

JOB ROLE – SALES ASSOCIATE

Sector – RETAIL
(Qualification Pack Code: RAS/Q 0104)



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UNIT 04: SPECIALIST SUPPORT TO CUSTOMERS

Session 04: Post-sales Service Support

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Session Objectives

The students will be able to:

- ❑ Explain post-sales service.
- ❑ Identify various types of post-sales service support.
- ❑ Describe the meaning of customer data.
- ❑ Demonstrate how to collecting and storing customer information.

Introduction

Post-sales service support, sometimes called after-sales service, is any service provided after a customer has purchased a product. After-sales support may be considered to be part of a company's overall marketing strategy.

After-Sales Support may be Provided by a

Retailer

Manufacturer

Third-party customer service

Training provider

It may include

Warranty service

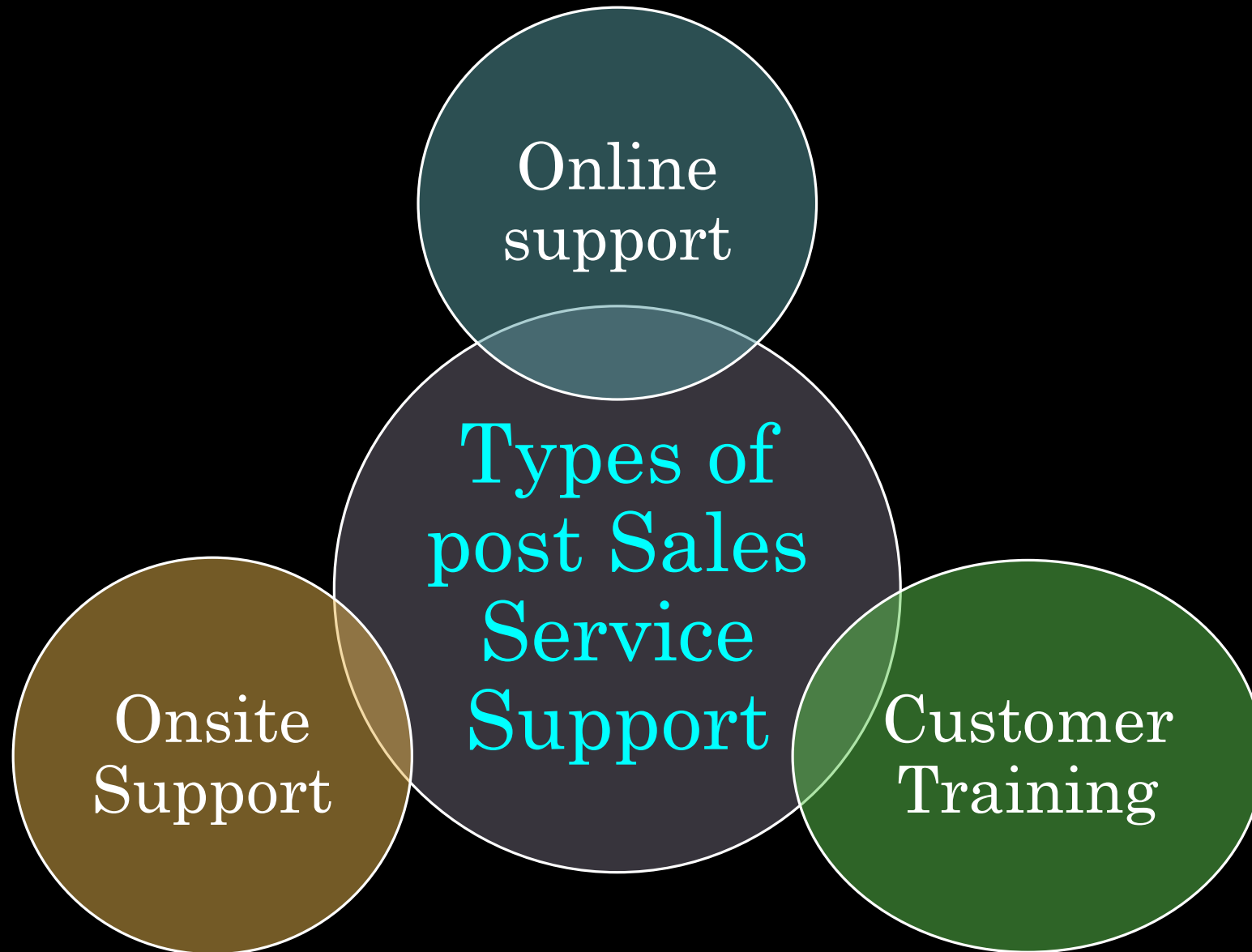
Training

Repair/upgrade

Or various other services.



