge required to help maintain health and safety

#### Scope

The scope covers the following :

- Deal with accidents and emergencies
- Help to reduce health and safety risks

#### Elements and Performance Criteria

##### *Deal with accidents and emergencies*

To be competent, the user/individual on the job must be able to:

- PC1.** follow company procedures and legal requirements for dealing with accidents and emergencies
- PC2.** speak and behave in a calm way while dealing with accidents and emergencies.
- PC3.** report accidents and emergencies promptly, accurately and to the right person
- PC4.** recognize when evacuation procedures have been started and follow company procedures for evacuation

##### *Help to reduce health and safety risks*

To be competent, the user/individual on the job must be able to:

- PC5.** follow the health and safety requirements laid down by the company and by law, and encourage colleagues to do the same
- PC6.** promptly take the approved action to deal with risks if he/she is authorised to do so
- PC7.** report risks promptly to the right person, if he/she does not have the authority
- PC8.** use equipment and materials in line with the manufacturers instructions

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** company procedures and legal requirements for dealing with accidents and emergencies
- KU2.** how to report accidents and emergencies to promote health and safety
- KU3.** legal and company requirements for reporting accidents and emergencies
- KU4.** company procedures for evacuation, including how the alarm is raised and where emergency exits and assembly points are
- KU5.** health and safety requirements laid down by the company and by law
- KU6.** setting a good example contributing to health and safety in the workplace
- KU7.** 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

## Qualification Pack

- KU8.** approved procedures for dealing with health and safety risks
- KU9.** how to find instructions for using equipment and materials
- KU10.** techniques for speaking and behaving in a calm way while dealing with accidents and emergencies
- KU11.** emergency response techniques
- KU12.** using machinery and escape methods to have minimal loss to material and life

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Deal with accidents and emergencies</i>	<b>22.5</b>	<b>22.5</b>	-	-
<b>PC1.</b> follow company procedures and legal requirements for dealing with accidents and emergencies	5	5	-	-
<b>PC2.</b> speak and behave in a calm way while dealing with accidents and emergencies.	5	5	-	-
<b>PC3.</b> report accidents and emergencies promptly, accurately and to the right person	7.5	7.5	-	-
<b>PC4.</b> recognize when evacuation procedures have been started and follow company procedures for evacuation	5	5	-	-
<i>Help to reduce health and safety risks</i>	<b>27.5</b>	<b>27.5</b>	-	-
<b>PC5.</b> follow the health and safety requirements laid down by the company and by law, and encourage colleagues to do the same	7.5	7.5	-	-
<b>PC6.</b> promptly take the approved action to deal with risks if he/she is authorised to do so	5	5	-	-
<b>PC7.</b> report risks promptly to the right person, if he/she does not have the authority	7.5	7.5	-	-
<b>PC8.</b> use equipment and materials in line with the manufacturers instructions	7.5	7.5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0122
<b>NOS Name</b>	To help maintain health and safety
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	25/11/2024
<b>NSQ Clearance Date</b>	25/11/2021



## Qualification Pack

### RAS/N0125: To demonstrate products to customers

#### Description

This OS describes the skills and knowledge required to demonstrate products to customers.

#### Scope

The scope covers the following :

- Demonstrate products to customers

#### Elements and Performance Criteria

##### *Demonstrate products to customers*

To be competent, the user/individual on the job must be able to:

- PC1.** prepare the demonstration area and check that it can be used safely
- PC2.** check whether the required equipment and products for demonstration are in place.
- PC3.** demonstrate products clearly and accurately to customers.
- PC4.** present the demonstration in a logical sequence of steps and stages
- PC5.** cover all the features and benefits he/she thinks are needed to gain the customers interest
- PC6.** promptly clear away the equipment and products at the end of the demonstration and connect with the customer

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** how to prepare the demonstration area effectively and checking it is safe.
- KU2.** how to organise demonstrations into logical steps and stages, and how this makes demonstrations more effective.
- KU3.** how to communicate clear and accurate information during demonstrations.
- KU4.** how to clear equipment and products away promptly at the end of the demonstration and connect with the customer
- KU5.** the importance of demonstrations in promoting and selling products.
- KU6.** features and benefits of the products he/she is responsible for demonstrating.
- KU7.** applicable warranty, replacement / repair.
- KU8.** annual maintenance costs (if applicable).

#### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately

## Qualification Pack

- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Demonstrate products to customers</i>	<b>50</b>	<b>50</b>	-	-
<b>PC1.</b> prepare the demonstration area and check that it can be used safely	7.5	7.5	-	-
<b>PC2.</b> check whether the required equipment and products for demonstration are in place.	7.5	7.5	-	-
<b>PC3.</b> demonstrate products clearly and accurately to customers.	10	10	-	-
<b>PC4.</b> present the demonstration in a logical sequence of steps and stages	7.5	7.5	-	-
<b>PC5.</b> cover all the features and benefits he/she thinks are needed to gain the customers interest	7.5	7.5	-	-
<b>PC6.</b> promptly clear away the equipment and products at the end of the demonstration and connect with the customer	10	10	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0125
<b>NOS Name</b>	To demonstrate products to customers
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	25/11/2024
<b>NSQC Clearance Date</b>	25/11/2021

## Qualification Pack

### RAS/N0126: To help customers choose right products

#### Description

This OS describes the skills and knowledge required to help customers choose right products.

#### Scope

The scope covers the following :

- Help customers choose products
- Check the customer's preferences and buying decisions when making sales

#### Elements and Performance Criteria

##### *Help customers choose products*

To be competent, the user/individual on the job must be able to:

- PC1.** find out which product features and benefits interest individual customers and focus on these when discussing products.
- PC2.** describe and explain clearly and accurately relevant product features and benefits to customers.
- PC3.** compare and contrast products in ways that help customers choose the product that best meets their needs.
- PC4.** check customers responses to his/her explanations, and confirm their interest in the product.
- PC5.** encourage customers to ask questions & respond to their questions, comments & objections in ways that promote sales & goodwill.
- PC6.** identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill.
- PC7.** constantly check the store for security, safety and potential sales whilst helping customers.

##### *'Check the customer's preferences and buying decisions when making sales'*

To be competent, the user/individual on the job must be able to:

- PC8.** give customers enough time to evaluate products and ask questions.
- PC9.** handle objections and questions in a way that promotes sales and keeps the customers confidence.
- PC10.** identify the need for additional and associated products and take the opportunity to increase sales.
- PC11.** clearly acknowledge the customers buying decisions.
- PC12.** clearly explain any customer rights that apply.
- PC13.** clearly explain to the customer where to pay for their purchases.

