

DRAFT STUDY MATERIAL

MODULE FOR GRADE XII

RETAIL SALES EXECUTIVE



PSSCI



PSS CENTRAL INSTITUTE OF VOCATIONAL EDUCATION

(A Constituent Unit of NCERT, under MoE, Government of India)

Shyamala Hills, Bhopal- 462 002, M.P., India

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MODULE FOR GRADE XII

RETAIL SALES EXECUTIVE

**Sector: Management, Entrepreneurship and
Professional Skills**

JOB ROLE: Retail Sales Executive

(QUALIFICATION PACK: Ref. Id.RAS/Q0109)

SECTOR: Retail

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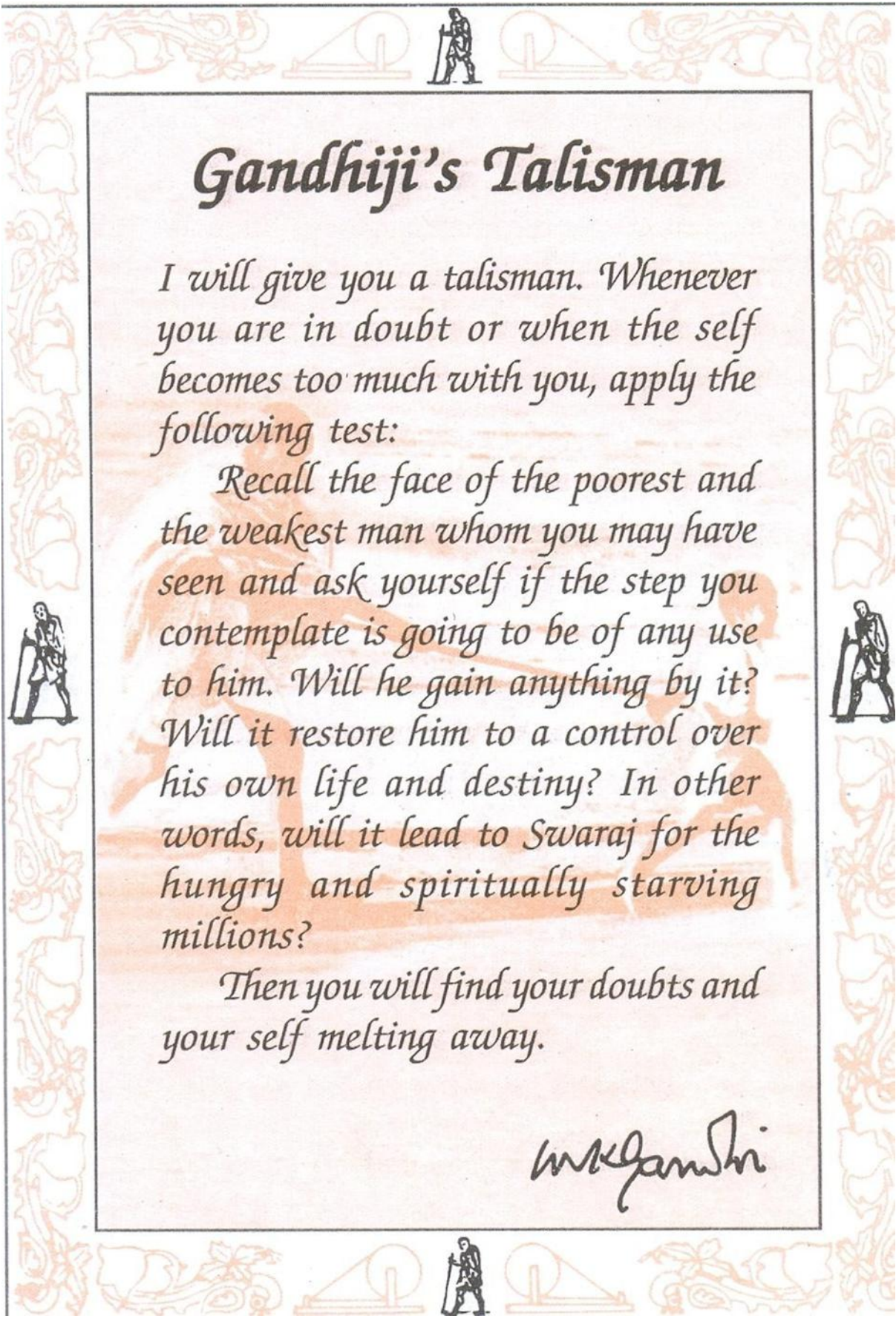
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Gandhiji's Talisman

I will give you a talisman. Whenever you are in doubt or when the self becomes too much with you, apply the following test:

Recall the face of the poorest and the weakest man whom you may have seen and ask yourself if the step you contemplate is going to be of any use to him. Will he gain anything by it? Will it restore him to a control over his own life and destiny? In other words, will it lead to Swaraj for the hungry and spiritually starving millions?

Then you will find your doubts and your self melting away.

M.K. Gandhi

FOREWORD

The National Curriculum Framework–2005 (NCF–2005) recommends bringing work and education into the domain of the curriculum, infusing it in all areas of learning while giving it an identity of its own at relevant stages. It explains that work transforms knowledge into an experience and generates important personal and social values such as self-reliance, creativity, and cooperation. Through work, one learns to find one’s place in society. It is an educational activity with an inherent potential for inclusion. Therefore, an experience of involvement in productive work in an educational setting will make one appreciate the worth of social life and what is valued and appreciated in society. Work involves interaction with material or other people (mostly both), thus creating a deeper comprehension and increased practical knowledge of natural substances and social relationships.

Through work and education, school knowledge can be easily linked to learners’ life outside the school. This also makes a departure from the legacy of bookish learning and bridges the gap between the school, home, community, and workplace. The NCF – 2005 also emphasizes Vocational Education and Training (VET) for all those children who wish to acquire additional skills and/or seek livelihood through vocational education after either discontinuing or completing their school education. VET is expected to provide a ‘preferred and dignified’ choice rather than a terminal or ‘last-resort’ option.

As a follow-up, NCERT has attempted to infuse work across the subject areas and also contributed to the development of the National Skill Qualification Framework (NSQF) for the country, which was notified on 27 December 2013. It is a quality assurance framework that organizes all qualifications according to levels of knowledge, skills, and attitude. These levels, graded from one to ten, are defined in terms of learning outcomes, which the learner must possess regardless of whether they are obtained through formal, non-formal or informal learning. The NSQF sets common principles and guidelines for a nationally recognized qualification system covering Schools, Vocational Education and Training Institutions, Technical Education Institutions, Colleges, and Universities.

Under this backdrop that Pandit Sunderlal Sharma Central Institute of Vocational Education (PSSCIVE), Bhopal, a constituent of NCERT has developed learning outcomes based on modular curricula for the vocational subjects from grades IX to XII. This has been developed under the Centrally Sponsored Scheme of Vocationalisation of Secondary and Higher Secondary Education of the Ministry of Human Resource Development.

This module has been developed as per the learning outcomes-based curriculum, keeping in view the National Occupational Standards (NOS) for

the job role and promoting experiential learning related to the vocation. This will enable the students to acquire the necessary skills, knowledge, and attitude.

I acknowledge the contribution of the development team, reviewers and all the institutions and organisations, which have supported in the development of this module.

NCERT would welcome suggestions from students, teachers and parents, which would help us to further improve the quality of the material in subsequent editions.

Dr. Dinesh Prasad Saklani

Director

National Council of Educational Research and Training

New Delhi

October 2023

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ABOUT THE MODULES

The Retail Sales Executive module has been designed as a comprehensive learning resource for students, trainees, and professionals who aspire to build a successful career in the dynamic and fast-growing retail sector. The book serves as both an instructional guide and a practical manual, combining theoretical concepts with hands-on applications to prepare learners for real-world challenges in retail environments.

The retail industry is one of the largest employers globally, and it demands professionals who are not only knowledgeable about products and sales but also skilled in customer service, teamwork, and store operations. Recognizing this need, the module aligns its content with National Occupational Standards (NOS) and competency-based frameworks, ensuring that learners gain industry-relevant knowledge and employable skills. It has been structured systematically, beginning with foundational concepts and gradually progressing to advanced practices, making it suitable for beginners as well as those with some retail experience.

These modules cover key domains of retail operations in detail. Early chapters introduce students to the fundamentals of retailing covers its meaning, evolution, and significance in today's economy. It explores different types of retail formats, from traditional brick-and-mortar stores to modern e-commerce platforms, helping learners understand how sales executives fit into these diverse settings.

A major focus of the modules are customer interaction and service excellence. It emphasizes the critical role of sales executives as the primary link between the store and the customer. Chapters on communication skills, understanding customer needs, and building rapport provide practical tips on creating memorable shopping experiences. Case studies and scenarios illustrate how effective service not only drives sales but also builds customer loyalty.

These modules also delve into core retail processes such as payment handling, point-of-sale (POS) operations, and product demonstration, managing returns and exchanges, and handling age-restricted or special transactions. Learners are guided through step-by-step processes for tasks like processing cash and credit card payments, issuing receipts, and maintaining transaction accuracy to provide skills crucial for retail efficiency.

Beyond transactions, these modules expand on merchandising and store presentation. It teaches how to position products attractively, create visual displays, and understand the psychological triggers that influence buying decisions. Safety and security in the store both for customers and staff are

also addressed, with sections on workplace health, handling emergencies, and theft prevention.

What sets these modules apart is its practical orientation? Each module is accompanied by activities such as role plays, simulations, and group discussions that encourage learners to apply concepts in realistic scenarios. Reflection questions, key terms, and review exercises at the end of every chapter reinforce understanding and promote active engagement.

Overall, the Retail Sales Executive modules are not just an academic resource; these are career-building toolkit. By blending theory, industry standards, and practical exercises, it equips learners with the confidence and competence to excel in retail roles, contribute to business success, and grow within one of the most exciting industries of the modern economy.

The NOS for the job role of 'Retail Executive cum Cashier' covered through these modules are as follows:

1. RSE/NO 110: To Service Cash Point (POS)
2. RSE/NO116: To process Cash and Credit transactions

This book covers the five modules i.e. Module 1: Store Display and Visual Merchandising Basics, Module 2: Dressing and Dismantling Visual Merchandising Displays, Module 3: Preparing Products for Sale and Promotion, Module 4: Providing Information and Customer Service and Module 5: Health, Safety, and Store Hygiene.

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MODULE 1: POINT OF SALE (POS)

In the present time technology has been playing a significant role in many aspects of the business organizations. Point of sale which is called for its acronym POS. It offers a better platform to retailers and smooth functioning of retail business. With the aid of technology retailers are able to locate inventory and also able to facilitate customers. There are many sources of input for the POS as data entry through the online system.

The first session is named “Manage point of sale procedure in retail” which has covers topics like meaning of cash point, skills required for cashier at POS, modes of payment, problems arise at service cash point, meaning of cash handling, procedure for handling cash and cash equivalents, precautions to be taken while handling cash, authorization of refunds, authorization of cheque payments, authorization of credit card payments, security procedures at POS, problems at service cash point (hardware issues, software issues, connectivity issues and user errors) and card processing problems.

The second session “Security Measures and preventions” includes meaning of age restricted products, consequences if a business fails to adhere norms for sale of age-restricted products, legal requirements for asking proof of age, company policies and procedures for asking for proof of age, retailers policies and procedures for sale of age restricted products, various steps followed by the retailer to prevent sales to underage, types of proof of age accepted by company, company policies for refusing sales of age restricted products.

Third session is on “Legal Procedure and Policies” examines the steps for addressing customer, protocols for identifying, communicating and managing recalled products, legal principle of caveat vendor, employee relations and workplace safety. It also covers accident reporting, data privacy and security, data breach response, privacy laws, obtaining and maintaining all necessary business licenses, food, alcohol, fire, procedure for proper disposal of waste comprising hazardous material, consumer protection.

Session four covers “Maintain payment laws for retail products”, it explains about the payment laws for retail products, ensure fair pricing, secure transactions, and timely payment within the retail sector, retail price, micro and small enterprises registered under MSMED Act, 2006, payment card industry data security standard compliance, IT act, 2000, consumer protection rules, 2020, payment and settlement system act, 2007 and digital payments.

SESSION 1: MANAGE POINT OF SALE PROCEDURE IN RETAIL

In the retail industry, a point of sale is essential. Selling is made possible by a series of stages known as the point-of-sale process. The procedures taken in point-of-sale systems to ensure secure transactions when products or services are sold to clients are referred to as the point-of-sale process.

A point-of-sale (POS) system is a flexible tool that may be used to improve customer service and expedite transactions in a number of settings. For companies of all sizes operating in the retail and distribution industries, point-of-sale (POS) is an excellent tool. A classic cash register is still used as a point of sale by many retailers. In those situations, the minimal features make the process quite straightforward. The point-of-sale systems do not handle all of the operations required to run the store. With integrated reports across several corporate locations, enterprise point-of-sale software helps manage customer data, track inventory, and expedite the sales process. A point-of-sale system is a smart investment for companies trying to increase productivity and profitability (Fig. 1.1).

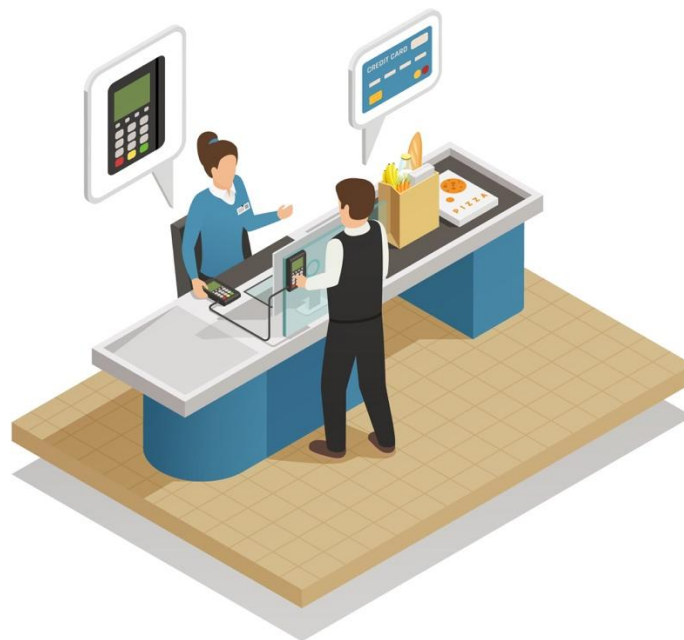


Fig. 1.1: Point of Sale Operations

A traditional cash register is still used as a point of sale by many retailers. In those situations, the minimal features make the process quite straightforward. The point-of-sale system does not handle all of the duties required to run the store. The core of contemporary business is the point-of-

sale system. They make it simple to trade goods and services for cash, and their quick, secure, and effective payments satisfy clients and improve financial management. The point-of-sale system management was covered in this session.

MEANING OF CASH POINT/POINT OF SALE

The term "point of sale," or "POS," refers to the location where a customer makes payment for a specific purchase. A customer completes the purchase of products or services at the point of sale. The retail and banking sectors depend heavily on these cash register transactions in physical establishments. In banking, it refers to the point at which a consumer uses their credit card or loan to begin a transaction while they are physically shopping.

In order to process transactions and allow customers to pay for goods or services, retail establishments use point-of-sale devices. It attests to the seamless operation of transactions, whether they take place in a restaurant or a real store. Cash registers, hardware, barcodes, payment terminals, and software that processes transactions and keeps track of sales data are all components of point-of-sale (POS) systems. The transaction takes place via a POS system, cash payment, credit card swipe, or smartphone payment. Together, these components ensure that a consumer enjoys a hassle-free transaction.

CASH POINT SETUP PROCEDURES

Setting up a cash point is the first and important step in ensuring smooth retail operations. It involves preparing the workstation and POS system to handle customer transactions efficiently and securely. The following procedure can be followed:

- 1. Selection of the Location:** This is very important as the cash points must be easily accessible to the customers and staff. The space must be enough to manage POS terminal, cash drawer, printer for receipt and any other material.
- 2. Hardware Installation:** This includes the setting up of POS system, Barcode scanner, hardware set up for accepting payments either through card or payment terminal.
- 3. Software Installation:** This includes the POS software on the terminal which would manage the entire inventory, modes of payments, pricing methods, discount rates and loyalty programs.
- 4. Linking of Payment Systems:** Payment Systems should be linked accurately. This element would help to configure the payment gateways especially for credit cards/debit cards and mobile wallets.

- 5. Providing Training to the Staff:** The employees must be given proper training to efficiently operate and handle POS system, cash handling procedures, return mechanisms, issuing receipts, safeguarding the interests and information of the customers, complying with anti-fraud methodologies and taking steps for minimizing errors and frauds.
- 6. Testing of the System:** The trial runs would be of great help to ensure that the system is error free and working accurately. The sales reports must be checked for correctness and accuracy.
- 7. Security Measures:** Various measures to check security would be required to minimise cases of theft in case of cash payments. Data security is also an important element whereby the information stored must be encrypted securely. The system should comply with rules and regulations whether it is local tax laws or consumer protection laws or any other laws relevant with the industry, trade or commerce.
- 8. Monitoring the processes:** With the launch of cash point system continuous monitoring is required to resolve the issues related to malfunctions of hardware and software, updating processes of data, data handling, data security, feedback from customers as well as employees should be taken for timely implementation.

If these procedures are followed properly the POS system can function smoothly, securely, effectively and efficiently in the retail stores.

RESOLVING COMMON ISSUES, ADHERENCE TO COMPANY GUIDELINES

While operating a cash point, various issues may arise, such as system errors, price mismatches, payment failures, or hardware malfunctions. To maintain smooth operations and customer satisfaction, retail staff must be able to identify and resolve these issues promptly.