Types of Post-Sales Service Support



1. Online Support/technical support /help desk

- ❑ Assistance with technology
- ❑ Merchandise such as PCs,
- ❑ Software products,
- ❑ Mobile phones,
- ❑ Televisions and
- ❑ Most electrical or mechanical products.



2. Online support/customer support

It includes services which helps customer with products in the store, mall, etc., at the time of sale. It is a range of customer services to assist customers in making cost-effective use of products.

3. Customer Training

It refers to providing information to the customer regarding the knowledge, skills and competencies required to use the product.



Customer Data

Customer data is information held on file about customers by a store or other business, usually including names, contact details and buying habits.



Collecting and Storing Customer Information

Customer information is essential for retailers to tailor customer service programs and grow the business.

Sales associates should collect customer information of

What they are buying?

Why they are buying?

How often they are buying?

Ways to Collect Customer Information

1. Order forms
2. Enquiries
3. Recording Complaints
4. Warranty Cards
5. Customer satisfaction survey
6. Feedback
7. Company website

Ways to Collect Customer Information

1. **Order forms** : It lets customer to order a specific product or services.
2. **Enquiries** : It is good business practice to record the details of any customer enquiry.
3. **Recording Complaints** : It is used as a way to collect customer information.

4. **Warranty Cards** : It can be used to collect and store the customers' information.
5. **Customer satisfaction survey** : To collect the information on customer satisfaction.
6. **Feedback** : Feedback cards can also be used to collect information.
7. **Company website** : A business website can be used to collect customer information through a contact us

Customer Data Protection

- All of the IT systems' anti-virus and firewall protection should be up-to-date.
- The staff should be educated about a good data security policy, which means locking computers when not in use.
- Removal of sensitive customer data on removable media, such as USB drives, should be prevented.

Customer Data Protection

- Mobile devices, such as smartphones and tablet
- PCs should use secure connections — such as a VPN (Virtual Private Network) — when they connect with the company's servers to access customer data.
- Backups of customer data are vital to carry out on a regular basis. Using an off-site data backup service can provide a level of redundancy to allow the business to protect customer data.

Cont...

Company Laws and Policies on Data Protection



Collected data should be

- accurate and up-to-date.
- gathered for lawful purposes only.
- processed within legal and moral boundaries.



Collected data should not be

- communicated informally to the customers.
- stored for more than a specified amount of time

transferred to other retailers that do not have adequate data protection policies.

Some additional policies to be followed

- Allow customer to know the data which is collected.
- Update the customer on how the company will process their data.
- Update the customer about others who will access their information.
- Have terms in cases of lost or corrupted data.
- Allow customers to modify, erase, or correct data contained in database.

Promise to Customers

Keeping promises to customers is a business necessity today, in order to achieve customer loyalty.

In order to remain consistently successful in keeping promises to customers, companies must promise only as much as they can deliver.



Types of Promise to Customers

Type 1 –Offer-related promises:

A sales associate can promise different offers that are to be offered by the company to the customer.

Offers may include trade discount, cash discount, free shipping, free gift, etc



Type 2 – Quality-related promises:

Here, a sales associate can promise about the different qualities of the product, such as usability, appearance, reliability, operability, stability, durability, etc.



Type 3 – Promises related to easy shopping

Customers should be promised an easy shopping experience, in terms of flexibility, availability, transportation, durability, delivery, efficiency, reputability, etc.



Type 4 – Promises related to competent service

The promises related to after-sale service, such as delivery of products, support by phone calls, follow-up with the customer and any technical support, are made.



Summary

In this session, you have learnt about the meaning of post-sales service, types of post sales service support, customer data, collecting and storing customer information, customer data protection, company's Laws and Policies and types of promise.

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