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** how to promote sales and goodwill

## Qualification Pack

- KU2.** how to help customers choose products
- KU3.** how to explain product features and benefits to customers in ways that they understand and find interesting
- KU4.** how to check and interpret customer responses
- KU5.** how to adapt explanations and respond to questions and comments in ways that promote sales and goodwill
- KU6.** how to encourage customers to ask for clarification and more information
- KU7.** the risks of not paying attention to the store, in terms of security, safety and lost sales
- KU8.** how to recognise buying signals from customers
- KU9.** how to handle objections and questions confidently and effectively
- KU10.** legal rights and responsibilities of retailers and customers to do with returning of unsatisfactory goods
- KU11.** techniques for closing the sale
- KU12.** product features and benefits

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Help customers choose products</i>	<b>25</b>	<b>25</b>	-	-
<b>PC1.</b> find out which product features and benefits interest individual customers and focus on these when discussing products.	5	5	-	-
<b>PC2.</b> describe and explain clearly and accurately relevant product features and benefits to customers.	5	5	-	-
<b>PC3.</b> compare and contrast products in ways that help customers choose the product that best meets their needs.	2.5	2.5	-	-
<b>PC4.</b> check customers responses to his/her explanations, and confirm their interest in the product.	2.5	2.5	-	-
<b>PC5.</b> encourage customers to ask questions & respond to their questions, comments & objections in ways that promote sales & goodwill.	2.5	2.5	-	-
<b>PC6.</b> identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill.	2.5	2.5	-	-
<b>PC7.</b> constantly check the store for security, safety and potential sales whilst helping customers.	5	5	-	-
<i>'Check the customer's preferences and buying decisions when making sales'</i>	<b>25</b>	<b>25</b>	-	-
<b>PC8.</b> give customers enough time to evaluate products and ask questions.	5	5	-	-
<b>PC9.</b> handle objections and questions in a way that promotes sales and keeps the customers confidence.	5	5	-	-
<b>PC10.</b> identify the need for additional and associated products and take the opportunity to increase sales.	5	5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC11.</b> clearly acknowledge the customers buying decisions.	5	5	-	-
<b>PC12.</b> clearly explain any customer rights that apply.	2.5	2.5	-	-
<b>PC13.</b> clearly explain to the customer where to pay for their purchases.	2.5	2.5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0126
<b>NOS Name</b>	To help customers choose right products
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	25/11/2024
<b>NSQC Clearance Date</b>	25/11/2021

## Qualification Pack

# RAS/N0127: To provide specialist support to customers facilitating purchases

## Description

This OS describes the skills and knowledge required to provide specialist support to customers facilitating purchases.

## Scope

The scope covers the following :

- Give customers information and advice on specialist products
- Demonstrate specialist products to customers

## Elements and Performance Criteria

### *Give customers information advice on specialist products*

To be competent, the user/individual on the job must be able to:

- PC1.** talk to customers politely and in ways that promote sales and goodwill.
- PC2.** use the information given by the customer to find out what they are looking for.
- PC3.** help the customer understand the features and benefits of the products they have shown an interest in.
- PC4.** explain clearly and accurately the features and benefits of products and relate these to the customers needs.
- PC5.** promote the products that give the best match between the customers needs and the stores need to make sales.
- PC6.** spot and use suitable opportunities to promote other products where these will meet the customers needs.
- PC7.** control the time he/she spends with the customer to match the value of the prospective purchase.
- PC8.** constantly check the store for safety, security and potential sales while helping individual customers.

### *Demonstrate specialist products to customers*

To be competent, the user/individual on the job must be able to:

- PC9.** find out if the customer is willing to see a demonstration.
- PC10.** set up demonstrations safely and in a way that disturbs other people as little as possible.
- PC11.** check whether he/she has everything needed to give an effective demonstration.
- PC12.** give demonstrations that clearly show the use and value of the product.
- PC13.** offer customers the opportunity to use the product themselves, where appropriate.
- PC14.** give customers enough chance to ask questions about the products or services he/she is demonstrating to them.
- PC15.** check that the store will be monitored for security, safety and potential sales while he/she is carrying out demonstrations.

## Qualification Pack

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** how to help customers decide what to buy by comparing and contrasting the features, advantages and benefits of products for them
- KU2.** how the time of day affects customers willingness to engage in conversation with a salesperson
- KU3.** how to give customers product information that is relevant to their individual needs and interests
- KU4.** how to find out which product features and benefits interest individual customers
- KU5.** how to adapt appropriate speech, body language and sales style to appeal to different kinds of customers
- KU6.** company policy on customer service and how this applies to giving specialist information and advice to customers
- KU7.** how to set up safe and effective demonstrations of the specialist products he/she is responsible for promoting
- KU8.** keeping the customer interested during demonstrations
- KU9.** responding to the customers comments and questions during demonstrations
- KU10.** features and benefits of the specialist products
- KU11.** advantages compared with similar products offered by competitors
- KU12.** up to date product knowledge
- KU13.** the importance of demonstrations in promoting and selling products

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Give customers information advice on specialist products</i>	<b>27.5</b>	<b>27.5</b>	-	-
<b>PC1.</b> talk to customers politely and in ways that promote sales and goodwill.	5	5	-	-
<b>PC2.</b> use the information given by the customer to find out what they are looking for.	2.5	2.5	-	-
<b>PC3.</b> help the customer understand the features and benefits of the products they have shown an interest in.	2.5	2.5	-	-
<b>PC4.</b> explain clearly and accurately the features and benefits of products and relate these to the customers needs.	5	5	-	-
<b>PC5.</b> promote the products that give the best match between the customers needs and the stores need to make sales.	2.5	2.5	-	-
<b>PC6.</b> spot and use suitable opportunities to promote other products where these will meet the customers needs.	2.5	2.5	-	-
<b>PC7.</b> control the time he/she spends with the customer to match the value of the prospective purchase.	5	5	-	-
<b>PC8.</b> constantly check the store for safety, security and potential sales while helping individual customers.	2.5	2.5	-	-
<i>Demonstrate specialist products to customers</i>	<b>22.5</b>	<b>22.5</b>	-	-
<b>PC9.</b> find out if the customer is willing to see a demonstration.	2.5	2.5	-	-
<b>PC10.</b> set up demonstrations safely and in a way that disturbs other people as little as possible.	2.5	2.5	-	-
<b>PC11.</b> check whether he/she has everything needed to give an effective demonstration.	2.5	2.5	-	-
<b>PC12.</b> give demonstrations that clearly show the use and value of the product.	5	5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC13.</b> offer customers the opportunity to use the product themselves, where appropriate.	2.5	2.5	-	-
<b>PC14.</b> give customers enough chance to ask questions about the products or services he/she is demonstrating to them.	2.5	2.5	-	-
<b>PC15.</b> check that the store will be monitored for security, safety and potential sales while he/she is carrying out demonstrations.	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0127
<b>NOS Name</b>	To provide specialist support to customers facilitating purchases
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	25/11/2024
<b>NSQC Clearance Date</b>	25/11/2021

## Qualification Pack

### RAS/N0128: To maximise sales of goods & services

#### Description

This OS describes the skills and knowledge required to maximise sales of goods & services.

#### Scope

The scope covers the following :

- Identify opportunities to increase sales of particular products
- Promote particular products

#### Elements and Performance Criteria

##### *Identify opportunities to increase sales of particular products*

To be competent, the user/individual on the job must be able to:

- PC1.** identify promotional opportunities and estimate their potential to increase sales.
- PC2.** identify promotional opportunities which offer the greatest potential to increase sales.
- PC3.** report promotional opportunities to the right person.
- PC4.** fill in the relevant records fully and accurately.