Common issues include:

- Connectivity Problems (Internet/Network Issues)
- POS system not responding or freezing
- Barcode not scanning correctly
- Payment gateway failures (card not accepted, transaction declined)
- Pricing Discrepancies and Discounts
- Receipt printer jams or low paper
- Incorrect pricing or offer not applied

To resolve these problems, employees should follow predefined troubleshooting steps as mentioned in the company's standard operating

procedures (SOPs). This includes checking connections, restarting devices, verifying product codes, or calling the supervisor for support if needed.

Adherence to company guidelines ensures that solutions are consistent, authorized, and secure. It also helps prevent fraud, maintain accuracy, and uphold a professional standard of service. Following company guidelines protects both the business and the customer, ensuring trust and efficiency at the point of sale.

PROBLEMS THAT ARISE DURING CASH POINT OPERATIONS AND SOLUTIONS

The problems arising during the cash point operations are crucial and their solutions should be effective and prompt. Some of the issues arising commonly with their solutions respectively are as follows:

Problems	Solutions
Technical issues related to POS Systems	<ul style="list-style-type: none"> • Maintenance of POS software at regular interval must be done. • Employees must be oriented to troubleshoot the problem as per the guidelines of company • Backup systems must be activated in case the problem persists for long.
Shortage of Cash- at the end/change of shift	<ul style="list-style-type: none"> • Cashiers must be trained properly to handle cash. • Minimization of human error by automated POS System • Cash counting process should be quick and accurate. • Reconciliation process must be concise & followed at the end of every shift.
Heavy Rush of Customers at the cash points	<ul style="list-style-type: none"> • New counters can be opened up for small amount of purchases. • Some self-checkout kiosks can be set up as to fasten the process. • Extra counters may be set up during festive times, rush hours in the store.
Problems/challenges faced in Card payments	<ul style="list-style-type: none"> • The card reader should read correctly, efficiently and should be checked on regular basis for any sort of malfunctioning. • The staff should be trained to deal any problems arising as expiry of cards of insufficient balance of the customer's account. • Alternative methods must be offered by the staff

	promptly.
Challenges related to scanners & Discounts offered	<ul style="list-style-type: none"> • Usage of clear price tags, discount offers must be displayed in the shelves. • Train the cashiers, staff to handle the promotional policies, discounts and handle the queries of customers promptly. • Regular audit process should be carried out to check and avoid errors happening in transactions.
Cases of frauds and thefts	<ul style="list-style-type: none"> • The cashier and employees must be vigilant enough to handle the cases of theft and fraud. • Cashiers must follow the security protocols strictly and verify large amount of bills. • Cameras must be placed covering different areas and angles of the store. • Alarm must be located & sensors must be used to reduce the risk of theft and shoplifting.
Service issues- Customers	<ul style="list-style-type: none"> • Positive attitude must be exhibited by the cashiers and staff to address customer's dissatisfaction. • The difficult situations must be handled tactfully. • The problems and issues related to delays in providing service must be catered patiently and empathetically by the cashier and attendants. • Continuous check on Customer's feedback would help to improve service quality. • Pro-active approach of the staff, attendants & cashier would minimize the delays in the delivery and payments.
Backup support during Rush hours	<ul style="list-style-type: none"> • Additional staff, attendants must be provided to maintain the prompt service delivery during peak time or rush hours (During festive time, holidays, weekends). • Usage of self-checkout machines in case of high-volume transactions. • The challenge posed by limited staff can well be handled if the employees are trained to handle various roles at the same point of time

By simply following these solutions for challenges posed the retail stores can proactively handle the acute situations and can improve their service quality, time of delivery and keep going smoothly.

COMPANY GUIDELINES FOR OPERATING CASH POINTS

Retailer establish specific guidelines to ensure that cash point operations are carried out efficiently, accurately, and securely. It is important to understand the importance of clear, concise and effective guidelines of company. These guidelines help maintain consistency across staff, reduce errors, and protect both the business and its customers. Some of the guidelines for the retail stores to operate Cash points in an efficient manner are as:

1. Cash Handling and Security

- Count the opening and closing cash twice to minimize mismatches.
- Ensure POS register totals match the actual cash and transaction values.
- Keep cash drawers locked during breaks, non-operational hours, or holidays.
- Avoid storing large amounts of cash in the drawer; transfer excess cash to a secure safe.
- Mark restricted areas near the cash counter with “No Entry/Restricted Entry” signs.
- Cashiers must never use store money for personal purposes.

2. Scanning and Pricing

- All items must be scanned individually; manual entry should be avoided.
- Scanners should accurately detect discounts, rebates, promotions, or special pricing.
- Any unscanned item or scanning failure must be reported and corrected.
- In case of price discrepancies, verify with a supervisor or department in-charge as per company policy.

3. Returns, Exchanges, and Refunds

- Follow the standard procedure for product returns and exchanges.
- Refunds or exchanges should only be processed upon presentation of valid receipts and prior approvals.
- Ensure customer issues are handled courteously and in line with company procedures.

4. Customer Interaction and Service

- Staff should be polite, helpful, and attentive to customer needs.
- Make customers feel welcomed and valued from the moment they enter the store.
- The cashier should verify the accuracy of billed items and final payment before the customer exits.
- Receipts must be provided for all purchases, returns, or exchanges.

5. Monitoring and Risk Prevention

- Stay vigilant to detect any suspicious or unusual behavior from customers (e.g., distracting staff, tampering with merchandise).
- Regularly check that CCTV cameras, alarms, and sensors are functioning properly.
- Any software malfunction or system error should be immediately reported to the technical support team.
- Staff must actively work to prevent frauds and errors by following standard operating procedures and reporting irregularities to the security team.

The retailer can perform efficiently following the above-mentioned guidelines and can provide customer-friendly cash point operations.

Working of POS Transaction

The key to ensuring that payments proceed as easily as possible is point of sale transactions. They speed up and improve the efficiency of trading products and services.

Steps include:

- Choosing things;
- Manually entering or scanning items;
- Paying with cash, a credit or debit card, or a mobile wallet.
- After that, the bank receives the transaction data to verify the security of the funds.
- Creation of a receipt: To show the customer that the transaction was successful, a receipt is created.

Type of POS Transaction

Both businesses and customers require the many POS transaction types. There are several kinds of POS transactions, including:

Contactless Payments (NFC)

Customers can make contactless payments by touching their mobile devices or tap cards thanks to near field communication technology.

Mobile Wallet Transactions

Popular mobile wallets include Samsung Pay, Apple Pay, and Google Pay. The transactions are completed using NFC technology.

Advantages and Disadvantages of POS

S.No.	ADVANTAGES	DISADVANTAGES
1	Processed Quickly	INVOLVES INITIAL COSTS (hardware device, software systems and employee training)
2	Accuracy	POS systems tend to encounter glitches or downtime
3	Easy to Record And Aiding Decision Making	

SKILLS REQUIRED FOR CASHIER AT POS

For a cashier, both hard and soft abilities are necessary. Hard skills are those that can be learned by experience or training, such as following business policies, using point-of-sale systems, and being familiar with the layout, merchandise, and sections of a store.

1. Mathematical Skills: Working on cash handling abilities is necessary for cashiers. Splitting payments between two or more credit cards, making change for customers in specific denominations, calculating coupons in percentages and dollar amounts, counting drawers at shift changes and reconciling any discrepancies to match the final count, calculating the total amount of a purchase before tax, providing quick calculations to stay below a certain amount, collecting payments and receipts, and scanning coupons and promotion codes are all necessary for efficient operations.

2. Faithfulness to Company Procedures and Policies: The ability to follow company regulations and procedures will be another hard skill required. Whether you operate in a pharmacy, grocery store, food service business, or entertainment venue, you must adhere to age verification procedures for restricted commodities including alcohol, tobacco, and some pharmaceuticals, as well as entertainment with age restrictions. Appropriately manage coupon stacking scenarios in accordance with store policy, such as determining whether a store coupon and a manufacturer discount can be used together.

3. Product Knowledge: To effectively help consumers with their purchasing decisions at the checkout, a cashier must possess sufficient knowledge of the store's merchandise. Cashiers must remain informed and up to date in order to provide the greatest customer service because sales promotions and inventory changes occur frequently. Examples of product knowledge for cashiers include understanding the main attributes and advantages of popular items in the store, knowing where products are located, being able to respond to inquiries from customers regarding the size, ingredients, compatibility, or use of specific products, recognizing sales items, providing basic information about product warranties or return policies, knowing which products are on sale or on promotion, and knowing which products are best for cross-selling.

4. Physical Stamina: The capacity to stand for extended periods of time, do repetitive tasks like handling cash and scanning things, lift light to moderate weight periodically, and maintain focus and alertness during a shift are the main indicators of a cashier's physical stamina.

Examples of the physical stamina required for a cashier position include repetitive hand movements like scanning items, handling cash, and using a point-of-sale system; occasionally lifting heavy change trays or bags of merchandise; bending to pick up dropped merchandise or reach for items on lower shelves; mental focus on concentration when handling cash transactions; and accurate cash management.

5. Knowledge of Point-of-Sale Systems and Cash Registers: To process sales and maintain business operations, a cashier must exhibit proficiency with point-of-sale (POS) systems and cash registers. Using POS systems and cash registers, a cashier's duties include, but are not limited to, accurately scanning items with a barcode scanner, processing multiple payment methods (credit card, cash, and debit card), applying coupons and discounts, managing the cash drawer, creating receipts, handling returns, navigating the POS system to access customer information, manually entering item quantities and prices if necessary, choosing the correct payment type and processing transactions, opening and closing the cash register drawer, printing receipts, using loyalty programs, applying promotional codes, handling returns, checking inventory levels through the POS system, resolving customer payment issues, accessing various screens and menus on the POS system, looking for items by product name, and comprehending error messages.

6. Familiarity with Refund, Returns and Exchanges: Returns, swaps, and refunds support preserving client happiness and loyalty while also

enhancing the reputation of your company. They at least offer insightful criticism for bettering the product or service.

- 7. Store Layout Knowledge:** Regardless of the size of the business, a cashier will need to have some knowledge of the layout of the store to help with customer service and questions, finding a specific product, aisle, or department, managing inventory and restocking, and spotting any theft scenarios.
- 8. Packaging and Gift-Wrapping Purchases:** Although not all retailers provide gift wrapping, being able to properly package products you've bought will always make your cashier resume stand out.
- 9. Cleaning and Organizing:** Efficiency and client pleasure both depend on a store being kept tidy and well-organized. When the store is less busy, cashiers usually do a number of tasks to stay productive and get ready for when business picks up. Some of these tasks include cleaning the work area, mopping, and sweeping the floor, organizing receipts and tidying up the cash register, and making sure all necessary supplies, such as coupons, change, bags, and receipt paper, are stocked.
- 10. Speed and Efficiency:** Cashiers that can work fast to assist consumers with purchases are valued by employers. Prioritizing reducing line wait times, ensuring seamless store operations, handling money accurately, and processing transactions quickly are all important for cashiers.

BEST SOFT SKILLS FOR CASHIERS

Soft skills, like patience, collaboration, and adaptability, are non-technical abilities that characterize your work and interactions with others. Instead of receiving a formal education, they are frequently created from experience.

- 1. People Skills:** One type of soft talent is people skills, which are admirable character attributes including being courteous, sympathetic, and respectful in social situations. Cashiers interact directly with consumers, and hiring managers look for candidates who are affable, hospitable, and personable. Other interpersonal qualities include flexibility, charm, teamwork, patience, and conversational abilities.
- 2. Customer Service Skills:** Employers look for cashiers that treat customers with dignity and foster a welcoming atmosphere. To guarantee that customers have a satisfying in-store experience, cashiers welcome them, respond to phone and in-person questions, provide product information, and point them in the direction of what they're searching for. Additional abilities related to customer service include self-assurance, helpfulness, memory retention, tact, active listening, and public speaking.

- 3. Communicating Sales and Promotions:** An illustration of how to show that you can effectively communicate sales and promotions.
- 4. Time Management Skills:** Strong time management abilities are necessary for a cashier to strike a balance between operational speed and customer service.

Multitasking, meeting deadlines, ensuring customer satisfaction, accountability, peak hours, agility, delegation, initiative, and logical thinking.
- 5. Dependability:** Hiring managers need to see that you are trustworthy and honest because cashiers run the register and handle transactions.
- 6. Problem Solving Skills:** As a cashier, you must be able to think quickly and come up with solutions to difficulties or emergencies. They require dealing with complex consumer inquiries, damaged goods, or technical difficulties.
- 7. Organizational Skills:** Mention that you're organized and won't lose paperwork like purchase orders, inventory lists, and store receipts because employers seek out cashiers who can maintain a clean workstation, shelve items, and keep the business tidy. You can mention these organizational skills:
 - Focus;
 - Self-motivation;
 - Coordination;
 - Attention to detail

Types of Retail Payment Options

Various types of payment options are:

- 1. Cash:** The simplest form of payment is cash. Cash also doesn't have to worry about fees or investigate payment processors. Cash's salient characteristics are:
 - Customers who like and carry cash on a regular basis will find it especially simple and straightforward to use.
 - **Speed:** Customers who pay with cash receive their money right away.
 - **No transaction fees:** Since payment processing fees and other costs are eliminated when cash payments are accepted, more of the actual money must be retained (Fig. 1.2).



Fig. 1.2: Cash

2. Cheques and E-cheques: The simplest way to pay would be using paper checks. Similar to cash, this type eliminates the need to investigate merchant fees or payment processors. Cheques and e-cheques have the following main characteristics:

- **No transaction fees:** When you take a paper check because you won't have to worry about most merchant or payment processing expenses.
- **People tend to use cheque for larger purchases:** Check payments typically have a larger value amount.
- A computerized counterpart of a paper cheque is called an e-cheque. E-checks transfer funds from a customer's checking account to the merchant bank's business account via the automated clearing house (ACH). People are switching from paper checks to electronic cheques, so even though there is a small cost associated with using e-cheques as a payment method, offering them to clients has advantages (Fig. 1.3).

^ BANK NAME		D D M M Y Y Y Y	
PAY _____		OR BEARER	
SUM OF _____		_____	
Acc. No. _____		_____	
Please Sign Above			
⑈ 567890⑈		⑈ 234567890⑈	
		⑈ 234	

Fig. 1.3: Cheques and E-cheques

Following are the key features:

- a. Fewer limits on transaction amount:** The amount of money that can be transferred from one bank to another is essentially limitless.
 - b. Lower fees:** The costs associated with accepting electronic cheques are substantially less than those associated with electronic payment systems and credit and debit cards.
- 3. Credit Cards and Debit Cards:** The transaction is made using both credit and debit cards. It is now standard practice for retailers to accept credit or debit cards. Additionally, bank and credit cards improve cash flow, boost overall sales, and give establishments a sense of legitimacy (Fig. 1.4).



Fig. 1.4: Credit and Debit Cards

- 4. Wallet Payments:** Mobile and Smartphone payments, sometimes referred to as contactless payments, are another payment option that has grown significantly in recent years. These consist of widely used Smartphone payment methods including Samsung Pay, Apple Pay, and Google Pay. (Fig. 1.5) In addition, there are some choice benefits for retailers who accept mobile and smartphone payments, too:

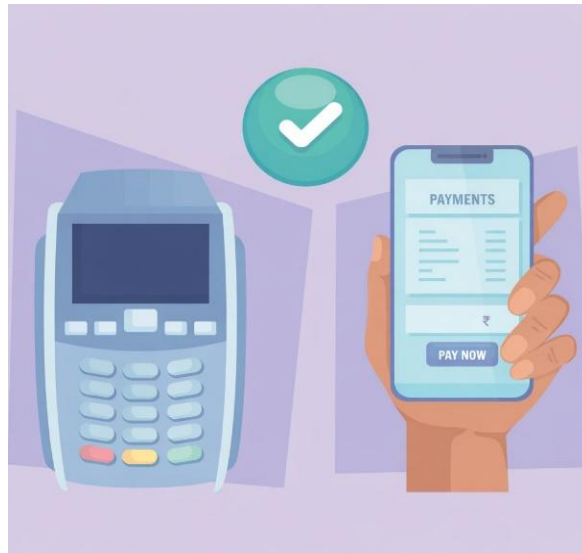


Fig. 1.5: Wallet Payments

- **Customer convenience.** As previously stated, clients can pay you more quickly and easily this method.
- **Cash flow.** Like credit and debit cards, mobile payments usually arrive in your bank account fewer than three days after the sale.
- **Data availability.** You may be able to obtain and monitor customer information, such as how often and how much a customer spends, when they pay with their cellphones. You can also interact with customers during their in-store experience.

5. Gift Cards and Store Credit: Use discounts, gift cards, and shop credit as levers to increase client loyalty and retention (Fig. 1.6).



