

# Certificate in Retail Operations

*Specially customized training solutions*

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## Programme Objectives:

- Introduction to the function of your Customer Care Philosophy
- Understanding the importance of Customer Service Excellence
- Utilizing the Point of Sale effectively to sell to customers' needs and wants
- Practical knowledge of the systems and procedures that enhance the delivery of reliable and effective service through your Store Operating Policies and Procedures
- Customer Communication Skills to handle various work scenarios that generate good service delivery
- Developing a personal action plan for enhancing employees' effectiveness in providing Customer Satisfaction
- Achieve Customer Loyalty through service excellence; adding value to their lives

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## Course Outline:

### Unit 1: Customer Service, Selling and Product Knowledge

- **Customer Care Philosophy**
  - Understanding the role of Customer Service
  - Your Customer Care Mission and Policies
  - Value-added Service Competitiveness
  
- **Customer Service Excellence**
  - The importance of friendly and personable service
  - Customers' values and expectations
  - Learning the need to familiarize with your product range and how to respond to customer enquiry
  - Work ethics and etiquette
  
- **Customer Communication Skills**
  - Making favorable contact with walk-in customers
  - Listening and understanding customer needs
  - Language proficiency and articulation
  - Keeping a positive composure in any situation
  - Handling feedback and complaints
  
- **Understanding the Role of Selling**
  - Selling promotion/ complementary products, using the Point of Sale (P.O.S.)
  - Knowing your products
  - Pitching based on product knowledge
  - Selling to customers' needs and wants
  
- **Service Excellence under Difficulties**
  - Understand the impact of badly handled complaints on service, future sales and customer loyalty
  - Steps for service recoveries to avoid upsets
  - Ways to deal with complaints and feedback
  - The important to take action and use initiative to ensure customers' satisfaction
  - Procedures for dealing with a refund or exchange
  
- **Competitive Advantage through Customer Excellence**
  - Beyond customer service to customer delight
  - The 2 ways communication
  - Telephone and telephone techniques
  - Keeping customers forever

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## Unit 2: Personal Effectiveness and Teamwork

- **Who am I and where I am going**
  - Self understanding
  - How others see me
  - Having a sense of direction; personal goal and department goal
  
- **Me and We; How I can make a difference at work**
  - Increase self awareness; first step towards self mastery
  - Self image, success and happiness
  - Develop effective and accelerated critical thinking
  - Managing my time
  - Involvement in team activities
  
- **Achieve high levels of self awareness and mastery and well-rounded behaviour**
  - Sharpen critical thinking in personal decision making and behaviour
  - Managing stress
  - Getting along with others
  - Develop interdependent relationship
  - Positive reinforcement
  
- **Values to live by**
  - Responsibilities / Initiatives
  - Integrity and Execution
  - Respect / Benefits
  - Solidarity / Creative Cooperation
  - Sharing / Mutual Understanding
  - Progress and innovative
  - Freedom
  
- **Basic Relationships between Character and Personality**
  - Dependence, Independence and Interdependence
  - Managing Emotions
  - Managing Change
  
- **Human Needs and Motivation**
  - Live; Physical Fairness
  - Love; Social Kindness
  - Leaving a legacy; Spiritual meaning
  - Learn; mental development
  - The Inner Drive; Motivating Factor

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- **Personal Grooming**
    - Awareness of self image
    - Neat attire and good presentation skills
  
  - **Having the Right Attitudes**
    - Adapting to change at the workplace
    - Creating the first impression
    - Personal Attitudes & Presentation
    - Verbal and non-verbal behaviour that can make a difference
  
  - **Setting Plans**
    - Reflective Writing
    - Experiential Learning Activities
    - Values Clarification
    - 3 Person Teaching
    - Transfer learning to the work and home
    - Making it stick

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## Unit 3: Merchandise Handling, Storage and Display

- **Merchandise Display**
  - Understanding basic in-store visual communications
  - Selecting the correct type, quantity and quality of stock required for display
  - How sales are maximized by
    - a. visual imaging
    - b. effective usage of space and position of displays
  - The importance of setting up and dismantling display stock and equipment safely and securely
- **Pricing and Ticketing**
  - Why is it important to have accurate information on tickets and labels
  - How to select and display the correct ticket, label and price
  - Methods for dealing with ticket/labeling that is incorrect and affecting a customer's purchase
- **Stock Storage and Movement**
  - The correct techniques for handling stock or equipments and the implications of using incorrect methods
  - Determining where goods should be stored and prioritized the order in which they are moved and stored
  - The necessary requirements for moving and storing various kinds of stock like high value/volume goods, general merchandise and hazardous goods
  - The effects on a business with incorrect stock storage
- **Stock accuracy**
  - The importance of maintaining accurate levels of stock
  - How to order, count, check, and rotate stock accurately, safely and efficiently
  - What to do if there are stock discrepancies
  - The purposes and uses of stock reports and other stock documentation
  - How stock reports and other documentation can improve customer service and sales
- **Receiving Goods**
  - How to plan, prepare and check with suitability of the goods reception areas
  - How to check deliveries and deal with damaged stock or discrepancies
  - The importance of completing delivery documentation

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## Unit 4: Risk Awareness, Health and Safety

- **Understanding and identifying security risks**
  - The different between theft and loss
  - How theft and loss can have effect on an organization
  - How can they occur in different areas of a store
  - What is meant by a security risk
  - Why it is important to remain alert to risks
  - How to diffuse a tense situation at the floor area
  
- **Preventing security risks**
  - Understanding how individuals can help to prevent loss
  - How to keep stock, premises and cash secure
  - Ability to identify areas that are vulnerable to theft
  - Positioning merchandise to minimise risk
  - Loss can be minimised through:
    - a. CCTV
    - b. Security Guards
    - c. Store Detectives
  
- **Safe Handling, Storage and Disposal**
  - Ways in which to handle, store and move different types of merchandise / equipment including lifting and carrying
  - The need to handle, remove, store and dispose of waste and rubbish correctly and safely
  - Principles regarding the compatibility of storing different types of merchandise
  
- **Taking Action**
  - Situations in which action may be taken personally
  - What action to take when suspecting a theft
  - What security measures should be in place or carry out in the event of an emergency
  
- **Emergency Procedures**
  - How and when to raise an emergency alarm
  - What action to take in the event of an emergency
  - The need for evacuation procedures, and the practical effects on customers and staff
  - How to report an accident and summon first aid if required
  
- **Hygiene and Safety Standards**
  - How to spot dangerous hazards and avoid accidents
  - Keeping the store clean and tidy
  - Standard Safety Procedures



## Target Employees:

Staff who are involved in serving customers, including support and operational staff

## Methodology:

1. Lively discussions, to ensure that all participants are involved, and are resolved to share views as well as suggestions; to explore and prepare to move forward
2. The following methods will be used:
  - Group discussions
  - Mini-lectures
  - Role-plays
  - Presentation by participants
  - Action planning