##### *Promote particular products*

To be competent, the user/individual on the job must be able to:

- PC5.** tell customers about promotions clearly and in a persuasive way.
- PC6.** identify and take the most effective actions for converting promotional sales into regular future sales.
- PC7.** gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person.
- PC8.** record clearly and accurately the results of promotions.

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** seasonal trends and how they affect opportunities for sales
- KU2.** how to estimate and compare the potential of promotional opportunities to increase sales
- KU3.** whom to approach about the identified promotional opportunities
- KU4.** techniques for building customers interest in regularly buying in future the product you are promoting
- KU5.** how to evaluate and record the results of promotions
- KU6.** the difference between the features and benefits of products
- KU7.** how to promote the features and benefits of products to customers
- KU8.** techniques of encouraging customers to buy the product being promoted

## Qualification Pack

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches



## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Identify opportunities to increase sales of particular products</i>	<b>27.5</b>	<b>27.5</b>	-	-
<b>PC1.</b> identify promotional opportunities and estimate their potential to increase sales.	7.5	7.5	-	-
<b>PC2.</b> identify promotional opportunities which offer the greatest potential to increase sales.	5	5	-	-
<b>PC3.</b> report promotional opportunities to the right person.	7.5	7.5	-	-
<b>PC4.</b> fill in the relevant records fully and accurately.	7.5	7.5	-	-
<i>Promote particular products</i>	<b>22.5</b>	<b>22.5</b>	-	-
<b>PC5.</b> tell customers about promotions clearly and in a persuasive way.	5	5	-	-
<b>PC6.</b> identify and take the most effective actions for converting promotional sales into regular future sales.	7.5	7.5	-	-
<b>PC7.</b> gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person.	5	5	-	-
<b>PC8.</b> record clearly and accurately the results of promotions.	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0128
<b>NOS Name</b>	To maximise sales of goods & services
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	25/11/2024
<b>NSQC Clearance Date</b>	25/11/2021

## Qualification Pack

# RAS/N0129: To provide personalised sales & post-sales service support

## Description

This OS describes the skills and knowledge required to provide personalised sales & post-sales service support.

## Scope

The scope covers the following :

- Provide a personalised service
- Provide an after sales service

## Elements and Performance Criteria

### *Provide a personalised service*

To be competent, the user/individual on the job must be able to:

- PC1.** use available information in the client records to help prepare for consultations.
- PC2.** check whether the work area is clean and tidy and that all the required equipment are in hand before starting a consultation.
- PC3.** quickly create a rapport with the client at the start of the consultation.
- PC4.** talk and behave towards the client in ways that project the company image effectively.
- PC5.** ask questions to understand the clients buying needs, preferences and priorities.
- PC6.** tactfully check, where appropriate, how much the client wants to spend.
- PC7.** explain clearly to the client the features and benefits of the recommended products or services and relate these to the clients individual needs.
- PC8.** identify suitable opportunities to sell additional or related products or services that are suited to the clients needs.
- PC9.** make recommendations to the client in a confident and polite way and without pressurising them.
- PC10.** pace client consultations to make good use of the selling time while maintaining good relations with the client.
- PC11.** meet the companys customer service standards while dealing with the client.

### *Provide an after sales service*

To be competent, the user/individual on the job must be able to:

- PC12.** follow the companys procedures for keeping client records up-to-date.
- PC13.** record client information accurately and store it in the right places in the companys system.
- PC14.** keep client information confidential and share it only with people who have a right to it.
- PC15.** keep to clients wishes as to how and when they may be contacted.
- PC16.** follow the companys policy and procedures for contacting clients.
- PC17.** tell clients promptly and offer any other suitable products or services, where promises cannot be kept.

## Qualification Pack

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** company's desired image and how to project this to clients
- KU2.** how to use information in client records to prepare for client visits
- KU3.** how to create and maintain a rapport with clients, both new and existing
- KU4.** the types of questions to ask clients to find out about their buying needs, preferences and priorities
- KU5.** how to ask clients tactfully how much they want to spend
- KU6.** how to relate the features and benefits of products or services to the client's needs
- KU7.** how to identify suitable opportunities to sell additional or related products
- KU8.** how to recommend clients in a way that encourages them to accept the recommendation, without pressuring them
- KU9.** 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
- KU10.** company's customer service standards and how to apply these when providing a personalised service to clients
- KU11.** how to keep client records up-to-date and store them correctly
- KU12.** company procedures for updating client records
- KU13.** company systems and procedures for recording and storing client information
- KU14.** relevant aspects of the data protection laws and company policy for client confidentiality
- KU15.** how to keep one's promises to clients
- KU16.** 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

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment



## Qualification Pack

**GS13.** respond to unsafe and hazardous working conditions

**GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Provide a personalised service</i>	<b>32.5</b>	<b>32.5</b>	-	-
<b>PC1.</b> use available information in the client records to help prepare for consultations.	2.5	2.5	-	-
<b>PC2.</b> check whether the work area is clean and tidy and that all the required equipment are in hand before starting a consultation.	2.5	2.5	-	-
<b>PC3.</b> quickly create a rapport with the client at the start of the consultation.	2.5	2.5	-	-
<b>PC4.</b> talk and behave towards the client in ways that project the company image effectively.	5	5	-	-
<b>PC5.</b> ask questions to understand the clients buying needs, preferences and priorities.	2.5	2.5	-	-
<b>PC6.</b> tactfully check, where appropriate, how much the client wants to spend.	2.5	2.5	-	-
<b>PC7.</b> explain clearly to the client the features and benefits of the recommended products or services and relate these to the clients individual needs.	5	5	-	-
<b>PC8.</b> identify suitable opportunities to sell additional or related products or services that are suited to the clients needs.	2.5	2.5	-	-
<b>PC9.</b> make recommendations to the client in a confident and polite way and without pressurising them.	2.5	2.5	-	-
<b>PC10.</b> pace client consultations to make good use of the selling time while maintaining good relations with the client.	2.5	2.5	-	-
<b>PC11.</b> meet the companys customer service standards while dealing with the client.	2.5	2.5	-	-
<i>Provide an after sales service</i>	<b>17.5</b>	<b>17.5</b>	-	-
<b>PC12.</b> follow the companys procedures for keeping client records up-to-date.	2.5	2.5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC13.</b> record client information accurately and store it in the right places in the company's system.	2.5	2.5	-	-
<b>PC14.</b> keep client information confidential and share it only with people who have a right to it.	2.5	2.5	-	-
<b>PC15.</b> keep to clients wishes as to how and when they may be contacted.	5	5	-	-
<b>PC16.</b> follow the company's policy and procedures for contacting clients.	2.5	2.5	-	-
<b>PC17.</b> tell clients promptly and offer any other suitable products or services, where promises cannot be kept.	2.5	2.5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0129
<b>NOS Name</b>	To provide personalised sales & post-sales service support
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	25/11/2024
<b>NSQC Clearance Date</b>	25/11/2021



## Qualification Pack

# RAS/N0130: To create a positive image of self & organisation in the customer's mind

## Description

This OS describes the skills and knowledge required to create a positive image of self & organisation in the customers mind