Fig. 1.6: Gift Cards

6. Custom Payments: As previously said, a quality point-of-sale system gives you the freedom to accept as many payment ways as you and your clients require. This covers customs payments like:

- **Split payments.** When a party wishes to divide their dinner spend among several credit cards, it is the quintessential case. This could appear in a retail setting as two customers using two credit/debit cards to jointly buy a gift.
 - **Split tender.** Customers may choose to pay for a portion of their order with cash and the remainder with a credit card in order to have more flexibility.
 - **Partial payments.** It makes sense for certain shops to take a partial payment up front and collect the remaining amount through credit or payment plans (such as layaway). The typical order size may rise if shops take an initial payment in-store and let customers pay the remaining balance online.
 - **Zero payments or IOU.** In a similar vein, certain stores might provide layaway or other payment options that don't require an upfront purchase. These transactions must be able to be recorded by your POS.
- 7. Crypto Currency:** Cryptography, a secure communication method that sends data with encrypted contents, protects digital currency known as crypto currency. The fact that it runs on a decentralized network known as a block chain makes it almost impossible to counterfeit. Even though crypto currency is a more recent payment method, there are advantages to using it, such as the fact that it is safer than credit cards, has fewer fees, has no international fees, and gives businesses complete control over refunds.
- 8. Buy now, pay later:** Customers can buy products and pay for them in installments using the buy now, pay later (BNPL) payment option. Because it provides new financing possibilities and is usually interest-free, BNPL is a payment method that is expanding quickly. According to Harvard Business Review research, BNPL increases the possibility that customers would make a purchase by 17% to 26% and results in 10% bigger basket sizes. Additionally, consumers are using BNPL more often than credit cards because it increases their purchasing power, makes them feel less financially constrained, offers zero interest, allows them to make responsible purchases and steer clear of long-term debt traps, and eliminates worries about data breaches, spending limits, accruing debt, and handling large monthly payments.
- 9. Loyalty points:** Customers can earn points from their purchases through loyalty points or rewards programs, which they can then use to pay for all or part of a subsequent transaction, receive freebies or insider access, etc.

Trends in Retail Payment Methods

Local payments: Local payment mechanisms, such as digital wallets, account-to-account (A2A) payments, BNPL offers, and carrier billing, are gaining a share of checkout over international card schemes because of the democratizing influence of mobile phones. For instance, India's UPI and China's Alipay and WeChat Pay have easily surpassed traditional card-centric payment systems that are unable to meet the demands of quickly expanding markets.

QR code payments: As a quick, simple, and affordable method of paying for goods and services, QR code payments are growing in popularity. In just a few clicks, customers may complete a transaction by using their phones to scan a QR code, entering the amount they want to pay, and authorizing payment through a mobile wallet. Businesses may meet customers' increasing need for touchless payment methods by implementing QR code payments. Additionally, because money is taken out of consumers' accounts very instantly, they guarantee prompt bill payment.

POS SYSTEM

A POS system is not merely a software or peripheral; rather, it is a computer system that integrates hardware and software systems to accomplish a purpose. But more often than not, a point-of-sale system is mistaken for point-of-sale software, which is only partially accurate. Thus, when we refer to point-of-sale (POS) systems, we mean that a point of sale is constructed using a combination of hardware, devices, and software.

Defining a POS System and its Components

The POS system is made up of both POS software and POS hardware. As a result, a point-of-sale system is a combination of hardware and software that companies use to handle POS sales transactions. "POS" is an acronym for point of sale.

The physical components of the POS system are the POS hardware and the POS software, which is the program that operates on the POS terminal. A point-of-sale system is a comprehensive solution for handling sales transactions, which is the primary distinction between it and POS software. A key element of a point-of-sale system that offers features for managing inventory, processing payments, and accepting orders is POS software. A screen monitor, software, receipt printer, barcode scanner, and card reader are usually included in a high-end point-of-sale system.

Components of a POS System

The several parts that comprise a point-of-sale system often consist of four parts, namely.

- a) Hardware:** Since software and hardware work together to facilitate transactions, hardware is an essential component of every point-of-sale system. A computer, monitor, cash drawer, barcode scanner, and receipt printer are standard components of a point-of-sale system. The objects for sale and the total amount of the transaction are shown on the monitor, which is typically a touch screen. When the POS system is prepared to finish a transaction, the cash drawer, which holds money, opens. The customer receives a receipt printed by the receipt printer. Every other system in the company can be integrated with the point-of-sale system.
- b) Software:** Software is the program that controls the invoicing and payment processes in a point-of-sale system, including the front-end gathering of consumer data. But it also has a back-end function that involves barcoding, inventory management, pricing, purchasing, and register management. While some POS systems have integrated ERP software, others employ retail ERP software to handle back-end functions like taxation and accounting. Because of this, it's critical to have POS software that works with your current technology and supports both front-end and back-end tasks.
- c) POS System Peripherals:** Devices that are attached to the POS system in order to support the POS function as a whole are known as peripherals. Receipt printers and barcode scanners are two typical POS accessories. While receipt printers create and print invoices for clients, barcode scanners are used to scan products at the point of sale and retrieve product information. The keyboard, mouse, cash register, touchscreen, tablet, monitors, barcode printers, card readers, and specialized displays are examples of additional peripherals.
- d) Services:** Services are a component of a point-of-sale system that aids in offering clients advantages. Features like order management, gift card management, and customer loyalty programs can be included in this. A service component is essential to a point-of-sale system since it makes the system easier to use and more beneficial for clients. Any item that the store does not physically stock is considered a service. Gift wrapping, delivery, installation, and any kind of personalization would fall under this category. To manage inventories and sales, services are frequently operated via a different point-of-sale system.

POS System – Hardware Components and Devices

The part of the POS system that helps all other parts, like as peripherals and software, work is called hardware. The main POS computer system and additional hardware components that serve as POS add-ons make up a POS system's hardware components. Transactions can proceed more smoothly

and effectively if a POS hardware component is present. Numerous electronic brands produce the point-of-sale hardware, which may consist of multiple components like:

- 1. Receipt Printer:** Retail establishments frequently utilize POS receipt printers, a kind of thermal printer, to produce receipts. Compared to traditional printers, point-of-sale printers are typically speedier and more dependable. Direct thermal or thermal transfer printing technologies are commonly employed by point-of-sale printers (Fig. 1.7).



Fig. 1.7: Receipt Printer

- 2. Touch Screen POS System:** A POS touch screen is a kind of electronic gadget that lets users touch the screen to choose an option or enter data. There are several sizes of touch screens, but the most popular ones are touch screen tablets that work similarly to a computer display. POS touch screens can be used to track sales and inventory and usually come with a built-in printer for receipts. Among the best touch screens available are the iPad, Microsoft Surface, and Samsung Galaxy tablets. It is typically employed in retail settings to expedite the checkout procedure. POS touch screens are frequently utilized as checkout terminals or cash registers in establishments like pubs, motels, and restaurants (Fig. 1.8).

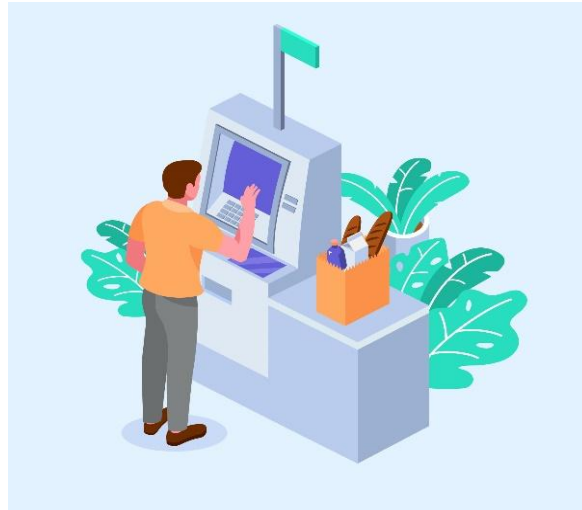


Fig. 1.8: Touch Screen POS System

- 3. POS Touch Terminal:** An electronic device used to handle sales transactions in retail or hospitality setting is called a point-of-sale (POS) touch terminal. Usually, it includes a credit card reader, barcode scanner, and touch screen display. In certain instances, it might also have an integrated printer for receipts. POS touch terminals can be used independently or in conjunction with a central point-of-sale system (Fig. 1.9).

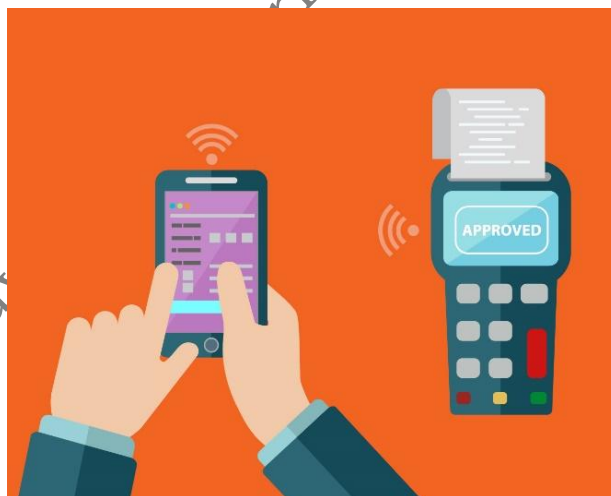


Fig. 1.9: POS Touch Terminal

- 4. Cash Drawer:** A cash drawer is a piece of hardware used to hold cash and other valuables in retail settings. This gadget, which can be either manual or computerized, is usually used in conjunction with a point-of-sale system. POS cash drawers come in a variety of styles, so companies should select the one that best suits their requirements. When a sale is made, the device—which is linked to a point-of-sale system—opens to give the customer change. To guarantee the security of the contents, point-of-sale cash drawers are typically constructed of steel and feature an integrated locking mechanism (Fig. 1.10).

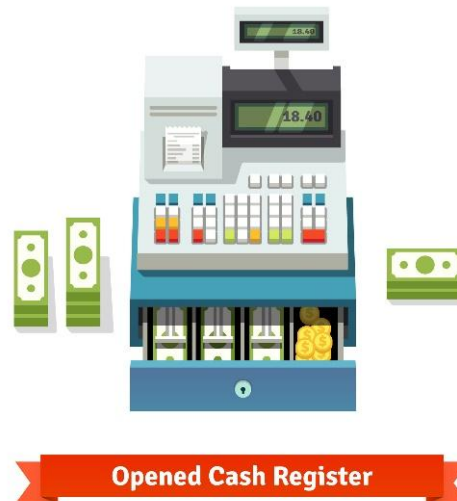


Fig. 1.10: Cash Drawer

- 5. Payment Terminal:** Customers can pay for goods or services at a retail establishment using a device called a point-of-sale (POS) payment terminal. From big retail stores to little mom-and-pop shops, companies of all sizes employ point-of-sale systems. Credit, debit, and mobile payments like Apple Pay and Android Pay can all be processed through payment terminals. Checks and gift cards can also be processed by certain POS machines. In addition to being connected to a cash register or point of sale system, POS terminals can be combined with other retail solutions including customer loyalty programs and inventory management systems (Fig. 1.11).



Fig. 1.11: Payment Terminal

- 6. Barcode Scanner:** At the point of sale, a POS barcode scanner is a tool used to scan and decode product barcodes. Product details, prices, and inventory may all be scanned and tracked with POS barcode scanners. POS barcode scanners come in a wide variety of forms, each with unique features and advantages. Reading barcodes from mobile

devices, wirelessly connecting to POS systems, and reading different barcode symbologies are a few typical characteristics. The top manufacturers of barcode scanners are TVS, Pegasus, Honeywell, Motorola, and others (Fig. 1.12).



Fig. 1.12: Barcode Scanner

- 7. Keyboard:** One kind of keyboard used to enter data at a point-of-sale terminal is called a "Point of Sale" or POS keyboard. POS keyboards typically feature a sturdy design and are made for fast, high-volume data entry. Compared to normal keyboards, they usually have larger keys and a more durable construction. Additional functionality like a built-in barcode reader or magnetic stripe reader are also possible for POS keyboards (Fig. 1.13).



Fig. 1.13: Keyboard

- 8. Customer Pole Display:** A POS customer pole display is a gadget that shows transactional data after connecting to a POS system. The things bought, the total amount, and any applicable discounts or promotions might all be included in this. As their orders are being rung up, customers may see their order totals on customer pole displays, and they can enter their payment method on the keypad. This can be a fantastic method to boost client satisfaction because it removes

uncertainty and makes the transaction transparent (Fig. 1.14).



Fig. 1.14: Customer Pole Display

- 9. Credit Card Swapper:** A portable gadget that reads a credit or debit cards magnetic stripe and completes the transaction is called a credit card swapper. The swiper is linked to a computer or point-of-sale terminal, which forwards the data to the credit card processor or bank. Credit and debit card transactions are handled by a POS credit card swapper. The customer's signature is often recorded by the POS system together with the card swipe (Fig. 1.15).

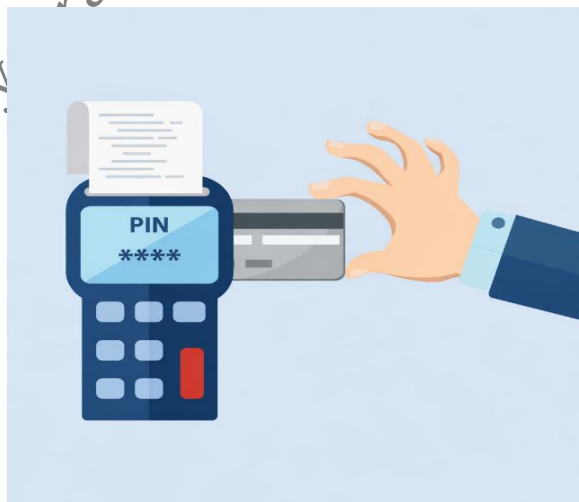


Fig. 1.15: Credit Card Swapper

- 10. Receipt Paper:** One kind of paper that is utilized in point-of-sale (POS) systems is POS receipt paper. Because it is often thermal paper, this paper is heat-sensitive. Heat causes the paper to turn black, which makes it perfect for printing receipts. Because it is quick and simple to

print a high-quality receipt, POS receipt paper is frequently utilized in retail settings. Printing receipts for clients is done on this paper (Fig. 1.16).



Fig. 1.16: Receipt Paper

11. Electronic Signature Pad: A tool for recording and storing a customer's signature is called an electronic signature pad. Transactions like credit card purchases are then approved using this signature. Because they give customers a quick and simple way to sign up for their purchases, point-of-sale (POS) signature pads are widely used in retail settings. Additionally, this signature can be saved for later use. Using a POS electronic signature pad has several advantages, such as lowering fraud and raising customer happiness (Fig. 1.17).

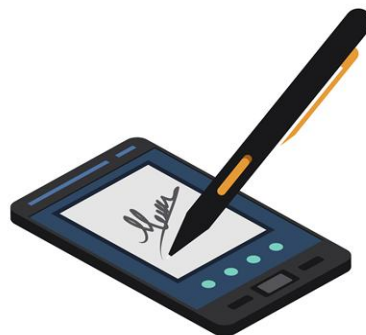


Fig. 1.17: Electronic Signature Pad

12. MICR Check Scanner: Devices called MICR Check Scanners are used to read the data on the bottom of checks. The account number, check number, and routing number are all included in this data. At point-of-

sale terminals, checks are processed rapidly and effectively using the POS MICR check scanner. After reading the check's MICR code, the scanner records the data required to process the check. After then, the data is sent to the bank for processing (Fig. 1.18).



Fig. 1.18: MICR Check Scanner

13. Scale: A POS scale is a tool for measuring and weighing goods. In retail environments, it is frequently used to determine the cost of things. Large and tiny objects can both be measured with POS scales. Point-of-sale scales are electronic devices that measure and weigh goods in order to determine a price. They are utilized in a variety of retail settings, including delis, supermarkets, and specialty shops. POS scales can be used alone or in conjunction with other POS equipment, such computers and cash registers (Fig. 1.19).



Fig. 1.19: Scale

14. POS System Monitor: A computer that serves as a point-of-sale terminal is called a POS monitor. Typically, it is linked to a cash drawer, barcode scanner, and printer. Customers and staff can enter data via the touch screen on a point-of-sale display. A typical point-of-sale monitor has a resistive touch screen, a 15-inch display, a TFT LCD with a resolution of 1024 x 768, and a tilt angle that ranges from 15° to 70°, allowing for various viewing angles. However, some point-of-sale monitors use resistive touchscreens and IPS panels with fixed displays (Fig. 1.20).



Fig. 1.20: POS System Monitor

15. Receipt Ribbon: Thermal printers employ a particular kind of printer ribbon called a POS receipt ribbon, which is available in a number of colors, such as black, red, and blue. Nylon, polyester, and Kevlar are among the materials used to make POS receipt ribbons. Printing receipts for point-of-sale transactions is done with POS receipt ribbons (Fig. 1.21).



Fig. 1.21: Receipt Ribbon

- 16. Power Device:** One kind of electronic equipment that aids in managing the electricity flow in a point-of-sale system is a POS power device. In order to keep the system operating smoothly and effectively, it is utilized to control the system's voltage and current as well as shield it from power surges. These are mostly utilized for transaction processing in retail settings. They can also resist heavy usage cycles and provide protection from power surges (Fig. 1.22).

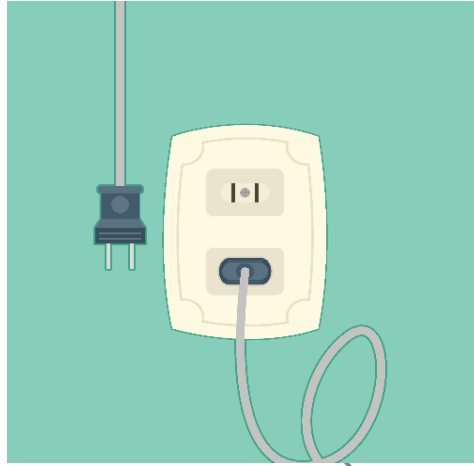


Fig. 1.22: Power Device

- 17. All-in-One POS Terminal:** Retail companies employ all-in-one point-of-sale (POS) terminals, a kind of computerized system, to handle customer data, track inventory, and execute sales transactions. A software program, hardware parts, and occasionally even services like support or training are included in this kind of system. Some all-in-one point-of-sale terminals with integrated touchscreens, printers, and auto cutters can operate on any operating system, including Windows, Linux, Android, or iOS. A touchscreen, CPU, Windows or Linux, RFID, SIM, fingerprint, WIFI, MSR, an integrated printer with an auto cutter, and other components are some of the essential components of an all-in-one point-of-sale system (Fig. 1.23).



