

# JOB ROLE – STORE OPERATIONS ASSISTANT

Sector – Retail  
(Qualification Pack Code: RAS/Q 0101)



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# **UNIT 4: CUSTOMER SERVICE**

## **Session 2: Effective Customer Service**

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# Session Objectives

The student will be able to:

- Describe the concept of effective customer service
- Dealing effectively with customers
- Demonstrate the effective ways to build customer rapport

# Introduction

A retailer should know that dealing effectively and rapport building with customers is important to provide good service or increasing sales. Here are some tips for building customer rapport

# Effective Customer Service

- Maintain a strong relationship with the customer.
- Convert a casual customer into a loyal customer.
- Loyal customers play an important role in continuous generation of revenue.
- This is the basic reason why many retailers work hard to increase the level of customer satisfaction.

# Deal Effectively with Customers

- Develop knowledge of merchandise being sold.
- Acknowledge/approach customers ideally within minutes of their entering the department.
- Be friendly and enthusiastic while welcoming the customer.
- Ask customers appropriate questions to determine their needs.

# Deal Effectively with Customers

- Offer merchandise to customers, describing features and benefits.
- Sell related merchandise in addition to customer's selected item, wherever possible.
- Deal with customers' complaints as per store's policy.
- Place special orders for customers.
- Use all types of methods of payment.



# Effective Ways to Build Customer Rapport

- Be adaptable
- Pace and lead
- Allow them to get it all out
- Repeat again
- Get customer name first
- Make the customer's problem the retailer's problem

# Effective Ways to Build Customer Rapport

- See it from customer's point of view
- Share their priorities
- Remember value of an apology
- Retailer doesn't have to have 'things in common'
- Don't rush
- Smile
- Personal interest in customer benefits

# Effective Ways to Build Customer Rapport

- Listening skills
- Remain focused
- Not all customers want to chat
- Avoid assumptions
- End on a high
- Smile through the complaints
- Beware of inappropriate jokes

# Summary

In this session, you have learnt about the concept of effective customer service, deal effectively with customers and effective ways to build customer rapport.

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