## Scope

The scope covers the following :

- Establish effective rapport with customers
- Respond appropriately to customers
- Communicate information to customers

## Elements and Performance Criteria

### *Establish effective rapport with customers*

To be competent, the user/individual on the job must be able to:

- PC1.** meet the organisations standards of appearance and behaviour
- PC2.** greet customers respectfully and in a friendly manner
- PC3.** communicate with customers in a way that makes them feel valued and respected
- PC4.** identify and confirm customers expectations
- PC5.** treat customers courteously and helpfully at all times
- PC6.** keep customers informed and reassured
- PC7.** adapt appropriate behaviour to respond effectively to different customer behaviour

### *Respond appropriately to customers*

To be competent, the user/individual on the job must be able to:

- PC8.** respond promptly to a customer seeking assistance
- PC9.** select the most appropriate way of communicating with customers
- PC10.** check with customers to ensure complete understanding of their expectations
- PC11.** respond promptly and positively to customers' questions and comments
- PC12.** allow customers time to consider his/her response and give further explanation when appropriate

### *Communicate information to customers*

To be competent, the user/individual on the job must be able to:

- PC13.** quickly locate information that will help customers
- PC14.** give customers the information they need about the services or products offered by the organisation
- PC15.** recognise information that customers might find complicated and check whether they fully understand
- PC16.** explain clearly to customers any reasons why their needs or expectations cannot be met

## Qualification Pack

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organisations standards for appearance and behaviour
- KU2.** organisations guidelines for how to recognise what customers want and respond appropriately
- KU3.** organisations rules and procedures regarding the methods used for communication
- KU4.** how to recognise when a customer is angry or confused
- KU5.** organisations standards for timeliness in responding to customer questions and requests for information

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Establish effective rapport with customers</i>	<b>22.5</b>	<b>22.5</b>	-	-
<b>PC1.</b> meet the organisations standards of appearance and behaviour	2.5	2.5	-	-
<b>PC2.</b> greet customers respectfully and in a friendly manner	2.5	2.5	-	-
<b>PC3.</b> communicate with customers in a way that makes them feel valued and respected	5	5	-	-
<b>PC4.</b> identify and confirm customers expectations	2.5	2.5	-	-
<b>PC5.</b> treat customers courteously and helpfully at all times	2.5	2.5	-	-
<b>PC6.</b> keep customers informed and reassured	2.5	2.5	-	-
<b>PC7.</b> adapt appropriate behaviour to respond effectively to different customer behaviour	5	5	-	-
<i>Respond appropriately to customers</i>	<b>15</b>	<b>15</b>	-	-
<b>PC8.</b> respond promptly to a customer seeking assistance	2.5	2.5	-	-
<b>PC9.</b> select the most appropriate way of communicating with customers	2.5	2.5	-	-
<b>PC10.</b> check with customers to ensure complete understanding of their expectations	2.5	2.5	-	-
<b>PC11.</b> respond promptly and positively to customers' questions and comments	5	5	-	-
<b>PC12.</b> allow customers time to consider his/her response and give further explanation when appropriate	2.5	2.5	-	-
<i>Communicate information to customers</i>	<b>12.5</b>	<b>12.5</b>	-	-
<b>PC13.</b> quickly locate information that will help customers	2.5	2.5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC14.</b> give customers the information they need about the services or products offered by the organisation	5	5	-	-
<b>PC15.</b> recognise information that customers might find complicated and check whether they fully understand	2.5	2.5	-	-
<b>PC16.</b> explain clearly to customers any reasons why their needs or expectations cannot be met	2.5	2.5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0130
<b>NOS Name</b>	To create a positive image of self & organisation in the customer's mind
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	3.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	25/11/2024
<b>NSQC Clearance Date</b>	25/11/2021

## Qualification Pack

### RAS/N0132: To resolve customer concerns

#### Description

This OS describes the skills and knowledge required to resolve customer concerns.

#### Scope

The scope covers the following :

- Spot customer service problems
- Pick the best solution to resolve customer service problems
- Take action to resolve customer service problems

#### Elements and Performance Criteria

##### *Spot customer service problems*

To be competent, the user/individual on the job must be able to:

- PC1.** identify the options for resolving a customer service problem
- PC2.** work with others to identify and confirm the options to resolve a customer service problem
- PC3.** work out the advantages and disadvantages of each option for customers and the organisation
- PC4.** pick the best option for customers and the organisation
- PC5.** identify for customers other ways that problems may be resolved if you are unable to help

##### *Pick the best solution to resolve customer service problems*

To be competent, the user/individual on the job must be able to:

- PC6.** identify the options for resolving a customer service problem
- PC7.** work with others to identify and confirm the options to resolve a customer service problem
- PC8.** work out the advantages and disadvantages of each option for your customer and your organisation
- PC9.** pick the best option for your customer and your organisation
- PC10.** identify for your customer other ways that problems may be resolved if you are unable to help

##### *Take action to resolve customer service problems*

To be competent, the user/individual on the job must be able to:

- 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

#### Knowledge and Understanding (KU)

## Qualification Pack

The individual on the job needs to know and understand:

- KU1.** the importance of listening carefully to customers about problems they have raised
- KU2.** how to ask customers about the problem to check ones understanding
- KU3.** how to recognise repeated problems and alerting appropriate authority
- KU4.** how to share customer feedback with others to identify potential problems before they happen
- KU5.** how to identify problems with systems and procedures before they begin to affect customers

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Spot customer service problems</i>	<b>25</b>	<b>25</b>	-	-
<b>PC1.</b> identify the options for resolving a customer service problem	5	5	-	-
<b>PC2.</b> work with others to identify and confirm the options to resolve a customer service problem	5	5	-	-
<b>PC3.</b> work out the advantages and disadvantages of each option for customers and the organisation	5	5	-	-
<b>PC4.</b> pick the best option for customers and the organisation	5	5	-	-
<b>PC5.</b> identify for customers other ways that problems may be resolved if you are unable to help	5	5	-	-
<i>Pick the best solution to resolve customer service problems</i>	-	-	-	-
<b>PC6.</b> identify the options for resolving a customer service problem	-	-	-	-
<b>PC7.</b> work with others to identify and confirm the options to resolve a customer service problem	-	-	-	-
<b>PC8.</b> work out the advantages and disadvantages of each option for your customer and your organisation	-	-	-	-
<b>PC9.</b> pick the best option for your customer and your organisation	-	-	-	-
<b>PC10.</b> identify for your customer other ways that problems may be resolved if you are unable to help	-	-	-	-
<i>Take action to resolve customer service problems</i>	<b>25</b>	<b>25</b>	-	-
<b>PC11.</b> discuss and agree the options for solving the problem with customers	5	5	-	-
<b>PC12.</b> take action to implement the option agreed with the customer	2.5	2.5	-	-



### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC13.</b> work with others and the customer to make sure that any promises related to solving the problem are kept	2.5	2.5	-	-
<b>PC14.</b> keep customers fully informed about what is happening to resolve problem	5	5	-	-
<b>PC15.</b> check with customers to make sure the problem has been resolved to their satisfaction	5	5	-	-
<b>PC16.</b> give clear reasons to customers when the problem has not been resolved to their satisfaction	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0132
<b>NOS Name</b>	To resolve customer concerns
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	25/11/2024
<b>NSQC Clearance Date</b>	25/11/2021

## Qualification Pack

### RAS/N0133: To organise the delivery of reliable service

#### Description

This OS describes the skills and knowledge required to organise delivery of reliable service

#### Scope

The scope covers the following :

- Plan and organise the delivery of reliable customer service
- Review and maintain customer service delivery
- Use recording systems to maintain reliable customer service

#### Elements and Performance Criteria

##### *Plan and organise the delivery of reliable customer service*

To be competent, the user/individual on the job must be able to:

- PC1.** plan, prepare and organise everything that is needed to deliver a variety of services or products to different types of customers
- PC2.** organise what he/she does to ensure consistency in giving prompt attention to customers.
- PC3.** reorganise his/her work to respond to unexpected additional workloads

##### *Review and maintain customer service delivery*

To be competent, the user/individual on the job must be able to:

- PC4.** maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down
- PC5.** consistently meet customers expectations
- PC6.** balance the time he/she takes with customers with the demands of other customers seeking attention
- PC7.** respond appropriately to customers when they make comments about the products or services being offered
- PC8.** alert others to repeated comments made by customers
- PC9.** take action to improve the reliability of his/her service based on customer comments
- PC10.** monitor whether the action taken has improved the service given to customers

##### *Use recording systems to maintain reliable customer service*

To be competent, the user/individual on the job must be able to:

- 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 customers query
- PC14.** supply accurate customer service information to others using the most appropriate method of communication

#### Knowledge and Understanding (KU)

## Qualification Pack

The individual on the job needs to know and understand:

- KU1.** the importance of having reliable and fast information for customers and the organisation
- KU2.** organisational procedures and systems for delivering customer service
- KU3.** how to identify useful customer feedback
- KU4.** how to communicate feedback from customers to others
- KU5.** organisational procedures and systems for recording, storing, retrieving and supplying customer service information
- KU6.** legal and regulatory requirements regarding the storage of data
- KU7.** how to use CRM software to capture customer feedback and draw analysis

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Plan and organise the delivery of reliable customer service</i>	<b>7.5</b>	<b>7.5</b>	-	-
<b>PC1.</b> plan, prepare and organise everything that is needed to deliver a variety of services or products to different types of customers	2.5	2.5	-	-
<b>PC2.</b> organise what he/she does to ensure consistency in giving prompt attention to customers.	2.5	2.5	-	-
<b>PC3.</b> reorganise his/her work to respond to unexpected additional workloads	2.5	2.5	-	-
<i>Review and maintain customer service delivery</i>	<b>27.5</b>	<b>27.5</b>	-	-
<b>PC4.</b> maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down	5	5	-	-
<b>PC5.</b> consistently meet customers expectations	5	5	-	-
<b>PC6.</b> balance the time he/she takes with customers with the demands of other customers seeking attention	2.5	2.5	-	-
<b>PC7.</b> respond appropriately to customers when they make comments about the products or services being offered	5	5	-	-
<b>PC8.</b> alert others to repeated comments made by customers	2.5	2.5	-	-
<b>PC9.</b> take action to improve the reliability of his/her service based on customer comments	2.5	2.5	-	-
<b>PC10.</b> monitor whether the action taken has improved the service given to customers	5	5	-	-
<i>Use recording systems to maintain reliable customer service</i>	<b>15</b>	<b>15</b>	-	-
<b>PC11.</b> record and store customer service information accurately following organisational guidelines	2.5	2.5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC12.</b> select and retrieve customer service information that is relevant, sufficient and in an appropriate format	5	5	-	-
<b>PC13.</b> quickly locate information that will help solve a customers query	2.5	2.5	-	-
<b>PC14.</b> supply accurate customer service information to others using the most appropriate method of communication	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0133
<b>NOS Name</b>	To organise the delivery of reliable service
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	25/11/2024
<b>NSQC Clearance Date</b>	25/11/2021

## Qualification Pack

### RAS/N0134: To improve customer relationship

#### Description

This OS describes the skills and knowledge required to improve customer relationship

#### Scope

The scope covers the following :

- Improve communication with customers
- Balance the needs of customers and the organisation
- Exceed customer expectations to develop the relationship

#### Elements and Performance Criteria

##### *Improve communication with customers*

To be competent, the user/individual on the job must be able to:

- PC1.** select and use the best method of communication to meet customers expectations.
- PC2.** take the initiative to contact customers to update them when things are not going as per plan or when further information is required.
- PC3.** adapt appropriate communication to respond to individual customers feelings.

##### *Balance the needs of customers and the organisation*

To be competent, the user/individual on the job must be able to:

- PC4.** meet customers expectations within the organisations service offer.
- PC5.** explain the reasons to customers sensitively and positively when their expectations cannot be met.
- PC6.** identify alternative solutions for customers either within or outside the organisation.
- PC7.** identify the costs and benefits of these solutions to the organisation and to customers.
- PC8.** negotiate and agree solutions with customers which satisfy them and are acceptable to the organisation.
- PC9.** take action to satisfy customers with the agreed solution.

##### *Exceed customer expectations to develop the relationship*

To be competent, the user/individual on the job must be able to:

- PC10.** make extra efforts to improve his/her relationship with customers.
- PC11.** recognise opportunities to exceed customers expectations.
- PC12.** take action to exceed customers expectations within the limits of his/her authority.
- PC13.** gain the help and support of others to exceed customers expectations.

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** how to make best use of the method of communication chosen for dealing with customers.



## Qualification Pack

- KU2.** how to negotiate effectively with customers.
- KU3.** how to assess the costs and benefits to customers and the organisation of any unusual agreement made.
- KU4.** customer loyalty and/or improved internal customer relationships to the organisation

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Improve communication with customers</i>	<b>12.5</b>	<b>12.5</b>	-	-
<b>PC1.</b> select and use the best method of communication to meet customers expectations.	5	5	-	-
<b>PC2.</b> take the initiative to contact customers to update them when things are not going as per plan or when further information is required.	2.5	2.5	-	-
<b>PC3.</b> adapt appropriate communication to respond to individual customers feelings.	5	5	-	-
<i>Balance the needs of customers and the organisation</i>	<b>20</b>	<b>20</b>	-	-
<b>PC4.</b> meet customers expectations within the organisations service offer.	2.5	2.5	-	-
<b>PC5.</b> explain the reasons to customers sensitively and positively when their expectations cannot be met.	5	5	-	-
<b>PC6.</b> identify alternative solutions for customers either within or outside the organisation.	2.5	2.5	-	-
<b>PC7.</b> identify the costs and benefits of these solutions to the organisation and to customers.	5	5	-	-
<b>PC8.</b> negotiate and agree solutions with customers which satisfy them and are acceptable to the organisation.	2.5	2.5	-	-
<b>PC9.</b> take action to satisfy customers with the agreed solution.	2.5	2.5	-	-
<i>Exceed customer expectations to develop the relationship</i>	<b>17.5</b>	<b>17.5</b>	-	-
<b>PC10.</b> make extra efforts to improve his/her relationship with customers.	2.5	2.5	-	-
<b>PC11.</b> recognise opportunities to exceed customers expectations.	5	5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC12.</b> take action to exceed customers expectations within the limits of his/her authority.	5	5	-	-
<b>PC13.</b> gain the help and support of others to exceed customers expectations.	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0134
<b>NOS Name</b>	To improve customer relationship
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	25/11/2024
<b>NSQC Clearance Date</b>	25/11/2021

