

JOB ROLE – CASHIER

Sector – Retail
(Qualification Pack Code: RAS/Q 0102)



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UNIT 5: 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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