



RETAIL SKILLS

Series 3

Retail Skills

The Customer

This series focuses on the impact customer service plays with in the retail sector. Firstly let's answer the following question;

Question 1 - Who is the customer?

Record your thoughts below using a minimum of 30 words.

The name '**Customer**' came from the word "**custom**" meaning "**habit**".

A customer is someone who frequently visits a particular establishment and who makes it a habit to purchase goods sold there rather than elsewhere. This could be in store, over the telephone or online.

There are many alternative names for a customer. See if you can unscramble the three below and then identify 3 more.

E O N R U M C S
C I L T N E
O A T R P N

- 1.
- 2.
- 3.

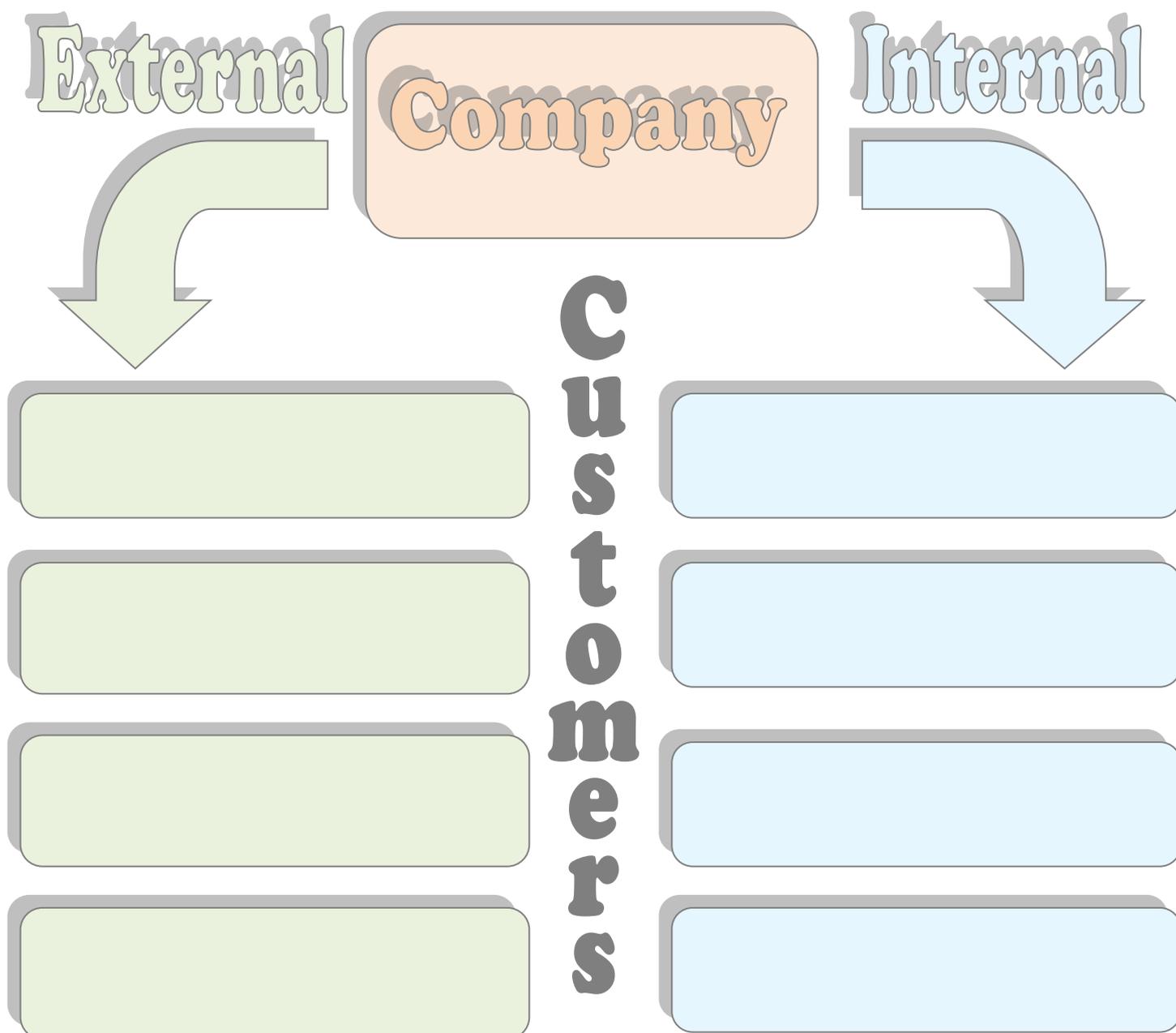
Retail Skill

Internal Customers

Customers that purchase in store, on the telephone or online are called '**external customers**', but there is another type of customer that plays just as an important role within the retail sector and the overall success and organisation of the company. These are called '**internal customers**'.