Fig. 1.23: All-in-One POS Terminal

POS System – Software Classification

The POS software system can be broadly classified as cloud-based POS software, mobile POS software, and iPad POS software.

- a) **On-premises POS Software:** POS software comes in a variety of forms. On-premise software, which is set up on a local server, is the most prevalent kind. This indicates that rather than being stored in the cloud, the data produced by the POS system is kept locally. For companies that want greater control over their data and don't mind paying for installation and upkeep, on premise software can be a suitable option.
 - b) **Cloud Based POS Software:** One kind of point-of-sale software that is housed on a distant server is called cloud-based POS software. Because this kind of software is usually accessed via an internet browser, it is more practical for companies with several locations or those that are often on the go. Scalability, lower IT expenses, and real-time data access are just a few advantages of cloud-based point-of-sale software. This indicates that it is accessed via a web browser rather than being installed on a computer in your store.
 - c) **Hybrid POS System:** There are hybrid point-of-sale systems that combine cloud-based and on-premise components. Because it enables them to handle both sales channels from a single location, this kind of software is advantageous for companies that operate both online and offline. The ability of hybrid point-of-sale software to save organizations time and money is one of its main advantages.
 - d) **Mobile POS Software:** One kind of point-of-sale software that enables companies to use a mobile device, like a smartphone or tablet, to perform transactions is called mobile POS software.
 - e) **iPad POS Software:** iPad POS software is a type of mobile point-of-sale software that enables companies to use an iPad device to handle sales and transactions. Features like inventory control, customer tracking, and sales reporting are frequently included in this kind of software. Additionally, certain iPad point-of-sale systems have integrated payment processing, which makes it simple for companies to take debit and credit card payments.
1. **Retail Point of Sale Software:** A computer application that simplifies the sales process in retail establishments is known as retail point of sale software. POS software can help merchants manage their operations more easily by automating important procedures and integrating them with other systems. For instance, advanced solutions like Square's POS software, which simplify inventory management and

sales tracking, may be advantageous for companies looking to maximize their point-of-sale (POS) operations. They may also successfully manage transaction expenses by using tools like the Square transaction charge calculator. Product catalogs, customer databases, payment processing, inventory management, and sales reporting are typical POS software functions. Typical varieties of retail point-of-sale software include:

a) Grocery POS Software: Businesses utilize supermarket point-of-sale (POS) software to process sales, manage inventory, and monitor customer information. Both online and offline retailers can utilize this kind of software. Features like barcode scanners, credit card processors, and loyalty programs are frequently included in grocery point-of-sale software. Features for tracking store performance and managing employee schedules are also included in some supermarket point-of-sale software systems.

b) Supermarket POS Software: A grocery store one kind of software made specifically for use in supermarkets is POS billing software. It is utilized for customer support, inventory management, and sales tracking. Features like barcode scanning, credit card processing, and loyalty program integration are frequently included in supermarket point-of-sale software.

c) Departmental Store POS: Customers may shop and check out swiftly and easily with the help of a department store point-of-sale system. Department stores have this hardware and software technology implemented. The system's primary duties include processing payments, managing client accounts, and keeping track of inventories. Additionally, information like those on sales and consumer spending patterns can be generated by the system.

2. Restaurant POS Software: A computer program called restaurant point-of-sale (POS) software simplifies and arranges the several processes involved in managing a food service business. Consequently, a restaurant POS system simplifies the operation of a restaurant. This can involve everything from assisting with customer support to managing sales, inventory, and payment processing. Any restaurant can benefit greatly from restaurant POS software for managing the kitchen order task (KOT) and restaurant billing.

3. Pharma POS Software: Pharma POS software is another name for point-of-sale software for pharmacies. Pharmacies may better manage their inventory, clients, and sales with the use of Pharma POS software. It can be used to create reports, process orders and payments, and keep track of inventory levels. Pharma POS software can also assist pharmacies in tracking customer data, managing marketing initiatives,

and loyalty programs. Many other operations related to managing a pharmacy business, like batch and expiration of medications, are automated and streamlined by these technologies. Pharma POS software can help a pharmacy become more organized and efficient, giving pharmacists more time to work on other projects.

- 4. Enterprise POS Software:** Businesses may better manage sales, customers, and inventory with the use of enterprise point of sale software. It is a complete system that can be applied to daily operations to make them more efficient. Compared to other POS software, enterprise POS software is typically more costly, but it provides more capabilities and customization choices. Enterprise POS software is the ideal choice for companies looking to expand and flourish. Manufacturing companies with several retail locations primarily utilize this point-of-sale software to combine their retail operations. Retail ERP software is another name for enterprise point-of-sale software. To manage entire business operations in real time throughout the supply chain, retail ERP software is coupled with point-of-sale software in numerous locations.

Other Software that Compliments a POS System:

Any company that sells goods or services needs point-of-sale software. However, it's not the only piece of software required to manage a profitable business. A POS system is not the only piece of software that can help you run your business more efficiently. The following software samples can be used in conjunction with your point-of-sale system:

- 1. Barcode POS System:** Barcode software is a type of enterprise point-of-sale software that tracks inventory using barcodes. Retail settings frequently utilize this kind of software to expedite the checkout procedure. Purchase orders, reporting, and inventory level tracking can all be done with barcode software.
- 2. ID Card Software:** One kind of enterprise point-of-sale software that assists companies in managing and monitoring employee identity cards is ID card software. Access control, personnel data tracking, and ID card creation and printing are all possible with this kind of software. Software for ID cards can be used to schedule shifts, keep tabs on employee performance, and track attendance. Additionally, visitor badges and event credentials can be managed with it.
- 3. Label Printing Software:** One kind of corporate point-of-sale software that assists companies in printing labels for goods and packaging is label printing software. Custom labels, barcodes, and QR codes can be made with this kind of software. In addition to creating labels for

shipping containers and other items, label printing software can be used to track inventories.

- 4. RFID Software:** RFID software is a kind of business point-of-sale software that communicates with devices via radio waves, typically for inventory tracking. It is an acronym for Radio Frequency Identification, a system that automatically recognizes and tracks items using electromagnetic fields. Although RFID has been around for decades, its application has grown recently as the technology has gotten cheaper and more advanced. Active and passive RFID tags are the two primary varieties.
- 5. Asset Tracking Software:** A system for monitoring company assets and inventory is called asset tracking software. It reduces the need for manual inventory management, saving organizations time and money. This kind of software usually has capabilities for data collecting and analysis, GPS devices, and barcode and RFID labeling. Asset-tracking software and enterprise point-of-sale (POS) software are frequently used together to monitor sales data and manage inventory levels.
- 6. Inventory Management Software:** A computer application called inventory management software is used to keep track of orders, sales, deliveries, and inventory levels. It is frequently used to control stock levels and make reordering choices in tandem with point of sale (POS) software. By eliminating the need for manual inventory tracking and data entry, inventory management software may help organizations save time and money.
- 7. Accounting Software:** Any company operating a point-of-sale system needs accounting software since it is necessary for business owners to make wise financial decisions. Any business owner must be able to keep track of their goods, clients, sales, and expenses.
- 8. CRM Software:** Customer relationship management, or CRM, systems are an essential part of enterprise point-of-sale software. CRM enables companies to monitor client information and past interactions, determine client preferences and needs, and eventually improve customer service. CRM-enabled point of sale (POS) software can assist companies in achieving their objectives and providing excellent customer service. Businesses may track and manage customer information, sales statistics, and marketing campaigns with the use of POS software that has CRM functions.

Advantage and Disadvantage of POS System

Businesses benefit from point-of-sale (POS) systems because they make it easier to track sales, manage inventory, and expedite the checkout process.

It has a number of features that can help companies of all sizes, and it can be tailored to meet the unique requirements of a company. For instance, POS systems can assist companies in managing coupons, gift cards, and loyalty programs. By enabling companies to monitor the preferences and past purchases of their customers, it can enhance customer service. Businesses can also use these systems to monitor sales information, staff performance, and other insightful data.

POS systems provide many advantages, but there are also certain disadvantages to be mindful of. Because POS systems are complicated and prone to malfunction, there is a chance that data may be lost and corporate operations will be disrupted. This is due to the fact that point-of-sale systems are interconnected with numerous other corporate functions, including accounting and inventory control. Additionally, they might be costly to install and maintain.

PRACTICAL EXERCISES

Activity 1: Visit a retail store and observe cashier activities and prepare a report on it.

Materials Required: Notebook, pen, pencil and checklist.

Procedure:

1. Visit a retail store and take permission to discuss skills of cashier.
2. Observe the activities of cashier.
3. Meet with the cashier and ask the following:
 - a) Ask the cashier mathematical skills required for POS handling.
 - b) Write down all the mathematical skills in a notebook.
4. Ask company policies and procedure for handling POS system.
5. Ask customer service skills required cashier.
6. Ask inter-personal skills required for cashier.
7. Write down all the notes in the notebook.
8. Prepare a brief report.
9. Submit the report to the teacher.
10. Teacher will give feedback.
11. Students will incorporate the changes and make a updated report.

Activity 2: Draw a chart on precautions required for cash handling in a retail store.

Material required: Pen/pencil, notebook, checklist for visit, drawing sheet.

Procedure:

1. Make four groups, 6 students in each group.
2. Ask them to visit three different retail stores, departmental store mall etc.
3. Meet the retail manager and greet him properly.
4. Tell him the aim of the visit and take permission for the visit.
5. Observe the whole retail store and try to find out the precautions required for cash handling in a retail store.
6. If don't find any written information, ask the manager about cash handling process.
7. Prepare notes on all of the information.
8. Prepare a presentation of 3 minutes on cash handling.
9. Present in the class and submit the report to the subject teacher.

Activity 3: Visit to a retail store for observation of problems at service cash points.

Materials Required: Notebook, pen, pencil, and checklist, cash.

Procedure:

1. Visit a retail store and observe authorization of refunds and cheque payments and security procedures in retail outlet.
2. Observe the following in a retail store:
 - a) Authorization of refunds
 - b) Cheque payment method
 - c) Security procedure
3. Ask cashier following questions:
 - a) What is the procedure of refund and exchange?
 - b) What timing is allowed for exchange?
 - c) What are the refund policies?
 - d) Discuss cheque payment system
4. Write down answers in the notebook.
5. Prepare an oral presentation.
6. Present in the classroom.
7. 3 minutes oral presentation allowed and 1 minute's question and answer session.

8. Teacher evaluates the whole activity.
9. Evaluation criteria on the basis of good, very good and excellent performance.

Activity 4: Visit a retail store and observe problems at service cash points and prepare a chart on it.

Materials Required: Notebook, pen, pencil and checklist.

Procedure:

1. Observe the following in a retail store:
 - a) Various services at cash points
 - b) Cashier activities
 - c) Problems at cash points
2. Write down various POS transactions.
3. Write down various activities in the POS system.
4. Write down answers in the notebook.
5. Prepare a neat and clean chart on it.
6. Prepare an oral chart on it.
7. Present an oral presentation in the classroom.
8. Teacher evaluates the presentation.
9. Evaluation criteria on the basis of good, very good and excellent performance.

CHECK YOUR PROGRESS

A. Fill in the Blanks

1. A _____ system is a flexible tool that may be used to improve customer service and expedite transactions in a number of settings.
2. A traditional _____ register is still used as a point of sale by many retailers.
3. Popular mobile _____ include Samsung Pay, Apple Pay, and Google Pay.
4. Cryptography, a secure communication method that sends data with encrypted contents, protects digital currency known as _____.
5. Customers can buy products and pay for them in installments using the _____ payment option.

B. Multiple Choice Questions

1. Which of the following are soft skills for cashiers?
 - a) People skills
 - b) Customer service skills
 - c) Time management skills and problem-solving skills
 - d) All of the above
2. What is the full form of BNPL?
 - a) Buy new pay later
 - b) Buy now pay later
 - c) Buy now partial later
 - d) None of the above
3. Which among the following are/is trends of retail payment methods?
 - a) Local payments
 - b) QR codes
 - c) Both a and b
 - d) Cash drawer
4.is a tool used to scan and decode product barcodes
 - a) Payment terminal
 - b) Barcode scanner
 - c) Keyboard
 - d) Customer pole
5.is a tool for recording and storing a customer signature
 - a) Receipt paper
 - b) Electronic signature pad
 - c) Credit card Swapper
 - d) Barcode scanner

C. State whether the following statements are True or False

1. A computer that serves as a point-of-sale terminal is called a POS monitor.
2. iPad POS software is a type of mobile point-of-sale software that enables companies to use an iPad device to handle sales and transactions.
3. CRM does not allow companies to monitor client information and past interactions, determine client preferences and needs, and eventually improve customer service.
4. RFDD software is a kind of business point-of-sale software that communicates with devices via radio waves, typically for inventory tracking.

5. Mobile and smartphone payments, sometimes referred to as contactless payments, are another payment option that has grown significantly in recent years.

D. Match the following

S.No.	Column A	S.No.	Column B
1	The counting of cash	A	Restricted Entry in Store
2	Sensors and Alarms	B	Check on Theft
3	Cameras	C	Peak Time
4	Signboards	D	Danger alert
5	Rush Hours	E	Twice everyday

E. Short Answer Questions

1. Define the term 'Shoplifting'.
2. State POS System.
3. Name functions of scanner.
4. Write precautions to be taken during rush hours by the security.
5. Write the challenges faced by Cashier in a Retail store.

F. Long Answer Questions

1. Elaborate the Problems along with their solutions that arise during cash & POS operations with examples.
2. Write a note on: Best Practices recommended for Cash and POS Operations- for all the Retail Stores.
3. The setting up of a cash point in a retail store is a crucial element. Elaborate.
4. Explain Cash point set up procedures with examples.

G. Check Your Performance

1. Group Discussion on Methodologies adopted by Retailers to detect Frauds.
2. Identify the role of Cashier in managing the Retail Store during Rush Hours and Festive time
3. Explain the precautions taken by security to minimize the cases of Thefts and shoplifting.

SESSION 2: AGE RESTRICTED PRODUCTS IN RETAIL

Before allowing access to age-restricted goods, content, or services, age verification is a process that verifies a person's age. Due to growing worries about minors having access to particular products and services, this practice has become extremely important for businesses around the world. Sufficient age verification enhances the overall integrity and security of online transactions while also protecting businesses from legal action.

Age verification is essential for a number of industries, including social media, online shops, and the financial sector. Businesses that specialize in age verification software are essential to the creation and implementation of technologies that precisely verify the ages of users.

Advantages of Age Verification Solutions

- It helps companies gain the trust of their clients by showcasing their dedication to ethical business operations.
- Businesses who comply with age verification laws are shielded from potential fines and legal action for offering age-restricted goods or services to minors.
- By preventing minors from accessing inappropriate content or participating in activities intended for adults, it contributes to a safer online environment.

MEANING OF AGE RESTRICTED PRODUCTS

Products and services that have a minimum legal age requirement to be purchased are known as age-restricted products. Trading standards have an obligation to enforce the law on products that are limited for various ages.

Due to their potentially hazardous nature and the possibility that they could result in one or more of the following, Damage to others: Short-term emotional or bodily injury to the consumer; Long-term emotional or physical harm to the consumer and may increase consumer risk.

Age restricted products have a minimum age of purchase: Goods with a minimum legal purchasing age: Certain goods and services cannot be sold to minors due to legal restrictions. Products with age restrictions include, for example:

- Aerosol paint
- Alcohol
- Corrosive substances
- Fireworks and sparklers
- Botox and cosmetic fillers

- Lottery tickets
- Axes, knives and blades
- Tobacco
- Petrol and diesel

CONSEQUENCES IF A BUSINESS FAILS TO FOLLOW NORMS FOR AGE RESTRICTED PRODUCTS

There are several repercussions for businesses who disregard standards, including:

1. **Legal actions:** Businesses that violate rules pertaining to age-restricted products may face legal action. Individual suspension, incarceration, or license termination are examples of possible actions.
2. **It can interfere with operational activities:** Legal actions have the potential to interfere with business operations and increase expenses.
 - **Financial penalties:** If a business sells age-restricted goods, financial penalties may be applied.
 - **Effect on company image:** A company may lose its reputation or corporate image if it does not adhere to the rules on age-restricted products.

Business failure: legal actions can create disruption in certain market.

- **Problems with investigation and enforcement:** Problems with investigation and enforcement orders may cause roadblocks in business operations. Products that are age restricted include things like alcohol, cannabis, weapons, tobacco, and ammunition. In order to prevent these outcomes, businesses should have an efficient age verification system and be aware of the applicable rules and regulations.

COMPANY POLICIES AND PROCEDURES

Companies need to follow legal policies and procedures to sell age restricted products. For this there is a need to:

Provide training to employees: Confirm employees that they are aware of the age verification system.

Consult with legal experts: Take advice from legal professionals.

Displaying notices: Displaying notices regarding age-restricted products.

Maintain records: Keeping records of age verification documents in case of investigations.

Follow orders: There is a need to follow legal orders.

LEGAL REQUIREMENTS, RETAILER POLICIES AND PROCEDURES FOR ASKING FOR PROOF OF AGE

Today, digital age verification is critical for all businesses. The internet currently provides easy access to age-restricted content for minors. Online shopping differs greatly from the offline system, which prohibits minors from obtaining alcohol or tobacco products. The purpose of online age verification is to shield users and viewers from inappropriate information. Merchants who sell age-restricted goods must assume responsibility for only advertising to adults. Understanding the age of users is essential for online businesses, and digital age verification is a fantastic method in the retail industry. The growth of e-commerce led to an increase in online verification systems. Demand for digital age verification is growing in both in-store and online purchasing. It is the safest way to conduct business online while yet adhering to legal requirements.