## Qualification Pack

### RAS/N0135: To monitor and solve service concerns

#### Description

This OS describes the skills and knowledge required to monitor and solve service concerns

#### Scope

The scope covers the following :

- Solve immediate customer service problems
- Identify repeated customer service problems and options for solving them
- Take action to avoid the repetition of customer service problems

#### Elements and Performance Criteria

##### *Solve immediate customer service problems*

To be competent, the user/individual on the job must be able to:

- PC1.** respond positively to customer service problems following organisational guidelines.
- PC2.** solve customer service problems when he/she has sufficient authority
- PC3.** work with others to solve customer service problems
- PC4.** keep customers informed of the actions being taken
- PC5.** check with customers that they are comfortable with the actions being taken
- PC6.** solve problems with service systems and procedures that might affect customers before they become aware of them
- PC7.** inform managers and colleagues of the steps taken to solve specific problems

##### *Identify repeated customer service problems and options for solving them*

To be competent, the user/individual on the job must be able to:

- PC8.** identify repeated customer service problems
- PC9.** identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option
- PC10.** work with others to select best options for solving repeated customer service problems, balancing customer expectations with the needs of the organisation

##### *Take action to avoid the repetition of customer service problems*

To be competent, the user/individual on the job must be able to:

- PC11.** obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.
- PC12.** action the agreed solution
- PC13.** keep customers informed in a positive and clear manner of steps being taken to solve any service problems
- PC14.** monitor the changes that have been made and adjust them if appropriate

#### Knowledge and Understanding (KU)

## Qualification Pack

The individual on the job needs to know and understand:

- KU1.** organisational procedures and systems for dealing with customer service problems
- KU2.** organisational procedures and systems for identifying repeated customer service problems.
- KU3.** how successful resolution of customer service problems contributes to customer loyalty with external customer & improved working relationships with service partners or internal customers.
- KU4.** how to negotiate with and reassure customers while their problems are being solved

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Solve immediate customer service problems</i>	<b>22.5</b>	<b>22.5</b>	-	-
<b>PC1.</b> respond positively to customer service problems following organisational guidelines.	5	5	-	-
<b>PC2.</b> solve customer service problems when he/she has sufficient authority	2.5	2.5	-	-
<b>PC3.</b> work with others to solve customer service problems	2.5	2.5	-	-
<b>PC4.</b> keep customers informed of the actions being taken	5	5	-	-
<b>PC5.</b> check with customers that they are comfortable with the actions being taken	2.5	2.5	-	-
<b>PC6.</b> solve problems with service systems and procedures that might affect customers before they become aware of them	2.5	2.5	-	-
<b>PC7.</b> inform managers and colleagues of the steps taken to solve specific problems	2.5	2.5	-	-
<i>Identify repeated customer service problems and options for solving them</i>	<b>10</b>	<b>10</b>	-	-
<b>PC8.</b> identify repeated customer service problems	2.5	2.5	-	-
<b>PC9.</b> identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option	5	5	-	-
<b>PC10.</b> work with others to select best options for solving repeated customer service problems, balancing customer expectations with the needs of the organisation	2.5	2.5	-	-
<i>Take action to avoid the repetition of customer service problems</i>	<b>17.5</b>	<b>17.5</b>	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC11.</b> obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.	2.5	2.5	-	-
<b>PC12.</b> action the agreed solution	5	5	-	-
<b>PC13.</b> keep customers informed in a positive and clear manner of steps being taken to solve any service problems	5	5	-	-
<b>PC14.</b> monitor the changes that have been made and adjust them if appropriate	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0135
<b>NOS Name</b>	To monitor and solve service concerns
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	25/11/2024
<b>NSQC Clearance Date</b>	25/11/2021

## Qualification Pack

### RAS/N0136: To promote continuous improvement in service

#### Description

This OS describes the skills and knowledge required to promote continuous improvement in service

#### Scope

The scope covers the following :

- Plan improvements in customer service based on customer feedback
- Implement changes in customer service
- Review changes that promote continuous improvement in customer service

#### Elements and Performance Criteria

##### *Plan improvements in customer service based on customer feedback*

To be competent, the user/individual on the job must be able to:

- PC1.** gather feedback from customers that will help identify opportunities for customer service improvement
- PC2.** analyse and interpret feedback to identify opportunities for customer service improvements and propose changes
- PC3.** discuss with others the potential effects of any proposed changes for customers and the organisation
- PC4.** negotiate changes in customer service systems & improvements with somebody of sufficient authority to approve trial / full implementation of the change

##### *Implement changes in customer service*

To be competent, the user/individual on the job must be able to:

- PC5.** organise the implementation of authorised changes
- PC6.** implement the changes following organisational guidelines
- PC7.** inform people inside and outside the organisation who need to know of the changes being made and the reasons for them
- PC8.** monitor early reactions to changes and make appropriate fine-tuning adjustments

##### *Review changes that promote continuous improvement in customer service*

To be competent, the user/individual on the job must be able to:

- PC9.** collect and record feedback on the effects of changes
- PC10.** analyse and interpret feedback and share the findings on the effects of changes with others
- PC11.** summarise the advantages and disadvantages of the changes
- PC12.** use your analysis and interpretation of changes to identify opportunities for further improvement
- PC13.** present these opportunities to somebody with sufficient authority to make them happen

#### Knowledge and Understanding (KU)

## Qualification Pack

The individual on the job needs to know and understand:

- KU1.** service improvements affecting the balance between overall customer satisfaction, costs of providing service & regulatory needs
- KU2.** how customer experience is influenced by the way service is delivered
- KU3.** how to collect, analyse and present customer feedback
- KU4.** how to make a business case to others to bring about change in the products or services being offered