This can be a little confusing! To gain a clear understanding, you are required to search online the difference between both types of customer, identify examples and complete the flow chart with your findings.

You can create your own flow chart using Microsoft Word if you prefer.

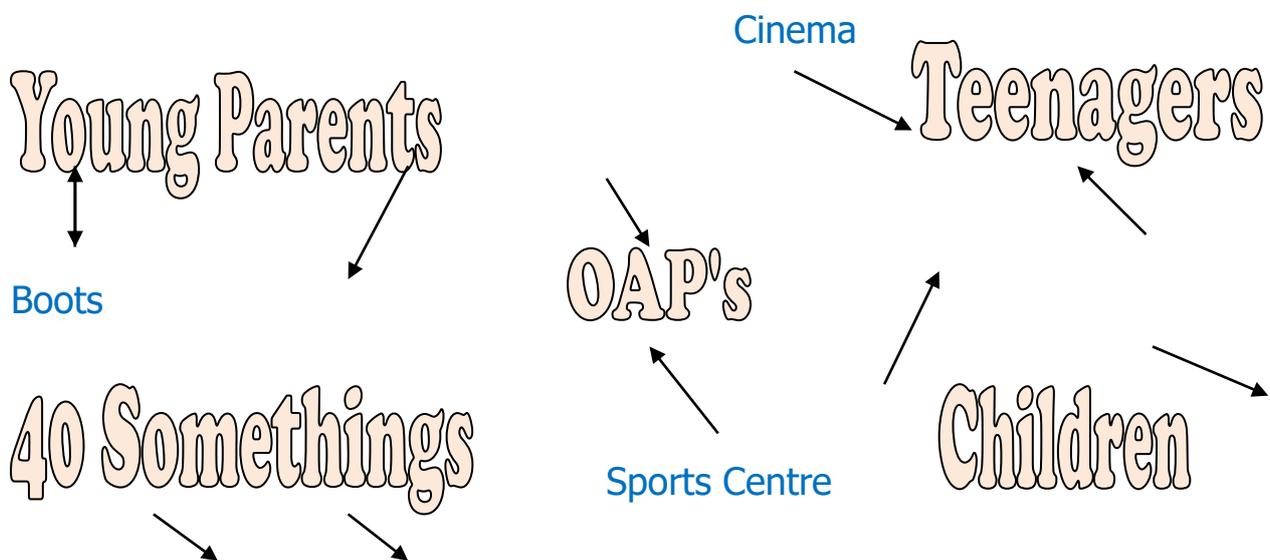


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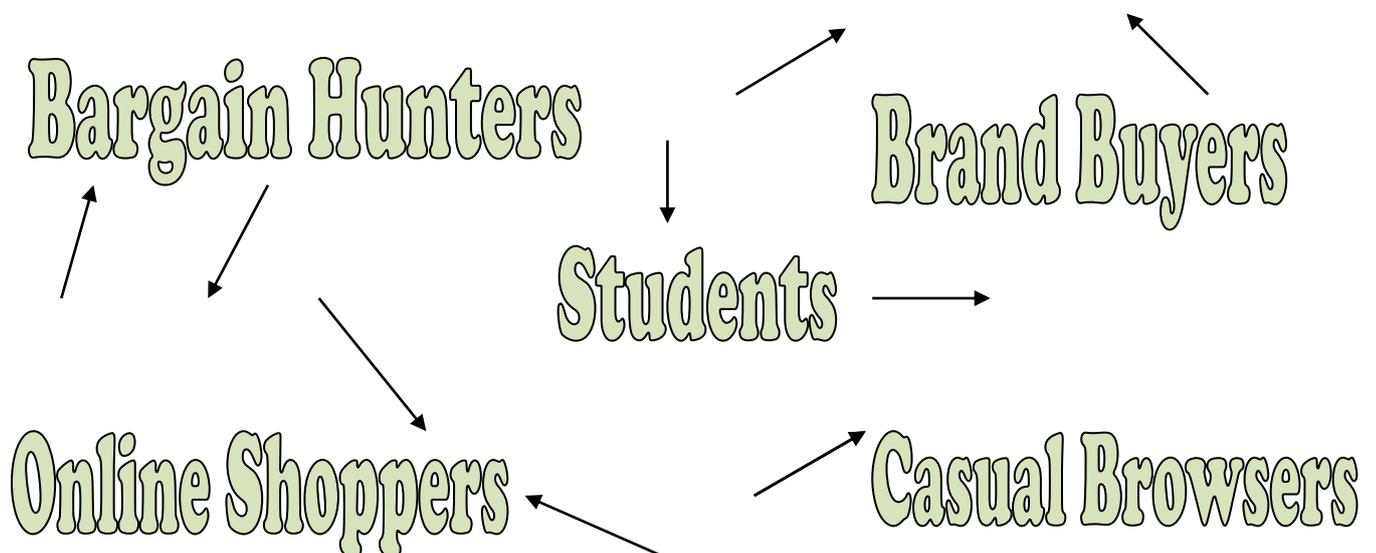
Customer Profiles