Manual vs Digital Age Verification

Verifying age has been standard procedure since the start of adult-based services. Stores that sell alcohol and tobacco goods do not allow minors to purchase or use them. The DSA's regulations state that a person must be at least eighteen to buy or sell tobacco products. Since someone is physically available to confirm age, these regulations can be implemented in offline stores with great success. It becomes difficult to confirm a person's age when dealing with online retailers.

Thus, it makes sense that digital businesses should be subject to certain minimal protection regulations. In order to secure users, digital business vendors frequently just need usernames and passwords. Verifying the age of minors before allowing them to interact with these platforms is crucial.

Using biometric technology has made it simpler to confirm someone's age in the modern era. Numerous verification systems rely on artificial intelligence and machine learning.

NEED OF AGE PROOF

Age verification prevents minors from using age-restricted operations and helps businesses onboard legitimate clients. Age verification procedures and age proof documentation must be followed.

Age Verification Proof and Process

1. Date of birth information comprising online forms or hard copy form submission.
2. Uploading documents: These documents are issued by the government. These documents include ID documents, Aadhar card, passports, passbook, driving licenses.

3. Verification process: Information's provided by the users, business verify the age of the users. This occurs by using document verification solution or an online ID verification solution.

Risks of not Completing Age Verification Checks

Lack of age verification techniques carries considerable danger. The following are some dangers of not having an appropriate age verification system:

1. A lack of an age verification procedure may make it easier for people to get age-restricted goods and services, putting them at greater risk.
2. Regardless of the kind of goods and services they provide, all vendors and organizations must abide by GDPR. Secure record-keeping and privacy must be maintained.
3. The verification process can lessen financial losses and help with the on boarding process.

SELLING AGE RESTRICTED PRODUCTS FOR E-COMMERCE

In order to comply with stringent requirements, preserve brand reputation, and safeguard the sector from undue restrictions, e-commerce businesses that sell age-restricted products must confirm the age of their clients. For restricted sales, an efficient and seamless online age verification solution is necessary to strike the correct balance between due diligence and client experience. Some well-known e-commerce platforms, such as Shopify and Amazon, completely forbid the sale of specific goods. If you utilize a website builder or sell on a platform such as Amazon, make sure to carefully read their policies about banned products.

Whether they sell in-person or online, it is the retailer's duty to ensure that their clients are of legal age to buy their goods. Retailers risk penalties, jail time, legal action, and license revocation if they sell age-restricted goods to someone who is not of legal age. If a product ends up in the wrong hands, using age verification that complies with regulatory requirements can help prevent it.

E-commerce businesses employ a number of strategies to confirm the age of their clients and website visitors. The issue is that a lot of these strategies, which were picked because they are straightforward, are ineffective and won't satisfy your legal obligations.

Strategies that don't work include asking the buyer how old they are, getting their age confirmation, requesting them to give their birthdates, and including a disclaimer stating that the buyer must be of legal age to make the purchase. Users certify that they are of legal age, "accept" the terms and conditions, and only accept credit cards as payment. Legally, online sellers of alcohol and

nicotine products must employ verification techniques that match the buyer's name, address, and date of birth or check identification.

Merchants would be given priority when it comes to enforcement. First buy screening refers to confirming a customer's age at the time of their initial online purchase and never doing so again. Online age verification software is the most efficient way for online sellers to confirm their customers' ages. Other strategies include in-store pickups and relying on delivery staff, but the latter may not always be successful. Using biometrics and facial recognition, some more recent age verification software requests a selfie and an ID photo from customers in order to confirm their age and identity.

When choosing an age verification system, it is important to make sure that it complies with rules, takes data security carefully, can check users for specific items, can adapt minimum ages if selling a variety of prohibited products, and offers a positive user experience. When a user fills out a checkout form, the system verifies their age. It also offers a number of customization options, such as the ability to mark products as restricted or non-restricted and to modify requirements to reflect the user's region.

How to Add Age Verification to Your Website?

1. Create Internal Procedures

- Verify not only federal restrictions but also state and local legislation.
- If you utilize an e-commerce platform, confirm its rules.
- Make a note of all your age-restricted products, along with the minimum and maximum ages for each.
- Choose whether to use in-store pickups, delivery staff verification, an age verification system, or a mix of these methods (preferred).
- Choose which particular software and services you want to employ for the aforementioned.

You can do these tasks more rapidly and precisely if you work with an attorney.

2. Adjust Your Website

- To incorporate your preferred age verification program onto your website, collaborate with your web developers.
- Include language warning visitors about age-restricted products on your website. Pop-ups and product descriptions are two ways to accomplish this.

3. Train Relevant Staff

- Educate all staff members who interact with customers and deal with orders and returns on your age-verification procedures and policies.
- If appropriate, provide on-site training to all staff members.

4. Conduct Risk Assessments

- Choose how frequently risk assessments will be carried out.
- Perform risk assessments: search for ways to get around your age verification procedure and for any flaws.
- Update processes to counter any shortcomings detected in your assessment.
- Stay abreast of new verification standards and technology, or have someone else do it for you.

Advertising Age-Restricted Products

Make sure you understand and abide by the Federal Trade Commission's advertising and marketing rules when you advertise your age-restricted products online. There are three things to consider:

Messaging: Ensure ad messaging is entirely true, non-deceptive and includes any disclosures necessary.

- **Placement:** Select ad placements that limit the likelihood of impressions by underage consumers.
- **Targeting:** Add age filters to digital ads to only target people over the legal age for a product.

Age Restricted Products

- Alcohol
- Tobacco and e-cigarettes
- Lottery tickets
- Fireworks
- Video games, Blu Rays and DVDs

How to refuse sales for age restricted products?

Keep in mind to politely and calmly decline the sale, and to maintain your composure if a customer gets irritated. Make sure you can explain your age restriction policy and, if needed, summon a manager or supervisor. When you decline a sale, don't forget to document the event by noting the item's name, the name of the employee involved, a brief description of the customer, and

the reason for the refusal. The age verification procedure is ultimately essential to shielding the next generation from the negative consequences of age-restricted goods and services. It is the social duty of merchants to protect children and limit their access.

PRACTICAL EXERCISES

Activity 1: Role Play on observation for sale of age restricted product.

Materials Required: Notebook, pen, pencil and checklist.

Procedure:

1. Visit a retail store and take permission to manager and discuss about age-restricted products.
2. Observe various age restricted products in the retail outlet.
3. Ask the manager what are the various age restricted products in the retail organization.
4. Note down what are the procedure to buy age-restricted products.
5. Prepare notes.

Activity 2: Conduct a role play on age-restricted products and age proof documents submission process.

Materials Required: Notebook, pen, pencil, checklist related products etc.

Procedure:

1. Make a group of 4-5 students.
2. Two student plays the role of customer.
3. Another student plays the role of store manager.
4. Third student play the role of cashier.
5. Fourth student play the role of sale executive.
6. Customer write down the list of age-restricted products.
7. Visit the store and second student perform the role of store manager.
8. Sales executive/executive deal with the customer.
9. Follow the procedure of selling age-restricted products.
10. Customer submit the age proof.
11. Another customer unable to show age proof and sales executive refuse to sell the product.
12. And finally, one customer purchases the product and another unable to purchase the product.

13. Demonstrate the process of purchasing age-restricted products.

Activity 3: Prepare a list of consequences if a business fails to follow norms for sale of age-restricted products and draw a chart on it.

Material required: Pen/pencil, notebook, checklist for the visit, drawing sheet.

Procedure:

1. Make four groups, 4 students in each group.
2. Ask them to visit four different retail stores, departmental stores, malls etc.
3. Meet the retail manager and greet him.
4. Tell him the aim of the visit and take permission for the visit.
5. Ask what are the consequences if a business fails to follow norms for sale of age-restricted products.
6. Prepare notes on it.
7. Prepare a chart on it.
8. Present the chart in the classroom.
9. Prepare a presentation of 3 minutes on consequences of not following norms for sale of age-restricted products.

Activity 4: Visit to a retail store for observation of problems at service cash points.

Materials Required: Notebook, pen, pencil and checklist.

Procedure:

1. Visit a retail store and observe authorization of refunds and cheque payments and security procedures in retail outlet.
2. Observe the following in a retail store:
 - a) Authorization of refunds
 - b) Cheque payment method
 - c) Security procedure
3. Ask cashier following questions:
 - a) What is the procedure of refund and exchange?
 - b) What timing is allowed for exchange?
 - c) What are the refund policies?
 - d) Discuss cheque payment system

4. Write down answers in the notebook.
5. Prepare an oral presentation.
6. Present in the classroom.
7. 3 minutes oral presentation allowed and 1 minute's question and answer session.
8. Teacher evaluates the whole activity.
9. Evaluation criteria on the basis of good, very good and excellent performance.

Activity 5: Visit a retail store to observe and survey of the sale of age of restricted products practices adopted, training of staff, guidance to staff and refund on sale.

Materials Required: Notebook, pen, pencil and checklist.

Procedure:

1. Observe the following in a retail store:
 - a) Working professionals of retail store (cashier, sales executive, sales executive)
 - b) Ask the store managers various training programs conducted for the sales executives and cashier for POS activities
 - c) Ask training program conducted to sell age-restricted products
 - d) Ask digital training programs
 - e) Ask new online programs and offline program
2. Prepare notes of all questions.
3. Prepare a brief report on it.
4. Write down step by step procedure of selling age-restricted products and training programs.
5. Write down policies and procedure.
6. Take the assistance of teacher.
7. Submit the brief report to the teacher.
8. Teacher evaluates the report.
9. Evaluation criteria on the basis of good, very good and excellent performance.

CHECK YOUR PROGRESS**A. Fill in the Blanks**

1. Age _____ is essential for a number of industries, including social media, online shops, and the financial sector.
2. _____ who sell age-restricted goods must assume responsibility for only advertising to adults.
3. In order to secure users, digital _____ business vendors frequently just need usernames and passwords.
4. Using _____ technology has made it simpler to confirm someone's age in the modern era.
5. Age verification prevents _____ from using age-restricted operations and helps businesses onboard legitimate clients.

B. Multiple Choice Questions

1. Which of the following is/are products with age-restricted products?
 - a) Fireworks and sparklers
 - b) Alcohol
 - c) Aerosol
 - d) All of the above
2. Which of the following is not a consequence if a business fails to follow norms of age-restricted products?
 - a) Legal actions
 - b) Financial penalties
 - c) Increase sales
 - d) Effect on company image
3. Which of the following are/is the advantage of age verification solutions?
 - a) It helps to develop trust
 - b) Preventing minors from accessing inappropriate content
 - c) It represents ethical practice
 - d) All of the above
4. businesses employ a number of strategies to confirm the age of their clients and website visitors.
 - a) Offline business
 - b) E-commerce
 - c) Manual business
 - d) All of the above
5. Which of the following can be used for ID?
 - a) Adhar card

- b) Driving license
- c) Passbook
- d) all of the above

C. State whether the following statements are True or False

1. The verification process can lessen financial losses and help with the on boarding process.
2. Lack of age verification techniques has no issues.
3. Online shopping differs greatly from the offline system, which do not minor from obtaining alcohol or tobacco products.
4. Problems with investigation and enforcement orders may cause roadblocks in business operations.
5. Understanding the age of users is essential for online businesses, and digital age verification is a fantastic method in the retail industry.

D. Short Answer Questions

1. Write down age restricted products.
2. What are the documents required for age proof?
3. What are the ways to refuse age restricted products?
4. Describe age verification process.

E. Long Answer Questions

1. Discuss the process and importance of age restricted products in detail.
2. Describe age restricted products in detail.
3. Explain manual vs digital age verification process.

F. Check Your Performance

1. Demonstrate the biometric process.
2. List out documents required for age-restricted products.
3. Prepare a chart on e-commerce.
4. Spell out policies for age-restricted products and services.

SESSION 3: CONSUMER PROTECTION AND PRODUCT LIABILITY

Product liability is the legal obligation placed on producers, suppliers, and retailers to compensate customers for damages brought on by defective goods. For the first time, product responsibility has been legislated in India under the Consumer Protection Act of 2019, aligning it with international legal norms. The purpose of this law is to provide consumers with explicit rights and avenues for pursuing compensation for harm and defective goods.

In order to provide updated measures that address contemporary consumer issues, particularly in the digital and e-commerce era, the Consumer Protection Act of 2019 was passed. It presents new ideas such as online unfair commercial practices, product responsibility, and the establishment of a central consumer protection authority to oversee and uphold consumer rights. By establishing consumer dispute redressal commissions at the district, federal, and state levels, the Consumer Protection Act seeks to provide a quicker and more effective process for handling customer complaints. The Act outlines a number of consumer rights, including access to information, remedy for complaints, and protection from unfair business practices.

CONSUMER PROTECTION AND PRODUCT LIABILITY

The Consumer Protection Act of 2019 provided the first explanation of product liability. Product liability, as defined by the 2019 Act, is the obligation of a product manufacturer, product seller, or product service provider to make up for any damages a customer may sustain as a result of a defective product that is created or sold due to a lack of services related to the product.

PRODUCT LIABILITY UNDER THE CONSUMER PROTECTION ACT, 2019

The 2019 Act covers "Product Liability" in great detail and has undoubtedly improved compliance for all parties involved in the sale process, including endorsers, importers, marketers, and repairers, in addition to product manufacturers, sellers, and service providers.

The Consumer Protection Act's amendments that increase liability for faulty goods are not stand-alone measures. A formal structure for recalling defective motor vehicles was recently implemented by an amendment to the Motor Vehicles Act, 1988 ("MV Act").

Product manufacturers, service providers, and others must be especially careful about regulatory compliance under sector-specific rules and regulations under general statutes like the Consumer Protection Act, 2019; provide adequate disclosures and warnings; and take prompt preventive and precautionary steps when necessary. This is made necessary by the ongoing

establishment of product liability regimes under various statutes. Manufacturers of goods, traders, and service providers must also review the contracts to make sure they do not fall under the category of "unfair contracts." In order to list the situations in which a claim for compensation under a product liability action would be available for "harm" caused by a "defective" product made by a product manufacturer, serviced by a product service provider, or sold by a product seller, the 2019 Act established the legal management on product liability and devoted an entire chapter (chapter VI). A product liability's definition of "harm" includes, among other things, i) damage to any property other than the product itself; ii) personal injury, illness, or death; iii) mental anguish or emotional distress; etc.

As is well known, this excludes any damage to the product itself or property resulting from a warranty violation or any business loss, including direct, indirect, or consequential losses associated with it. Furthermore, according to the Act, a "defect" is any flaw, weakness, or imperfection in the quality, potency, quantity, purity, or standard that must be upheld by any law or contract, whether explicit or implied, or that the trader asserts in any way whatsoever with regard to any goods or product.

It is crucial for a customer to prove that a "defective" product caused the "harm." The 2019 Act makes a distinction between the functions of a service provider, product seller, and manufacturer, and as a result, establishes requirements for attracting liability proceedings. According to the 2019 Act, "unfair contracts" are defined as agreements between a manufacturer, trader, or service provider and a consumer that contain provisions that significantly alter the consumer's rights.

These include: a) requiring excessive security deposits from the consumer; b) imposing disproportionate penalties for breach of contract; c) refusing to accept early debt repayment; d) granting the consumer the right to unilateral termination; e) allowing the assignment of the contract to the detriment of the customer without the customer's consent; and f) placing on the consumer any unreasonable charge, obligation, or circumstance that puts the consumer at a disadvantage.

Additionally, a central consumer protection authority (CCPA) was established under the 2019 Act. Under the Act, the CCPA is a regulatory body with the ability to conduct inquiries, take injunctions, and conduct investigations. The CCPA's main goal is to regulate issues that harm the public's and consumers' interests, such as unfair trade practices, consumer rights violations, and deceptive or false advertising.

The CCPA has the authority to order the recall of dangerous or dangerous products or the termination of services. Additionally, the CCPA has the authority to order that buyers be reimbursed for the costs of products or

services. Furthermore, the CCPA has the authority to order the cessation of unfair practices that harm the interests of consumers. Any manufacturer or service provider who creates a false or misleading advertisement that harms the interests of consumers faces a maximum sentence of two years in prison and a fine of up to ten lakh rupees. If the offense is committed again, the maximum sentence is five years in prison and a fine of up to fifty lakh rupees.

Additionally, the CCPA has the authority to order the relevant party—whether they be a publisher, manufacturer, trader, endorser, or advertiser—to stop or alter a deceptive advertisement. Furthermore, the CCPA has the authority to fine the producer or endorser ten lakh rupees, with the possibility of an additional fifty lakh rupees in the event of further violations.

PROTOCOLS FOR IDENTIFYING, COMMUNICATING AND MANAGING RECALLED PRODUCT

A quality problem can be prevented from becoming a major crisis that puts consumers in danger, interferes with business operations, and harms a brand's reputation with the support of an efficient product recall procedure. When businesses don't have a clear plan in place for managing this process, even small recalls can overburden teams, cause problems with compliance, and keep dangerous items on the market, putting them at risk financially and legally.

MEANING OF PRODUCT RECALL

A product recall is when a manufacturer asks consumers, distributors, and retailers to return a product because of safety concerns or flaws so that it can be fixed or replaced. Recalls assist businesses protect consumers and stay out of trouble with the law, despite the fact that they can be expensive and destroy a brand's reputation. Companies may choose to voluntarily conduct recalls, or regulatory bodies may mandate recalls in order to safeguard public safety.