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Plan improvements in customer service based on customer feedback</i>	<b>15</b>	<b>15</b>	-	-
<b>PC1.</b> gather feedback from customers that will help identify opportunities for customer service improvement	5	5	-	-
<b>PC2.</b> analyse and interpret feedback to identify opportunities for customer service improvements and propose changes	2.5	2.5	-	-
<b>PC3.</b> discuss with others the potential effects of any proposed changes for customers and the organisation	2.5	2.5	-	-
<b>PC4.</b> negotiate changes in customer service systems & improvements with somebody of sufficient authority to approve trial / full implementation of the change	5	5	-	-
<i>Implement changes in customer service</i>	<b>12.5</b>	<b>12.5</b>	-	-
<b>PC5.</b> organise the implementation of authorised changes	2.5	2.5	-	-
<b>PC6.</b> implement the changes following organisational guidelines	2.5	2.5	-	-
<b>PC7.</b> inform people inside and outside the organisation who need to know of the changes being made and the reasons for them	5	5	-	-
<b>PC8.</b> monitor early reactions to changes and make appropriate fine-tuning adjustments	2.5	2.5	-	-
<i>Review changes that promote continuous improvement in customer service</i>	<b>22.5</b>	<b>22.5</b>	-	-
<b>PC9.</b> collect and record feedback on the effects of changes	5	5	-	-
<b>PC10.</b> analyse and interpret feedback and share the findings on the effects of changes with others	2.5	2.5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC11.</b> summarise the advantages and disadvantages of the changes	5	5	-	-
<b>PC12.</b> use your analysis and interpretation of changes to identify opportunities for further improvement	5	5	-	-
<b>PC13.</b> present these opportunities to somebody with sufficient authority to make them happen	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0136
<b>NOS Name</b>	To promote continuous improvement in service
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	25/11/2024
<b>NSQC Clearance Date</b>	25/11/2021

## Qualification Pack

### RAS/N0137: To work effectively in a retail team

#### Description

This OS describes the skills and knowledge required to work effectively within and with teams across a Retail environment

#### Scope

The scope covers the following :

- Support the work team
- Maintain personal presentation
- Develop effective work habits
- Review changes that promote continuous improvement in customer service

#### Elements and Performance Criteria

##### *Support the work team*

To be competent, the user/individual on the job must be able to:

- PC1.** display courteous and helpful behaviour at all times
- PC2.** take opportunities to enhance the level of assistance offered to colleagues
- PC3.** meet all reasonable requests for assistance within acceptable workplace timeframes
- PC4.** complete allocated tasks as required
- PC5.** seek assistance when difficulties arise
- PC6.** use questioning techniques to clarify instructions or responsibilities
- PC7.** identify and display a non discriminatory attitude in all contacts with customers and other staff members

##### *Maintain personal presentation*

To be competent, the user/individual on the job must be able to:

- PC8.** observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact
- PC9.** follow personal hygiene procedures according to organisational policy and relevant legislation

##### *Develop effective work habits*

To be competent, the user/individual on the job must be able to:

- PC10.** interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task

##### *Review changes that promote continuous improvement in customer service*

To be competent, the user/individual on the job must be able to:

- PC11.** interpret, confirm and act on legal requirements in regard to anti- discrimination, sexual harassment and bullying
- PC12.** ask questions to seek and clarify workplace information
- PC13.** plan and organise daily work routine within the scope of the job role

## Qualification Pack

**PC14.** prioritise and complete tasks according to required timeframes

**PC15.** identify work and personal priorities and achieve a balance between competing priorities

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** the policies and procedures relating to the job role

**KU2.** the value system of the organisation

**KU3.** employee rights and obligations

**KU4.** the reporting hierarchy and escalation matrix

**KU5.** ask questions to identify and confirm requirements

**KU6.** follow routine instructions through clear and direct communication

**KU7.** use language and concepts appropriate to cultural differences

**KU8.** use and interpret non-verbal communication

**KU9.** the scope of information or materials required within the parameters of the job role

**KU10.** the consequences of poor team participation on job outcomes

**KU11.** work health and safety requirements

### Generic Skills (GS)

User/individual on the job needs to know how to:

**GS1.** complete workplace documentation accurately

**GS2.** read and interpret workplace documentation

**GS3.** read and interpret organisational policies and procedures

**GS4.** follow instructions accurately

**GS5.** use gestures or simple words to communicate where language barriers exist

**GS6.** use questioning to minimise misunderstandings

**GS7.** display courteous and helpful behaviour at all times

**GS8.** plan and schedule time personal management

**GS9.** build relationships with internal and external team members

**GS10.** respond to ambiguity in directions and instructions

**GS11.** respond to breakdown in relationships within the team

**GS12.** respond to breakdowns in communications with other teams



## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Support the work team</i>	<b>22.5</b>	<b>22.5</b>	-	-
<b>PC1.</b> display courteous and helpful behaviour at all times	5	5	-	-
<b>PC2.</b> take opportunities to enhance the level of assistance offered to colleagues	2.5	2.5	-	-
<b>PC3.</b> meet all reasonable requests for assistance within acceptable workplace timeframes	2.5	2.5	-	-
<b>PC4.</b> complete allocated tasks as required	2.5	2.5	-	-
<b>PC5.</b> seek assistance when difficulties arise	2.5	2.5	-	-
<b>PC6.</b> use questioning techniques to clarify instructions or responsibilities	5	5	-	-
<b>PC7.</b> identify and display a non discriminatory attitude in all contacts with customers and other staff members	2.5	2.5	-	-
<i>Maintain personal presentation</i>	<b>5</b>	<b>5</b>	-	-
<b>PC8.</b> observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact	2.5	2.5	-	-
<b>PC9.</b> follow personal hygiene procedures according to organisational policy and relevant legislation	2.5	2.5	-	-
<i>Develop effective work habits</i>	<b>5</b>	<b>5</b>	-	-
<b>PC10.</b> interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task	5	5	-	-
<i>Review changes that promote continuous improvement in customer service</i>	<b>17.5</b>	<b>17.5</b>	-	-
<b>PC11.</b> interpret, confirm and act on legal requirements in regard to anti- discrimination, sexual harassment and bullying	2.5	2.5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC12.</b> ask questions to seek and clarify workplace information	5	5	-	-
<b>PC13.</b> plan and organise daily work routine within the scope of the job role	5	5	-	-
<b>PC14.</b> prioritise and complete tasks according to required timeframes	2.5	2.5	-	-
<b>PC15.</b> identify work and personal priorities and achieve a balance between competing priorities	2.5	2.5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0137
<b>NOS Name</b>	To work effectively in a retail team
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	3.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	25/11/2024
<b>NSQC Clearance Date</b>	25/11/2021

## Qualification Pack

### RAS/N0138: To work effectively in an organisation

#### Description

This OS describes the skills and knowledge required to work effectively in an organisation

#### Scope

The scope covers the following :

- Support effective team working
- Help plan and organise own learning
- Help others learn

#### Elements and Performance Criteria

##### *Support effective team working*

To be competent, the user/individual on the job must be able to:

- PC1.** share work fairly with colleagues, taking account of own and others preferences, skills and time available
- PC2.** make realistic commitments to colleagues and do what has been promised
- PC3.** let colleagues know promptly if he/she will not be able to do what has been promised and suggest suitable alternatives
- PC4.** encourage and support colleagues when working conditions are difficult
- PC5.** encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect
- PC6.** follow the companys health and safety procedures while working

##### *Help plan and organise own learning*

To be competent, the user/individual on the job must be able to:

- PC7.** discuss and agree with the right people goals that are relevant, realistic and clear
- PC8.** identify the knowledge and skills needed to achieve his/her goals
- PC9.** agree action points and deadlines that are realistic, taking account of past learning experiences and the time and resources available for learning
- PC10.** regularly check his/her progress and, when necessary, change the way of working
- 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

##### *Help others learn*

To be competent, the user/individual on the job must be able to:

- PC12.** encourage colleagues to ask him/her for work-related information or advice that he/she is likely to be able to provide
- PC13.** notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice
- PC14.** give clear, accurate and relevant information and advice relating to tasks and procedures
- PC15.** explain and demonstrate procedures clearly, accurately and in a logical sequence

## Qualification Pack

- PC16.** encourage colleagues to ask questions if they don't understand the information and advice given to them
- PC17.** give colleagues opportunities to practice new skills, and give constructive feedback
- PC18.** check that health, safety and security are not compromised when helping others to learn

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** teams purpose, aims and targets
- KU2.** responsibility for contributing to the teams success
- KU3.** colleagues roles and main responsibilities
- KU4.** the importance of sharing work fairly with colleagues
- KU5.** the factors that can affect own and colleagues willingness to carry out work, including skills and existing workload
- KU6.** the importance of being a reliable team member
- KU7.** 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
- KU8.** 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
- KU9.** the importance of good working relations, and techniques for removing tension between colleagues
- KU10.** the importance of following the company's policies and procedures for health and safety, including setting a good example to colleagues
- KU11.** who can help set goals, help plan your learning, and give you feedback about your progress
- KU12.** how to identify the knowledge and skills he/she will need to achieve his/her goals
- KU13.** how to check his/her progress
- KU14.** how to adjust plans as needed to meet goals
- KU15.** how to ask for feedback on progress
- KU16.** how to respond positively
- KU17.** how to help others to learn in the workplace
- KU18.** how to work out what skills and knowledge he/she can usefully share with others
- KU19.** health, safety and security risks that are likely to arise when people are learning on the job, and how to reduce these risks

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets

## Qualification Pack

- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Support effective team working</i>	<b>15</b>	<b>15</b>	-	-
<b>PC1.</b> share work fairly with colleagues, taking account of own and others preferences, skills and time available	2.5	2.5	-	-
<b>PC2.</b> make realistic commitments to colleagues and do what has been promised	2.5	2.5	-	-
<b>PC3.</b> let colleagues know promptly if he/she will not be able to do what has been promised and suggest suitable alternatives	2.5	2.5	-	-
<b>PC4.</b> encourage and support colleagues when working conditions are difficult	2.5	2.5	-	-
<b>PC5.</b> encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect	2.5	2.5	-	-
<b>PC6.</b> follow the companys health and safety procedures while working	2.5	2.5	-	-
<i>Help plan and organise own learning</i>	<b>12.5</b>	<b>12.5</b>	-	-
<b>PC7.</b> discuss and agree with the right people goals that are relevant, realistic and clear	2.5	2.5	-	-
<b>PC8.</b> identify the knowledge and skills needed to achieve his/her goals	2.5	2.5	-	-
<b>PC9.</b> agree action points and deadlines that are realistic, taking account of past learning experiences and the time and resources available for learning	2.5	2.5	-	-
<b>PC10.</b> regularly check his/her progress and, when necessary, change the way of working	2.5	2.5	-	-
<b>PC11.</b> ask for feedback on his/her progress from those in a position to give it, and use their feedback to improve his/her performance	2.5	2.5	-	-
<i>Help others learn</i>	<b>22.5</b>	<b>22.5</b>	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC12.</b> encourage colleagues to ask him/her for work-related information or advice that he/she is likely to be able to provide	2.5	2.5	-	-
<b>PC13.</b> notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice	2.5	2.5	-	-
<b>PC14.</b> give clear, accurate and relevant information and advice relating to tasks and procedures	5	5	-	-
<b>PC15.</b> explain and demonstrate procedures clearly, accurately and in a logical sequence	2.5	2.5	-	-
<b>PC16.</b> encourage colleagues to ask questions if they dont understand the information and advice given to them	2.5	2.5	-	-
<b>PC17.</b> give colleagues opportunities to practice new skills, and give constructive feedback	2.5	2.5	-	-
<b>PC18.</b> check that health, safety and security are not compromised when helping others to learn	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0138
<b>NOS Name</b>	To work effectively in an organisation
<b>Sector</b>	Retail
<b>Sub-Sector</b>	Retail Operations
<b>Occupation</b>	Store Operations
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	4.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	25/11/2024
<b>NSQ Clearance Date</b>	25/11/2021

## Assessment Guidelines and Assessment Weightage

### Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council.
2. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS.
3. SSC will lay down proportion of marks for Theory and Skills Practical for each Element/ PC.
4. The assessments will be conducted as per the assessment blueprint and centralised question bank of the SSC released from time to time
5. The assessment for the theory and practicals will be conducted online on a digital assessment platform with comprehensive auditable trails
6. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
7. To pass the Qualification Pack assessment, every trainee should score a minimum aggregate passing percentage recommended at QP Level
8. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack

## Qualification Pack

### Minimum Aggregate Passing % at QP Level : 50

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

### Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0114.To process credit applications for purchases	50	50	-	-	100	4
RAS/N0120.To help keep the store secure	50	50	-	-	100	4
RAS/N0122.To help maintain health and safety	50	50	-	-	100	4
RAS/N0125.To demonstrate products to customers	50	50	-	-	100	6
RAS/N0126.To help customers choose right products	50	50	-	-	100	8
RAS/N0127.To provide specialist support to customers facilitating purchases	50	50	-	-	100	8
RAS/N0128.To maximise sales of goods & services	50	50	-	-	100	8
RAS/N0129.To provide personalised sales & post-sales service support	50	50	-	-	100	8
RAS/N0130.To create a positive image of self & organisation in the customer's mind	50	50	-	-	100	8

### Qualification Pack

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0132.To resolve customer concerns	50	50	-	-	100	8
RAS/N0133.To organise the delivery of reliable service	50	50	-	-	100	6
RAS/N0134.To improve customer relationship	50	50	-	-	100	8
RAS/N0135.To monitor and solve service concerns	50	50	-	-	100	6
RAS/N0136.To promote continuous improvement in service	50	50	-	-	100	6
RAS/N0137.To work effectively in a retail team	50	50	-	-	100	4
RAS/N0138.To work effectively in an organisation	50	50	-	-	100	4
<b>Total</b>	<b>800</b>	<b>800</b>	<b>-</b>	<b>-</b>	<b>1600</b>	<b>100</b>

## Acronyms

<b>NOS</b>	National Occupational Standard(s)
<b>NSQF</b>	National Skills Qualifications Framework
<b>QP</b>	Qualifications Pack
<b>TVET</b>	Technical and Vocational Education and Training

## Qualification Pack

### Glossary

<b>Sector</b>	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
<b>Occupational Standards (OS)</b>	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Qualifications Pack (QP)</b>	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
<b>Unit Code</b>	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
<b>Unit Title</b>	Unit title gives a clear overall statement about what the incumbent should be able to do.
<b>Description</b>	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
<b>Scope</b>	Scope is a 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 quality of performance required.

## Qualification Pack

<b>Knowledge and Understanding (KU)</b>	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
<b>Organisational Context</b>	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
<b>Technical Knowledge</b>	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
<b>Core Skills/ Generic Skills (GS)</b>	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
<b>Electives</b>	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
<b>Options</b>	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.