Understanding customer profiles can help you assess and identify their particular needs. You can then use strategies to reach the customers that are more likely to purchase your products.

Here are some examples of customer 'age groups'. Try to establish two shops they may frequently visit or a service they would likely make use of.



Now do the same for these 'Customer Profiles' and then see if any match and of the results with the 'age groups' above.



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Customer Research

There are many different kinds of retail businesses out there that attract various type of customer.

For this task you are required to locate 10 *different* local retail businesses. Your tutor will provide you with a local business directory or you can visit www.yell.com. You then need to pinpoint the customer group that will most likely use that business. You have been provided with an example;

Type of business	Customers
1. Health Food Shop	Vegan/Vegetarians, Elderly, Sports enthusiasts, Body Builders, Chefs, Doctors
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Imagine you were opening your own sandwich shop in your local area, what kinds of information would be helpful to know about your customers and potential customers?

Take turns to come up the front and write one of your thoughts on the Board.



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Effective Customer Service

Question 2 - What is Good Customer Service?

As a group take part in an open discussion to best answer this next question and identify what you perceive as good customer service. Record all of your opinions below.



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Effective Customer Service

Customer service is the provision of service to customers *before*, *during* and *after* a purchase.

“Customer service is a series of activities designed to enhance the level of customer satisfaction and meet the customer’s expectation.”

The above statement highlights the importance of first class service being part of the complete customer experience. Give an example of how this could be demonstrated at each stage below.

Before

During

After

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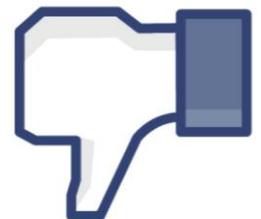
Pro's & Cons For the Company

For this task you need to split in to pairs. One of you is required to look in to the effects that poor customer service can have on the organisation, the other will need to investigate the benefits for a company that displays excellent customer service. You have 15 minutes to research this. You will then be required to feedback to one another and record below.

BENEFITS



NEGATIVES



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Presentation Task

To demonstrate that you have a clear understanding of the possible consequences of poor customer service you will now need to refer back to work already produced. Using this underpinning knowledge you are required to produce a 4 slide presentation to the rest of the group, using **Microsoft PowerPoint** or **Prezi presentation**.

The title of your presentation is;

The 3 areas affected by poor customer service

Print off your presentation and attach below.

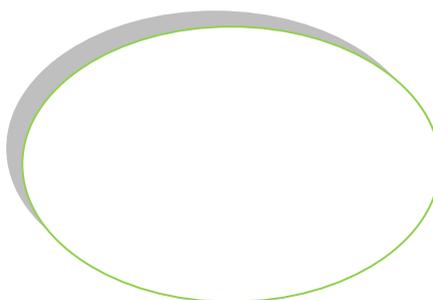
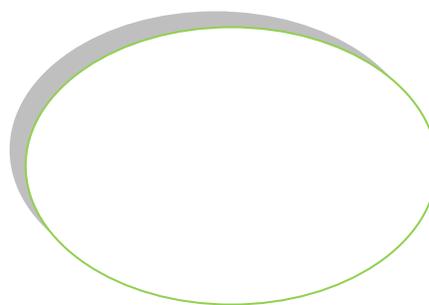


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Non-Verbal Communication

Non-verbal interaction with customers can be just as important as verbal communication and as effective when trying to make a good impression.

An example has been given below that portrays positive non-verbal communication technique that could be used when dealing with a customer. Try and think of 5 more and give reasons for each. You can either print off some online images or draw them free hand.



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Communication Task

You need to show that you know how to communicate with customer through speaking appropriately and responding in a timely fashion.

Below is a short script between you, (the sales assistant) and Sam (the customer). The script however only contains Sam's dialogue. You need to fill in the gaps with a response that you feel would be best suited.