PRODUCT RECALL PROCEDURE

A product recall protocol is an organized method for locating, informing, and fixing problems with dangerous or faulty items. Identifying the impacted product and evaluating its effects are usually the first steps. After that, the company coordinates returns or repairs, notifies the appropriate parties and authorities, and takes corrective action. In order to track developments and demonstrate regulatory compliance, manufacturers, distributors, retailers, and customers must have open lines of communication and keep thorough records. In addition, businesses have to respond to consumer questions, process product returns, assess the success of the recall, and utilize the results to improve future processes.

Product Recall Management

Product recall management covers the strategies, processes, and systems used by an organization to plan, execute, and evaluate recalls. To protect customers and the company's image, a comprehensive management approach should respect all relevant laws and industry standards while addressing the unique aspects of the company's products.

Methodical protocols, cross-functional collaboration, and comprehensive documentation are essential for successful product recalls. Firms may be able to identify and address potential issues by establishing strong supplier relationships, monitoring regulatory developments, and regularly testing recall procedures. Contemporary inventory management solutions streamline product traceability, customer outreach, and regulatory compliance while reducing disruptions to unaffected commodities.

A well-defined plan and delineated roles are the foundation of an effective product recall management strategy. These need to be established before problems occur. Establishing specialized recall teams, creating thorough response strategies, and putting in place monitoring systems that can promptly identify, locate, and contain impacted products are all common steps in recall management. Time is critical; the earlier a recall starts, the less likely it is to impact consumers and damage a brand's reputation. Inventory management software is essential to the process since it keeps thorough traceability logs by tracking batches, lots, and serial numbers.

Yet, companies should monitor incoming supply just as closely because recalls can also result from faulty components or raw materials. Complete traceability throughout production is supported by this method.

Order management software, customer relationship management software, or even more comprehensive enterprise resource planning (ERP) systems can assist in tracking shipments and alerting distributors and customers as necessary after a recall has started.

Reasons for Product Recalls

Depending on the kind of product a company sells, recalls can occur for a variety of reasons. Companies can detect operational hazards and improve preventative measures before expensive recalls happen by being aware of these typical reasons. These are the top ten causes of product recalls.

- 1. Contamination:** Manufacturing problems, inadequate quality-control procedures, inappropriate storage conditions, or defective packaging can all lead to contamination. Consumers may be seriously at risk for health problems from harmful substances like chemicals, microorganisms, or allergies.

- 2. Manufacturing Flaws:** Production mistakes can result in items that malfunction or provide safety hazards. These flaws may result from human error, equipment malfunctions, or departures from accepted manufacturing practices. Redesigning processes or purchasing new equipment may be necessary to address severe or pervasive flaws and avoid more problems.
- 3. Design Flaws:** Certain items have built-in flaws that only show themselves after they are distributed. These defects may result in significant recalls of entire manufacturing batches because they pose a risk to public safety, impair functionality, or fall short of performance requirements.
- 4. Mislabeling:** Recalls may be necessary due to inaccurate or incomplete product labels, such as those that omit ingredients, allergies, or safety warnings, particularly when they provide health hazards or contravene legal requirements.
- 5. Regulatory Noncompliance:** When products don't meet industry, safety, or environmental standards—whether as a result of standard revisions or maintenance errors—recalls may be initiated. Products that contain recently prohibited materials or components or that no longer adhere to revised safety regulations may fall under this category. Keep a close eye on legislative changes to remain ahead of changing standards, particularly when developing new products.
- 6. Foreign Materials:** Unexpected items, like pieces of glass, metal, or plastic, can immediately endanger customers' safety. These undesirable materials may be the consequence of defective raw materials, malfunctioning machinery, or untidy production facilities.
- 7. Software and Firmware Defects:** Functionality can be impacted and security vulnerabilities can be created by programming mistakes or inadequate cyber security safeguards in digital components and electronics. After launch, these problems may surface as customers run into bugs or new dangers.
- 8. Supply Chain Issues:** Suppliers' faulty or inferior raw materials and components can jeopardize the final products' quality, robustness, and safety.
- 9. Packaging Failures:** Products that are packaged poorly may be subject to contamination, manipulation, environmental influences, or deterioration; this is particularly dangerous for perishable or delicate items.

- 10. Documentation Errors:** Errors in user manuals, assembly instructions, and technical documentation can result in product misuse and safety hazards.

How to Manage a Product Recall Procedure?

Businesses should already have a well-thought-out, sequential procedure in place to effectively manage recalls and adhere to legal requirements when a product issue occurs. These ten steps will help you finish a recall successfully.

- 1. Create a Team for Recall Response:** To oversee each stage of the recall, put together a cross-functional interdepartmental team from operations, legal, communications, marketing, quality control, and customer support. To enable a prompt, coordinated reaction, clearly define team roles, duties, and decision-making power. Regularly perform scenario simulations, stress testing, and training to increase preparedness.
- 2. Assess Risk and Scope:** By analyzing the defect's type, potential for injury, number of impacted units, financial risk, and distribution reach, ascertain the recall's impact and severity.
- 3. Record Conclusions and Judgments:** Keep thorough records of all team decisions, risk assessments, issue identification, and planned recall actions. Internal and consumer interactions, insurance claims, future preventative plans, and regulatory compliance are all supported by appropriate documentation.
- 4. Notify Regulatory Authorities:** In compliance with the required reporting guidelines and timeframes, notify the appropriate agencies about the recall. Businesses may safely follow regulations and receive advise on recall strategy when they maintain open lines of communication with regulators and legal teams.
- 5. Determine and Track Impacted Products:** Find potentially impacted products in storage, manufacturing, transit, retail establishments, and customers' hands by using sales, inventory, and supply chain data.
- 6. Establish a Communication Plan:** Provide distributors, retailers, consumers, and, if required, the media with clear, consistent messaging. Without raising unnecessary concerns, communications should outline the problem, any possible dangers, and the steps that recipients should take.
- 7. Halt Distribution and Remove Products:** To avoid additional contamination or recalls, immediately cease delivering impacted products and, if required, quarantine ongoing products or raw materials.

- 8. Handle Product Returns and Disposal:** Create uniform protocols for the safe receipt, monitoring, and handling of returned goods. This could entail establishing a specific return area, preparing thorough records for every item that is returned, and figuring out the best corrective actions, such repairs, refunds, or disposal.
- 9. Implement Corrective Actions:** Do a root cause analysis to find out what caused the recall and how to stop it from happening again. Modifying production procedures, bolstering quality control procedures, revising supplier specifications, or redesigning items are some possible solutions. Test every change thoroughly to determine its impact and record the results before starting production and distribution again.
- 10. Review and Update Procedures:** Examine the recall procedure to find any weaknesses or potential areas for enhancement, including stakeholder comments, response timelines, communication efficacy, and resource allocation.

PRACTICAL EXERCISES

Activity 1: Group Discussion on marketing campaigns before launch is essential to prevent costly lawsuits or regulatory fines.

Materials Required: Notebook, Pen, Pencil and checklist.

Procedure:

1. Make a group of 4-5 students.
2. Develop marketing plan campaigns with all legal compliance.
3. Allow 4-5 students to discuss marketing campaign activities.
4. Ask them to write key points.
5. Prepare a brief report on marketing planning and campaigns.
6. Write down step by step process of marketing campaign and legal process and procedures.
7. Do group discussion for 5-7 minutes.
8. Teacher evaluates the performance.
9. Teacher provides assistance to all the students.

Activity 2: Activity on clear, visible return policies and a well-trained customer service team are crucial for managing disputes and maintaining customer trust.

Material required: Pen/pencil, Notebook, a checklist for the visit, drawing sheet.

Procedure:

1. Make a group of 4-5 students.
2. Ask them to visit three different retail stores, departmental stores, malls.
3. Meet retail store manager.
4. Tell him the aim of the visit and take permission for the visit.
5. Observe customer service.
6. Ask retail store manager how you are resolving disputes.
7. Ask the procedure of resolving disputes and training provided for it.
8. Prepare notes on all of the information.
9. Prepare a chart on it and submit it to the teacher.

Activity 3: Role plays on training for managers on HR policies, prevent data breaches and legal compliance to avoid wrongful termination claims or labour disputes.

Materials Required: Notebook, Pen, pencil and checklist

Procedure:

1. Make a group of 5 students.
2. Ask the students to play following roles:
 - a) First student plays the role of HR manager
 - b) Second student play the role of store manager
 - c) Third student play the role of sales executive
 - d) Fourth student play the role of cashier
 - e) Fifth student play the role of customer
3. Ask the customer to discuss following questions with the HR manager:
 - a) What is the HR training procedure?
 - b) How to prevent customer data breaches?
 - c) What are the ways to avoid labour disputes?
 - d) Discuss HR policies in retail business
4. Write down answers in the notebook.
5. Ask sales executive and cashier to perform the role of how to prevent data breaches.
6. Ask sales executive to play the role of how to deal with customers to provide customer service.

7. Ask the students to prepare a short script.
8. Ask them to perform a role play in the classroom.
9. Teacher evaluates the whole activity.

Activity 4: Activity on retail store operation and identify compliance issues including (reliance on manual processes, weak incident response plans, regulatory changes, inadequate training, inconsistent documentation, and vendor non-compliance).

Materials Required: Notebook, pen, pencil and checklist.

Procedure:

1. Make a group of 4-5 students.
2. Ask the students to observe the activities of store operation.
3. Ask them to identify compliance issues.
4. Write down notes on following:
 - a) Store operational activities at POS
 - b) Identification of following compliance issues
 - i. Reliance on manual processes
 - ii. Weak incident response plans
 - iii. Regulatory changes
 - iv. Inadequate training
 - v. Vendor non-compliance
 - vi. Inconsistent documentation
5. Write down all the points.
6. Prepare a brief report.
7. Write a report in a proper format.
8. Submit the report to the teacher.
9. Teacher evaluates the report.

CHECK YOUR PROGRESS

A. Fill in the Blanks

1. It is crucial for a customer to prove that a "defective" product caused the _____.

2. A central consumer protection authority (CCPA) was established under the _____ Act.
3. The _____ has the authority to order the recall of dangerous or dangerous products or the termination of services.
4. Any _____ who creates a false or misleading advertisement that harms the interests of consumers faces a maximum sentence of two years in prison and a fine of up to ten lakh rupees.
5. A product _____ protocol is an organized method for locating, informing, and fixing problems with dangerous or faulty items.

B. Multiple Choice Questions

1. Which of the following is a correct statement?
 - a) Product liability is an illegal obligation
 - b) Consumer protection act was introduced in the 1988 year
 - c) Retail organization need to focus on sales only and do not need to consider consumer protection
 - d) None of the above
2. Which of the following is not a correct statement?
 - a) A product recall protocol is an organized method for locating, informing, and fixing problems with dangerous or faulty items.
 - b) A well-defined plan and delineated roles are the foundation of an effective product recall management strategy
 - c) Inventory management software is essential to the process since it keeps thorough traceability logs by tracking batches, lots, and serial numbers.
 - d) There is a no need of follow fair consumer protection
3. Which of the following are the causes of product recalls?
 - a) Contamination
 - b) Manufacturing flaws
 - c) Design flaws and mislabeling
 - d) All of the above
4. Create protocols for the safe receipt, monitoring, and handling of returned goods
 - a) Halt distribution
 - b) Uniform
 - c) Actions
 - d) None of the above

C. State whether the following statements are True or False

1. Product liability is not the legal obligation placed on producers, suppliers, and retailers to compensate customers for damages brought on by defective goods.
2. Manufacturers of goods, traders, and service providers must also review the contracts to make sure they do not fall under the category of "unfair contracts."
3. Under the Act, the CCPA is a regulatory body with the ability to conduct inquiries, take injunctions, and conduct investigations
4. The CCPA has the authority to order the recall of dangerous or dangerous products or the termination of services.
5. Recalls do not assist businesses protect consumers and stay out of trouble with the law, despite the fact that they can be expensive and destroy a brand's reputation.

D. Short Answer Questions

1. Define consumer protection Act 2019?
2. State product liability?
3. What is product recall?
4. Write down product recall procedure
5. Explain product recall management.

E. Long Answer Questions

1. Elaborate key points of consumer protection and product liability
2. Discuss protocols for identifying, communicating and managing recalled product.
3. Explain significance of consumer protection act.

F. Check Your Performance

1. Demonstrate the factors of consumer protection
2. Prepare a chart on product liability
3. List out reasons for product recall
4. Prepare an oral presentation on consumer fair practices.

SESSION 4: MAINTAIN PAYMENT LAWS FOR RETAIL PRODUCTS

With the RBI's digital payments debut, the country's use of digital payments is rapidly expanding. The tendency to adopt digital payments is growing. In order to accommodate new payment goods and services and take into consideration the changing nature of the payments industry, the PSS Act's regulatory framework for digital payments has to be updated.

Modern payment laws are in place for three main reasons: 1) to ensure that payment systems are secure and sound; 2) to increase the effectiveness of payment system operation; and 3) to safeguard the interests of consumers.

The top policy-making body in the nation for payment systems is the board for regulation and supervision of payment and settlement systems, which is a subcommittee of the RBI's central board. The BPSS has the authority to establish guidelines, authorize, and prescribe policies for monitoring and controlling all of the nation's payment and settlement systems. The Payment and Settlement System Act, 2007 (PSS Act), which was passed into law in December 2007, governs the payment and settlement systems. On August 12, 2008, the PSS Act and the regulations pertaining to the payment and settlement system went into force.

PAYMENT SYSTEMS

To address the needs of the general population, the RBI has launched a number of initiatives to modernize and introduce safe and effective payment methods throughout the nation.

Paper Based Payments: Almost 60% of all non-cash transactions in the nation are conducted through the use of paper-based instruments, such as checks and drafts. Over time, this percentage has been gradually declining, and the electronic mode has become more popular as a result of the RBI's determined efforts to promote electronic products over cash and checks.

Electronic Payments: The RBI's efforts in the mid-1980s and early-1990s were centered on technology-based solutions to improve the infrastructure of the payment and settlement systems and introduce new payment products by utilizing banks' technological developments.

Electronic Clearing Services: In order to manage recurring payment requirements such as salaries, dividend payments, and interest for corporations and other organizations, the bank launched the ECS (credit) program in the 1990s. ECS is currently accessible in all of the nation's major cities and improves customer accounts to be credited on the designated value date.

Electronic Clearing Service Debit: The RBI introduced the ECS debit plan to give utility firms a quicker way to collect money on a regular and repeating basis. This lowers client satisfaction and the efficiency of the paper instrument process. The minimum and maximum payment amounts are unlimited. Additionally, this is accessible in all of the nation's major cities.

Electronic Funds Transfer

A bank's account holder could electronically transfer money to another bank's account holder with any participating bank thanks to this retail funds transfer system, which was introduced in the late 1990s.

The NEFT (National Electronic Funds Transfer) system: A more secure mechanism for enabling one-to-one money transfers for individuals or corporations was introduced in November 2005.

Real-time settlement system (RTGS): A fund transfer system called RTGS allows money to be transferred between banks "in real time" and "gross." "Gross settlement" refers to a transaction that is one-to-one and does not bunch or net with any other transaction.

Other Payment systems

Pre-paid Payment Systems

Payment instruments known as pre-paid instruments make it easier to buy products and services using the value that is stored on them. Such instruments' stored value indicated the amount that holders had paid in cash, debit, or credit. With the exception of payment instruments authorized under the FEMA Act of 1999, the use of pre-paid payment instruments for cross-border transactions has been prohibited.

Mobile Banking System

The use of mobile devices to deliver banking services has grown in significance. Only banks that are supervised and licensed in India are allowed to use mobile banking, according to a set of guidelines released by the Reserve Bank in October 2008.

Online Transactions/Point of Sale Terminals/ATMs

In India, there are more than 61,000 ATMs. The nation has more than five lakh point-of-sale (POS) machines where consumers can pay for their purchases. In the nation, there are more than five lakh point-of-sale (POS) machines where consumers can use credit or debit cards to pay for goods and services. The bank has also permitted cash withdrawals from Pos terminals using bank-issued debit cards in order to improve consumer convenience. Online payment gateways are also included in the Pos for card payment acceptance. Payments for goods and services can be made online thanks to

this capability. Either internal payment gateways or third-party service providers known as intermediaries permit online payments.

National Payments Corporation of India

In order to run India's numerous retail payment systems, the RBI promoted the formation of the National Payment Corporation of India. NPCI started operating in early 2009. It is anticipated that NPCI would increase efficiency through standardization and uniformity in retail payments as well as by extending the use of both new and pre-existing payment products to improve consumer satisfaction.

MEANING OF RETAIL PRICE

The maximum retail price is the utmost amount that a manufacturer specifies a consumer may pay for a product. Retailers have the option to sell goods at the MRP or below it. The Consumer Goods Act of 2006 states that consumers cannot be charged more than the MRP listed on the product's packaging. All sellers in India are required to mark the MRP price. After the Standards of Weight and Measures Act of 1997 were amended, the concept of MRP was first presented in India in 1990.

Example of MRP

Fig of mrp

The price quoted shall not be more than the trade prices as per MRP

Definition of Maximum Retail Price

Section 2(f) of the Consumer Goods Act of 2006 mandates the publishing of the production cost and the maximum selling price. The maximum retail price, or MRP, is the price at which a product will be sold in a retail establishment and includes all applicable taxes.

The Objective of Maximum Retail Price

Maximum retail price verifies that the supplier doesn't charge clients more than the maximum retail price. The MRP also verifies that vendors don't charge clients more than the set price and that commodity consistency is maintained throughout all regions.

