

<b>Domain</b>	<b>WHOLESALE AND RETAIL FRONTLINE SUPERVISION</b>	<b>Unit ID: 2120</b>
<b>Title:</b>	<b>Build customer relations in an operational unit</b>	
<b>Level: 3</b>		<b>Credits: 10</b>

### Purpose

This unit standard is intended for those who build customer relations in an operational unit. People credited with this unit standard are able to explain customer behavior, create positive customer perceptions, interact with customers and resolve customer complaints.

This unit standard is intended for people who carry out work in the wholesale and retail operations.

### Special Notes

1. Entry information:  
Prerequisite:  
*None*
2. This unit standard is to be delivered and assessed in the context of Wholesale & Retail operations and should be assessed in conjunction with other relevant technical unit standards selected from this domain.
3. Assessment evidence may be collected from a real workplace, or simulated workplace in which wholesale and retail functions are carried out.
4. Regulations and legislation relevant to this unit standard include the following:
  - Labour Act, No. 11 of 2007
  - Occupational Health and Safety Regulations relating to employees at work schedule 1(1) Act 11 of 2007, Regulation No. 156, 1992)

### Quality Assurance Requirements

This unit standard and others within this subfield may be awarded by institutions which meet the accreditation requirements set by the Namibia Qualifications Authority and the Namibia Training Authority and which comply with the national assessment and moderation requirements. Details of specific accreditation requirements and the national assessment arrangements are available from the Namibia Qualifications Authority and the Namibia Training Authority on [www.nta.com.na](http://www.nta.com.na).

### Elements and Performance Criteria

#### Element 1: Explain customer behaviour

##### Range

Customers include, but are not limited to shoppers, the organisation's customers and internal customers.

Customer behaviour patterns may include, but are not limited to the customer in a hurry, the customer who is "just looking", the angry customer, the excited customer and potential customers.

### **Performance Criteria**

- 1.1 Various customers' behaviour are explained in terms of service expectations.
- 1.2 Methods for dealing with different customer behaviour patterns are explained.
- 1.3 Application of the organisation's service policy is explained in relation to the different customer behaviour patterns.

### **Element 2: Create customer perceptions**

#### **Range**

Factors may include, but are not limited to stock availability, music, displays, housekeeping, temperatures, merchandiser call cycles, service, organisation policies and procedures.

### **Performance Criteria**

- 2.1 Impact of customer perceptions is explained in terms of the result on the organisation's bottom line.
- 2.2 Environmental factors that will create perceptions are described.
- 2.3 Factors that need consideration to build a positive customer experience of the business are described.

### **Element 3: Interact with customers**

#### **Performance Criteria**

- 3.1 Impact of personal interaction with customers is explained in terms of the operational unit.
- 3.2 A personal checklist for customer interaction is developed according to organisational policy.
- 3.3 Customer is interacted with in accordance with organisational guidelines.

### **Element 4: Resolve customer complaints**

#### **Performance Criteria**

- 4.1 Procedures for dealing with customer complaints are explained.
- 4.2 Customer complaints are handled according to organisational policies and procedures.
- 4.3 Customer's complaints are identified and resolved according to organisational policies and procedures.

### **Registration Data**

<b>Subfield:</b>	Wholesale and Retail
<b>Date first registered:</b>	14 March 2019
<b>Date this version registered:</b>	14 March 2019
<b>Anticipated review:</b>	2024

<b>Body responsible for review:</b>	Namibia Training Authority
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