Sam walks into the mobile phone shop you are working in.

[You]

[Sam] No thanks, I'm just browsing.

Sam (Picks up phone, looks slightly confused)

Well to be honest, I just need to know if it has a camera and if it easy to use.

[Sam] Well... does it have a music player? Can it access the internet? Also what is the memory like?

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Communication Task Cont.

[Sam] Wow, hearing this of you makes this sound like a great phone, my friend was saying that it's rubbish. He said that the screen broke easily and the touch screen wasn't easy to use.

[Sam] That sounds expensive.

[Sam] Wow, that sounds perfect!

[Sam] Erm... Sure, that would be great, thank you.

[Sam] What happens if change my mind or if something goes wrong after I have purchased?

[Sam] what was your name again?

[Sam] Okay, I will tell all my friends about the great service I received here, thanks again.

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Your Experience

The next activity gives you the chance to share your own experiences of good and bad customer service. Use the table below to record your experiences and then them feedback to the group.

Type of Service	Positive Experience	Negative Experience
Over the Telephone		
In a Supermarket		
Clothes Shop		
Buying a mobile phone		
Ordering Food		

All businesses have customers; it's up to you whether or not your customers are loyal by the way you treat them!

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Customer Service Activity

For the next activity you need to split into teams. Your tutor will give each group a set of cards. Each card will have a typical scenario that displays either correct or inappropriate customer service. Each team is required to divide the cards into 2 piles.

You will only have 5 minutes to complete the task and all members of the team must contribute in the decision-making.

Once complete record the examples on the chart below. Good Luck!

Cards	Good Customer Service	Poor Customer Service	Correct Answer	Points
A				
B				
C				
D				
E				
F				
G				
H				
I				
J				
K				
L				

How many did you get right?

Customer Service Cards A-F

A. A customer approaches an assistant in a shop. The customer waits by the desk as the assistant is on the phone. The assistant notices the customer and smiles and tells them they will be with them in a moment. They finish the phone call and ask how they can help the customer.

B. A customer approaches an employee and starts to ask for help but the employee says she is helping another customer and they will come back to them when they have served the other customer. He then walks away from the customer.

C. A customer has asked for some stock that is not on the shop floor – the employee says she doesn't think they have any more of that item and that they are sorry. The customer thanks them and leaves.

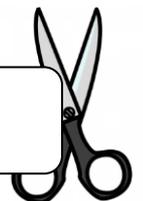
D. A customer asks an employee if they sell postcards. The employee is apologetic and explains that they do not. The customer turns to go and the employee says that he knows that the shop at the end of the street does sell postcards. The customer confirms which shop this is and thanks the employee for their help and leaves.

E. A customer approaches a shop employee and asks if she can have some help. The employee says she will be with her in a moment and continues to talk to her colleague. The customer waits a few moments and then asks again. The employee then turns to the customer and asks what she wants.

F. A customer asks about a toy they are looking at and asks if the employee has one they can take away today. The employee explains they have sold out but if the customer can wait she can ring around the other stores to see if they have any? The customer says she is in a little bit of a rush. The employee says she can take her phone number and ring this is easier – the customer agrees to this.



Print onto Card & Cut out



Customer Service Cards G-L

G. A customer approaches a shop employee asking where an item is located in the shop. The employee is stacking items and doesn't look round as they point down the aisle and tell the customer it is down at the bottom of the aisle.

H. A customer comes in and says they are there to collect their order. The employee looks for the order and tells the customer they will just have to go into the back to see if it is there. They come back a short while later and apologise and explain that they cannot find it. They ask if they could contact the customer when they have spoken to the manager and located their order.

I. A customer says they bought an item from the shop a week ago but when they got home they noticed that the item was damaged and they would like a replacement. The employee apologises and asks to check the item and after doing so, agrees to replace the item. They do this for customer and check that the customer is happy.

J. A customer brings an item to the counter that they purchased but was damaged and asks the employee for a refund. The employee checks the item and asks for their receipt. The customer has lost it but says it is the shop's own brand item. The employee says that without a receipt they cannot offer the refund the customer is asking for. The customer leaves the shop.

K. A customer comes up to the till, the employee takes the items from them and scans them through the till and tells them the total without making eye contact once. The customer pays and the employee processes the payment before the customer leaves.

L. A customer approaches a shop employee and asks them about a piece of equipment they wish to buy. The employee apologises and smiles explaining that they do not usually work that section and will go and get their colleague so that they can advise the customer properly. They bring their colleague over to the customer and explain the situation and apologise to the customer for the delay.



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