Customers are kept well-informed about commodity pricing by MRP, which also prevents vendors from offering competitive prices. Customers will not be required to pay taxes on the products individually because MRP includes taxes. MRP fosters relationships and increases consumers' trust in the product.

FACTORS DETERMINING FIXATION OF MAXIMUM RETAIL PRICE

Advantages of maximum retail price	Disadvantage of maximum retail price
<p>Customer knowledge is raised, the likelihood of suppliers deceiving customers by quoting higher, unfair prices for goods is eliminated, customer trust is increased, there is no black marketing, and buyer-seller relationships are strengthened.</p>	<p>Market inefficiencies may arise as a result of MRP. Many small-scale merchants are ultimately impacted since manufacturers have the opportunity to offer higher costs because they choose the MRP of their items.</p> <ul style="list-style-type: none"> • Market inefficiencies may result from MRP. Because the manufacturers set the MRP for their products, they have the opportunity to charge higher costs, which ultimately affects many small-scale merchants and may cause them to lose customers due to uncontrollable circumstances. • Retailers in remote locations end up losing money since they can't charge more than MRP to cover the high cost of delivery. <p>Before determining a product's MRP rate, the producer takes into account the highest tax rate imposed by each Indian state. As a result, even if your state has low tax rates, you may still pay more since other states may have high tax rates.</p>
<p>The goal of MRP is to establish a single, consistent pricing that is used nationwide.</p>	
<p>MRP safeguards consumers' rights, especially in isolated or rural locations.</p>	
<p>Since all packaged goods have MRP inclusive of tax printed on them, there are less customer complaints about overcharging.</p>	

COST PRODUCTION

The cost of production is the most important component of the pricing. The cost of production must be taken into account when setting a price. Two categories of expenses exist: a set cost, such as building rent or employee salaries, etc. Variable costs include things like labor and material costs.

Product demand: In order to charge higher prices if demand exceeds supply, a research of the market demand for goods and services should be conducted. The cost of the rival company Examining the costs of competing items is essential. In the event of competition, it is better to set the pricing lower. **Government rules** Government regulations should be followed when setting prices for goods and services. Additionally, the company's marketing strategy affects maximum retail prices. For instance, the price also includes the commission paid to middlemen for the selling of items. Likewise, if customers receive "after sales service," those costs are also covered by the purchase price.

MRP laws and regulations in India Certain criteria are provided by the Consumer Goods (Mandatory Printing of Production Costs and Maximum Retail Price) Act 2006 to ensure that the consumer is not charged more than the maximum price set by the producer. All products that are introduced to the market with the intention of being purchased and consumed by customers are referred to as consumer goods. The term "cost of production" refers to expenses that the manufacturer bears during the manufacturing process of the goods, both directly and indirectly. Printing entails writing the production cost and MRP in Hindi, English, and the local language of the product's sale location.

MRP is the maximum price at which a product can be sold, and it includes all applicable taxes. Customers must also understand the distinction between the MRP and the true cost of the goods. Occasionally, the written MRP is set so high that there may be a 30–50% discrepancy between the selling price and the MRP. Selling for more than the marketed price is against the law.

Legal Metrology Rule

The MRP is now governed by the Legal Metrology Rules (Pre-packed Commodities) PCR, 2011. The rules stated that:

The maximum retail price must be prominently displayed on the label of every product that is packaged. The name and address of the maker, packer, and importer, the commodity's name, its maximum retail price, its net content, its name, and its customer care numbers must all be included in e-commerce goods following the 2011 modifications to the pre-packaged commodities laws. It is required for medical equipment, such as syringes and valves, that are included under the medication category to mention the MRP and provide

the declaration that is made compulsory under the PCR Declaring two MRPs for a similar product is forbidden. In order to ensure that consumers can readily understand the information, producers are required to use larger font sizes on their labels. Additionally, the name of the producing country and the best before date must be included.

GST

Following the introduction of the GST concept, retailers began abusing it by charging higher prices than the MRP while claiming that the product's pricing did not contain the tax. Therefore, MRP provisions under the GST Act were created to prevent consumers from being defrauded. The seller is required to include the new tag with the previous price. Customers have the option to refuse to pay the higher price and to submit a complaint against the seller if the merchant is requesting a price that exceeds the declared MRP in the name of GST.

There are various kinds of retail products. GST for retail products can vary from 0 to 28%.

The dual pricing scheme was eliminated with the implementation of the MRP 2011 rules update to protect customers from being defrauded by vendors or shops. Following the introduction of GST, MRP regulations attest to the fact that retailers do, in fact, charge more than the MRP under the GST label.

Forum for Redressal of Maximum Retail Price Complaints in India

The person who feels wronged has the option to complain to the proper venue and request a redress. The legislation announces several important laws and acts, such as the Monopolies and Restrictive Trade Practices Act (MRTP Act), the Essential Commodities Act, the Environment Protection Act, and most importantly the Consumer Protection Act. A hierarchy of courts is established by the Consumer Protection Act, with a national commission in New Delhi, a state commission in the state capital, and a district forum at the district level. A consumer, a registered voluntary consumer association, or the federal or state government may file a complaint under the Act. Unfair business practices that cause complainants to lose or damage their property, purchase defective goods, or receive subpar service are all grounds for a complaint.

The manufacturer sets the maximum price that can be charged for a product, or MRP. The government is not involved in figuring out a product's MRP. Whether or not manufacturers should be able to set a product's pricing is up for debate. Even though stores are required to adjust their MRP in accordance with the new GST regulations, some vendors nonetheless tack on an additional GST charge to the MRP. The MRP of a product always includes GST or any other tax. MRP keeps consumers well-informed about commodity pricing and prevents vendors from offering unfair prices for their goods.

Verify reasonable prices, prompt payments, and safe transactions in the retail industry. Consumer goods act of 2006 and legal metrology (Packaged Commodities Rules, 2011).

The weights and measurements of goods marketed in India are governed by a well-established legal metrology framework. The main laws governing legal metrology in India are the Legal Metrology Act, 2009, which defines it under section 2(g) as that area of metrology that deals with units of weight and measurement, methods of weight and measurement, and measuring instruments in relation to the necessary legal and technical requirements that have the goal of confirming public guarantee from the point of view of accuracy and security of 2011.

The primary goal of India's legal metrology laws is to uphold the application of the established principles of weights and measurement instruments for reorganizing metric systems, such as the meter, litre, kilogram, etc., in order to control trade and commerce involving weights and measurement instruments throughout the country. Any company that manufactures, packages, or distributes goods needs to register with the legal metrology department. Proper labeling of pre-packaged commodities is required under the Legal Metrology (Packaged Commodities) Rules, 2011.

Information including the product's net amount, the manufacturer's name and address, and the maximum retail price should all be listed on the label. precise weighing and measuring devices for product packaging and sales. An approved agency should verify and stamp these instruments, and they need to be recalibrated on a regular basis. A product's MRP must be stated on the label and cannot be surpassed. Any reductions or offers must be explicitly mentioned on the label, and businesses are not allowed to charge more than the MRP. To ensure that legal metrology laws are being followed, the legal metrology department periodically inspects businesses. During the inspection, the business must cooperate with the department and grant access to the data, equipment, and premises.

Penalty for Non-compliance

Serious consequences, such as fines and incarceration, may result from breaking legal metrology laws. Instruments and goods that are not in compliance may be seized by the legal metrology department.

With the permission of the deputy director of the legal metrology department, a compliance order was issued to the retailing companies directly in accordance with the legal metrology act of 2009 and the legal metrology rules of 2011. A notification was provided in September 2020.

For all packaged goods that are established in the buyer's best interest, the deputy director has indicated certain mandatory statements that must be

adhered to. It is essential to include information such as the packager's name and address, the importer's name and location, the generic name of the product being packaged, the manufacturer's name and address, the product's retail price, Information on the commodity's pre-packaged date, month, and year Contact information for Customer Care Support produced and imported, the product's name, the place of origin, its Best Before or Expiration Date, and its month and year.

The packaged commodities' net quantity

For companies involved in the production, distribution, and packaging of goods, adherence to Indian legal metrology regulations is essential.

PRACTICAL EXERCISES

Activity 1: Group Discussion on Legal Procedures, Policies and Payment Laws for Retail Products and make a chart on fair pricing, secure transactions and timely payments within the retail sector.

Materials Required: Notebook, Pen, Pencil and checklist.

Procedure:

1. Make three groups of 4-5 students each.
2. Ask them to collect all the materials.
3. Write down key points.
4. Ask them to do group discussion on following topics:
5. Give following topics for group discussion:
 - a) Legal procedure for retail products
 - b) Payment laws for retail products
 - c) Fair pricing and timely payment within the retail sector
6. Allow 5 minutes for group discussion.
7. Keep 2 minutes for question-and-answer sessions.
8. Ask the teacher to evaluate the whole activity.

Activity 2: Prepare a chart on Legal Metrology (Packaged Commodities) Rules, 2011, and the Consumer Goods (Mandatory Printing of Cost of Production and Maximum Retail Price) Act, 2006.

Material required: Pen/pencil, computer with internet connection, notebook, drawing sheet, colors.

Procedure:

1. Make a group of 4 students.
2. Ask them to collect all the materials.

3. Ask to search notes on legal metrology rules 2011 and consumer goods act, 2006 from internet.
4. Ask them to prepare a chart on Legal metrology (Packaged commodities) rules, 2011 and consumer goods Act, 2006.
5. Ask them to use colors to make colorful chart.
6. Submit the chart to the teacher.
7. Teacher evaluates the chart.
8. Teacher does the exhibition of the charts in school.

Activity 3: Identify various Micro and Small Enterprises (MSMEs) registered under the MSME Act, 2006.

Materials Required: Notebook, pen, pencil and checklist.

Procedure:

1. Make a group of 3-4 students.
2. Ask the students to visit MSMEs.
3. Take the permission of store manager.
4. Ask the students to prepare notes on working of MSMEs.
5. Ask the student to meet the manager to discuss the working of micro and small enterprises.
6. Write down key points of MSMEs.
7. Ask the manager retail payments, procedure and legal compliance.
8. Write down key points in the notebook.
9. Prepare a brief report and submit it to the teacher.

Activity 4: Role play on digital payments like UPI, NEFT, RTGS, and card payments, ensuring their security and efficiency.

Materials Required: Notebook, Pen/pencil, Checklist, Computer, Debit card, Credit card, Bank payment forms RTGS.

Procedure:

1. Make a group of 5 students.
2. Ask three students to play the role of customer.
3. Ask the third student to play the role of retail store manager.
4. Ask the fourth student to play the role of cashier.
5. Ask customers to follow different modes of payment.
6. One student makes the payment by debit card.

7. Second student make payment by UPI.
8. Third student use bank RTGS form and make the payment by RTGS and NEFT.
9. Teacher evaluates the activity.

CHECK YOUR PROGRESS

A. Fill in the Blanks

1. A fund transfer system called _____ allows money to be transferred between banks "in real time" and "gross."
2. In order to run India's numerous retail payment systems, the _____ promoted the formation of the National Payment Corporation of India.
3. The Consumer Goods Act of _____ states that consumers cannot be charged more than the MRP listed on the product's packaging.
4. The _____ retail price is the utmost amount that a manufacturer specifies a consumer may pay for a product.
5. The MRP of a product always includes _____ or any other tax.

B. Multiple Choice Questions

1. Customers are kept well-informed about commodity pricing by....., which also prevents vendors from offering competitive prices.
 - a) POS
 - b) MRP
 - c) RBI
 - d) None of the above
2. Retailers in locations end up losing money since they can't charge more than MRP to cover the high cost of delivery.
 - a) Remote
 - b) Offline
 - c) Online
 - d) Unknown
3. What are the factors determining fixation of maximum retail price?
 - a) Cost of production
 - b) Cost of rival
 - c) Government rules
 - d) All of the above
4. The term refers to expenses that the manufacturer bears during the manufacturing process of the goods, both directly and indirectly.

- a) Competition
 - b) Cost of production
 - c) Design cost
 - d) None of the above
5. business practices that cause complainants to lose or damage their property, purchase defective goods, or receive subpar service are all grounds for a complaint.
- a) Consumer protection
 - b) Fair
 - c) Unfair
 - d) None of the above

C. State whether the following statements are True or False

1. The RBI introduced the ECS debit plan to give utility firms a quicker way to collect money on a regular and repeating basis.
2. Payment instruments known as pre-paid instruments make it easier to buy products and services using the value that is stored on them.
3. The use of mobile devices to deliver banking services has not grown.
4. In order to run India's numerous retail payment systems, the RBI promoted the formation of the National Payment Corporation of India.
5. Maximum retail price verifies that the supplier doesn't charge clients more than the minimum retail price.

D. Short Answer Questions

1. What is GST?
2. What is MRP?
3. What is mobile banking system?
4. Describe penalty for non-compliance

E. Long answer type questions

1. Elaborate consumer protection system.
2. Discuss retail price in detail.
3. Explain role of RBI in pricing.

F. Check Your Performance

1. Demonstrate consumer protection system.
2. Prepare a chart on legal metrology Rules, 2011.
3. List out fund transfer methods.
4. Presentation on retail products.

MODULE 2: RETAIL SALES PROCESS

The retail sales process is a critical component of the retail industry, encompassing the entire journey from the initial customer approach to the final transaction and beyond. Module 2: Retail Sales Process explores the systematic steps involved in successfully selling products or services in a retail environment. This module provides an in-depth understanding of how retailers interact with customers, identify their needs, present appropriate solutions, and close sales effectively, all while building long-term customer relationships.

At its core, the retail sales process is designed to enhance the customer experience and drive business growth. In today's competitive marketplace, customers expect not just quality products but also exceptional service. Therefore, retailers must adopt a structured approach to selling that not only fulfills customer needs but also fosters loyalty and satisfaction. This module emphasizes the importance of understanding customer behavior, communication skills, product knowledge, and service orientation in ensuring sales success.

The retail sales process typically includes several key stages: greeting the customer, identifying their needs, presenting products, handling objections, closing the sale, and following up. Each step plays a vital role in ensuring that the customer feels valued and understood. For instance, the greeting sets the tone for the interaction, while effective questioning and active listening help the salesperson determine what the customer is truly looking for. By matching the right product to the customer's needs and clearly explaining its features and benefits, the salesperson can build trust and credibility.

A crucial element of this module is the focus on building relationships rather than just making transactions. Successful retailing is not solely about selling a product once but creating a positive customer experience that encourages repeat business. This involves providing after-sales service, handling returns or complaints professionally, and maintaining regular customer contact. These practices contribute to customer retention and the overall reputation of the business.

Furthermore, this module covers the role of technology in the modern retail sales process. With the advent of point-of-sale systems, customer relationship management (CRM) tools, and digital marketing platforms, retailers have more opportunities than ever to understand and serve their customers better. Sales executives are now expected to be tech-savvy and capable of using these tools to enhance the shopping experience and streamline the sales process.

Ethical behavior and professionalism are also central themes in the retail sales process. Salespeople must be honest, respectful, and transparent in all

their dealings with customers. Misleading information or high-pressure tactics can damage a retailer's brand and lead to customer dissatisfaction. Therefore, this module underscores the importance of integrity and customer-centric practices in achieving long-term success.

In conclusion, Module 2: Retail Sales Process provides learners with the foundational skills and knowledge necessary to succeed in the dynamic retail environment. By mastering the steps of the sales process, understanding customer needs, leveraging technology, and upholding ethical standards, retail professionals can contribute significantly to a business's success and deliver meaningful value to their customers. This module consists four sessions. The first session describes introduction to retail selling process, the second session deals Sales maximization techniques of retail, the third session contains personalized services and the fourth session explains maintain post-sales service support in retailing.

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SESSION 1: INTRODUCTION TO RETAIL SELLING PROCESS

In simple words, Retailing is defined as a process of selling goods or services directly to the end consumer for personal use. It includes everything starting from understanding customer needs and preferences to managing the after-sales support. Nowadays, the selling process is not just about making a sale, but it is about creating a pleasing and helpful experience for the customer. A complete and successful sales process focuses on building customer relationships, providing accurate product/service knowledge, understanding customers' needs and at the end ensuring customer satisfaction. In today's competitive retail environment, an effective selling process is important to retain customers and ensure loyalty from them.

THERE ARE VARIOUS STEPS INVOLVED IN RETAIL SALES PROCESS

- 1. Know the Product/Service:** This is the first step the retail sales process. It is very important for the salesperson to be aware about the product with which he is dealing. An incomplete awareness may create doubts and confusions among costumers. Before interacting with customers, the salesperson should know the features of product in detail, benefits which the product can deliver, pricing, and even alternatives of the product.

Example: A mobile store salesperson must be aware of the specifications of all available phone models, their prices and comparisons.

- 2. Create Positive Impression:** The first impression plays a crucial role in building trust and rapport. The salesperson is the person one with whom the customer interacts once he enters the store. The customers should feel that you are happy seeing them and they are welcomed. The simple and effective ways to create positive impression are:

- Greet customers with a friendly attitude.
- Dress professionally and maintain good body language.
- Maintain eye contact and show genuine interest.

Tip: A smiling face and polite tone can make the customer feel welcomed and comfortable.

- 3. Greet the Customers:** Greeting the customers is the best way to initiate the interaction. The customers can be greeted in different formal ways.

Example: Good morning! How may I help you? The goal should be to open the communication channel and make the customer feel comfortable and acknowledged.

4. Listen to the Needs of Customers: Generally, customers visit store for their specific needs. It is important for the salesperson to identify the needs and provide solution to that. It can be achieved by asking the questions like “What are you looking for today?” or “What challenges are you facing?”. Once it’s done, the salesperson should give attention to what the customer is asking for, it is important to Listen to them attentively and take mental notes.

5. Show Alternatives: The next step after need identification is to suggest suitable products or services. Multiple options should be presented to match the requirements and budget of customers. The features and benefits of products/services must be explained and how they are addressing the problems of customers. If possible, allow the customers to compare.

Example: If a customer needs a laptop for gaming, show them models with good graphics cards, memory, and processors.

6. Negotiate & Handle Objections: Customers often have objections and questions related to price, features, or brand. The salesperson should handle objections and queries with facts and a positive attitude. Negotiation can be done by offering value instead of discounts e.g., extended warranty, free accessories etc. It is important to be calm and confident during negotiations. The better negotiation starts with active listening and persuasive communication.

7. Close the Sale: This is the decisive step where the customer makes final decision to purchase. The sale can be closed with the words like “Shall I pack this for you?” or “Would you like to pay by card or cash?”. The salesperson should try to provide assurance about their decision.

Reminder: A successful close often depends on how well the earlier steps were handled.

8. Billing: This is done when the customer has made the final decision to purchase. The salesperson can help the customers by completing the billing process quickly and accurately. The customers should be explained the details of invoice, warranty, return policy and offers, if any. The salesperson should also ensure the product is packed safely and correctly.

9. After-Sales Service: Building a long-term relationship with the customers is just as important as making a sale. Follow up and feedback play a significant role in customer retention. The retail stores can provide service support or help with installations. The goal should be to convert one-time buyers into repeat customers and brand advocates.

IMPORTANCE OF GREETING AND WELCOMING CUSTOMERS

As discussed above, first impression matters the most in generating retail sales. Greeting and welcoming customers with warm smile and respect can become the reason for a positive shopping experience of customers. A friendly greeting can make a customer feel more valued and more open to interaction. The salesperson should show some welcoming gestures like offering a basket and making eye contact. These gestures not only all contribute to a customer-centric atmosphere but also create a friendly environment in the stores.

Elements of Professional Communication

Communication is process of transfer of information, ideas, emotions and thoughts from one person to another. A person can communicate through words, gestures, signs and expression. It is the backbone of every successful business and organizations. In retail selling also, Communication plays a vital role. The final sales and customer loyalty depends on the experience of customers with the salesperson and the store. Communication includes both verbal and non-verbal elements. Let's understand the meaning and importance of verbal and non-verbal communication:

Verbal Communication: Verbal communication refers to the use of words and language (oral or written) to share information. Tips of effective verbal communication:

- It should be clear, polite, and helpful.
- Jargon or overly technical language should be avoided.
- Always maintain a respectful tone and be attentive to customer queries.
- Professional greetings may include: 'Good morning! How may I assist you today?', 'Welcome to our store!', or 'Let me know if you need any help finding something.'

Non-verbal Communication: Non-verbal communication is the way of expressing without using spoken or written words. It includes facial expressions, posture, gestures, and attire (Fig. 2.1).

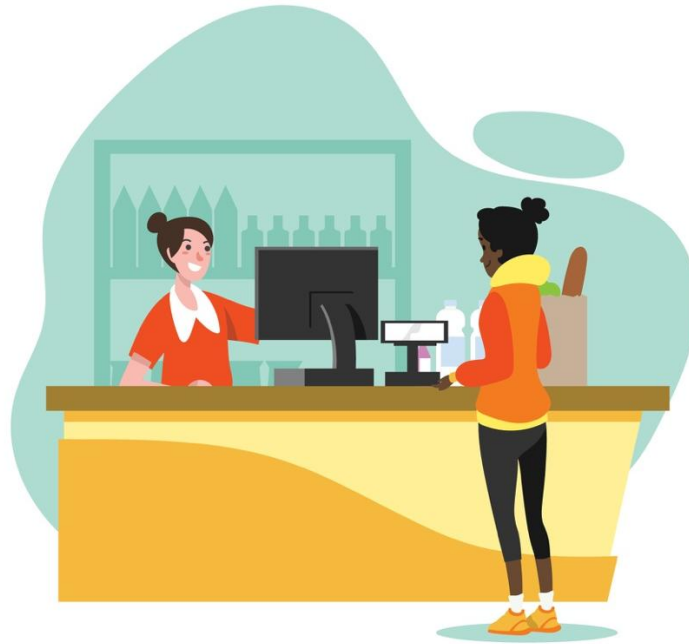


Fig. 2.1: Non-verbal Communication

Tips of Effective Non-verbal Communication

- Communicate with a smile.
- Maintain eye contact while explaining a product.
- Keeping a calm and open posture.
- Dress neatly to create a professional image.

Communication is important in retail industry as the industry is customer centric and it affects the entire shopping experience of customers.

Identifying Customer Needs

Every customer visits a retail store with specific needs sometimes obvious, sometimes hidden. It is important to understand the needs which result into effective selling. The role of the retail executive is to uncover and identify those needs through observation and interaction. Even if the customer does not state his needs clearly, it is the duty of the retail salesperson to uncover it.

Let's understand the two effective ways of identifying customer needs:

1. **Through Questioning:** Open-ended or close-ended questions can be asked. Open-ended questions allow customers to give detailed responses and help the salesperson to understand customer's intent. Example: What is the occasion you are shopping for? Or what exactly are you looking for? Close-ended questions require a specific answer like yes/no? These questions are useful for narrow down the choices. Example: Do you prefer cotton or linen fabric?

Other than open-ended and close-ended questions, probing questions can also be asked to get further details. Example: You said laptop; you want laptop for gaming or just office work?

In E-Retailing: E-commerce platforms use filter-based questionnaires or chatbots dialogues that start with questions like what's your budget range for the laptop.

- 2. Through Observation:** Observation includes watching the customer's behavior and understanding their needs. It is important to understand both physical behavior and body language. Observing physical behaviour includes checking which section the customer goes to, focus on price tags etc. If a customer is repeatedly watching the clearance section, means he is price sensitive. While observing the facial expressions, smiling may indicate interest of customers towards a product and furrowed eyebrows indicate confusion and doubts, Quick exit means disinterest.

In E-retailing, it is easy to find the interest of consumers with the help of AI and behavioral analytics. If a person clicks on a particular product, the social media platforms start showing him the similar products and persuade him to make purchase. When a customer leaves a page immediately means he has less or no interest in that product.

Identifying needs allows sales executives to recommend appropriate products, leading to a better customer experience and increased sales. Overview of Product Knowledge: This is one of the important parameters of creating successful retail sales. A well-informed salesperson can confidently brief the features, advantages, and benefits of a product. Product knowledge helps the executive to match products with customer needs and to answer their queries effectively.

- Features refer to the physical or technical specifications of a product (e.g., screen size, material, color).
- Advantages include what qualities makes a product better (e.g., faster, more durable, eco-friendly etc.).
- Benefits answer the question: 'How will this help the customer?' (e.g., saves time, enhances comfort, and improves productivity).

It is important for a salesperson to know answers of all the above to build credibility and enhances the sales pitch.

Methods of Selling

At a retail store, situations are not always same, and that's why Different situations call for different selling techniques. Even the customers are also

not the same, for every customer, the salesperson apply different pitching technique for the final sales. Key methods include:

- **Suggestive Selling:** Suggestive selling refers to offering complementary products (e.g., suggesting a phone case with a mobile purchase).
- **Cross-Selling:** Cross selling means recommending related products from other categories (e.g., suggesting a laptop bag with a laptop).
- **Up-Selling:** Up-selling is a concept where the salesperson encourages a customer to buy a premium version of the selected product (e.g., selling a car model with extra features at a slightly higher price).

These methods not only increase sales value but also improve customer satisfaction by providing them complete solutions.

Products Placement in Store: The retail stores arrange the products strategically to influence the customer buying behavior. Products placed at eye level attract the customers' attention more and can result into sales. The related products (e.g., noodles, sauces, and olive oil) should be kept closer to help customers find them easily. The layouts should be clean and logical.

An organized and pleasing store encourages longer visits and impulse buying.

Segmenting the Products

Product segmentation means strategic division of products into different categories or segments; the basis of division can be certain characteristics. This is done to target specific group of customers more effectively. It also helps in catering to the varied needs of customers. Retailers divide products based on factors like age group, occasion, price range, or usage.

Examples include:

- **Price-based segmentation:** budget friendly (under Rs. 499) vs. premium options.
- **Customer-based segmentation:** Children's clothing/Men/Women etc.
- **Need-based segmentation:** festive vs. daily-use items etc.
- **Feature-based segmentation:** Clothing Size(S/M/L/XL), technology (4G/5G/touch enabled)
- In E-retailing also, clear segmentation is done to make the shopping easy.

Example: Myntra allows shoppers to filter women clothing into sub-categories as western, ethnic, winter etc.

Segmentation allows stores to create personalized displays, offer targeted promotions, and improve customer experience within the store. Segmentation helps to optimize sales in physical as well as online stores.

Identifying Products Responsible for Sales

In retail, all products do not contribute equally to revenue. Some products are top sellers; some products attract customers but may not convert into high value purchase. Therefore, it is important for the retailers in physical stores as well as online stores to identify the products that are responsible to generate more sales. This identification allows the retailers to optimize inventory, promotions, and staff focus.

Fast-moving products also called FMCG should be placed in prominent and easily visible locations. In E-retailing, customer reviews, and purchase history also help in identifying bestseller products.

The companies nowadays are using offline techniques like sales reports, physical observation and online tools like sales data software or customer feedback forms, All to track product performance accurately.

Summary

Retail selling is both an art as well as science. A successful salesperson must greet customers warmly, communicate professionally, understand customer needs, should have strong product knowledge, and use effective selling techniques. Product placement and monitoring product sales data are also essential to drive performance.

PRACTICAL EXERCISES

Activity 1: Role play on Professional Customer greeting and welcoming.

Materials Required: Name tags, Retail counter setup (if possible), Observation checklist.

Procedure:

1. Take students to activity area/classroom.
2. Divide the students into two groups, one group is salesperson and another is customers.
3. Ask one customer to enter in the classroom and ask one salesperson to attend him with warm greeting.
4. Each pair will perform greeting using polite body language and correct phrases.
5. Other students will observe each group when they perform.
6. Students will note down the feedback.
7. At the end, Class will share peer feedback using observation checklist.
8. Discuss key elements like smile, eye contact, tone, and personal attention.

9. Teacher will share the feedback of each group of students.
10. Students will incorporate the feedback and make a final report and submit it to the subject teacher.

Activity 2: Role play on identifying customer needs through probing technique.

Materials Required: Retail props (laptop, phone, watch etc.), observation sheets, offer cards.

Procedure:

1. Take students to activity area/classroom.
2. Divide the class into groups.
3. Assign different roles: Salesperson and customer.
4. Provide a pre-decided scenario to the assigned roles.
5. Ask the customers to act as per the scenario and let them share their needs. Like: A mobile phone under Rs. 20,000 with good camera quality.
6. The salesperson uses his questioning technique to identify the needs.
7. Based on response, the salesperson should start suggesting the suitable goods.
8. Other students will observe each group when they perform.
9. Students will note down the feedback.
10. At the end, Class will share peer feedback whether the salesperson is able to identify the needs correctly or not.
11. Teacher will share the feedback of each group of students.
12. Students will incorporate the feedback and make a final report and submit it to the subject teacher.

Activity 3: Dramatize the resolving customer objections with confidence and respect.

Materials required: Pre-written objection scenario cards, Role tags (Customer, Salesperson), dummy products (optional), Chairs, table (for setup), Observation checklist or notebook, Timer/clock.

Procedure:

1. Take students to activity area/classroom.
2. Divide the class into groups.
3. Assign different roles: Salesperson and customer.

4. Provide a pre-decided scenario to the assigned roles. Example: It's too costly, I've heard this brand isn't reliable or I need to check with my family.
5. Give each group a scenario with a specific customer objection.
6. Ask the customers to act as per the scenario and let them share their objections.
7. The salesperson uses his skills to handle the customer objections with positive body language and respectful tone.
8. Other students will observe each group when they perform.
9. Students will note down the feedback.
10. At the end, Class will share peer feedback whether the salesperson is able to identify the needs correctly or not.
11. Teacher will share the feedback of each group of students.
12. Students will incorporate the feedback and make a final report and submit it to the subject teacher.

CHECK YOUR PROGRESS

A. Fill in the Blanks

1. The process of offering complimentary items during a sale is called _____ .
2. _____ is a method of identifying and understanding customer preferences by watching their behavior.
3. Better _____ skills build strong customer relationships.
4. Product _____ is important to showcase how a product works.

B. Multiple Choice Questions

1. Which of the following is a technique to identify the needs of customer?
 - a) Observation
 - b) Guessing
 - c) Ignoring
 - d) Avoiding
2. Which strategy focuses more on increasing customer loyalty?
 - a) Selling
 - b) Promoting
 - c) Greeting
 - d) Post sales Follow-up
3. Product demonstration is important for the customers to:
 - a) Walk away

- b) Be more confused
 - c) Understand usage
 - d) Ignore features
4. What is cross-selling?
- a) Selling cheaper items
 - b) Selling complementary items
 - c) Offering discounted items
 - d) Avoiding needs
5. Which is an example of non-store retailing?
- a) Mall
 - b) Department store
 - c) Myntra
 - d) Supermarket

C. State whether the following statements are True or False

1. Listening to customers helps in identifying their needs.
2. Product Placement is not useful in retail.
3. Providing personalized service helps in increasing sales.
4. After-sales service is very important in retail business.
5. Observation is a key method to understand customer buying behavior.
6. Positive greeting and active listening discourages customers.

D. Match the Columns

S.No.	Column A	S.No.	Column B
1	Cross-selling	A	Higher value version offered
2	Up-selling	B	Identifying customer needs
3	Post-sales service	C	Complementary product suggestion
4	Observation	D	Customer retention
5	Loyalty program	E	Follow-up support

E. Short Answer Questions

1. What is the importance of greeting a customer positively?
2. Define up-selling with an example.
3. Explain the role of questioning in identifying customer needs.
4. Write tips to handle objections in sales process.

F. Long Answer Questions

1. Describe various techniques to identify customer preferences in a retail store.
2. Explain the importance of segmentation of products in retailing with examples.
3. Discuss the impact of effective non-verbal communication on sales performance.
4. Describe the process of retail sales in detail.

G. Check Your Performance

1. What are the key differences between cross-selling and up-selling? Make a chart with examples.
2. Differentiate between verbal and nonverbal communication. Prepare a chart with examples.

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SESSION 2: SALES MAXIMIZATION TECHNIQUES OF RETAIL

Introduction

In today's competitive retail environment, the companies aim to not only attract customers but also to maximize the value of each sale. This can be achieved by a variety of sales techniques and strategies that target consumer based on different behaviors and preferences. From providing discounts to conducting demonstrations, retailers must be strategic in how they present and sell their products. This Session will discuss the comprehensive techniques used to increase sales and how demonstrating a product effectively can influence customer buying decisions.

Sales Maximization Techniques in Retail

Retailers are using a wide range of approaches to increase the quantity and value of sales (Fig. 2.2). Let's understand these approaches in detail:

- **Up Selling**– This technique includes encouraging a customer to buy a more expensive and premium version of the product they were planning to buy. For example, a customer who is looking to buy a basic mobile phone may be shown a model with better features and higher cost. This will not only result in improving the customer's overall experience but also increases revenue for the retailer.
- **Cross Selling** – This approach of selling involves suggesting related or complementary products to the customers. For example, if a customer buys a sunscreen, the salesperson may recommend a night cream, anti-ageing serum or whitening cream. This strategy increases the total bill amount and providing added value to the customer.
- **Bundle Pricing** – This approach refers to combining several products and offer them at a discounted price compared to buying them individually. It attracts the customers and encourages them to buy. For instance, a combo of shampoo, conditioner, and hair serum might be offered at a less price, encouraging customers to buy more.
- **Discounts and Offers** – Discounts and offers always attract customers in physical and online stores. Time-bound discounts and attractive deals like 'Buy One Get One Free' or 'Flat 50% Off' create urgency in the minds of customers, pushing them to make quicker purchase decisions. Such strategies are very effective during festival season or clearance sales.



Fig. 2.2: Sales Maximization Techniques in Retail

Loyalty Programs – This strategy encourages customers to revisit the stores and in building loyal customers. This reward system gives customers incentives like points, cashback offer, or gifts for high volume or repeated purchases.

- **Personalized Recommendations** – Personalized recommendation has its significance in offline as well as online stores. This can be achieved through detailed data analysis and customer profiling by using software. Based on the results of analysis, retailers can offer customized product suggestions. For example, if a customer frequently buys organic products, retailers can suggest new organic arrivals which enhances the shopping experience of the customer.

Positive Client Relationship: As retail industry is customer centric, a positive client relationship helps in building long term connection between retailer and customer. It is based on trust, consistent service, personal attention, satisfaction, and effective communication. Maintaining positive relationship with customer is also important to increase the number of repeat customers and in building brand reputation.

Positive relationship can be built in following ways:

1. The first and foremost thing is to deliver consistent and excellent services to the customers. In physical stores, the salesperson can go an extra mile by simple ways like helping them to carry items or guiding them on usage of product. Online stores can use chatbots or 24*7 customer service support to maintain positive relationship and enhance customer experience.
2. After purchase, follow up calls to take feedback are very important. Information regarding newly launched products can also be shared during the call. Email marketing and push notifications help in maintaining positive relationship with customers in E-retailing.

3. Soft skills should be taught to the salesperson like active listening, empathy, polite conversation and positively handling customer complaints.
4. Celebrating customer's special days like birthday, anniversary etc. Also helps in maintaining a healthy and positive relationship between retailer and customer.

Sales Promotions

Sales promotions are short-term activities and tools that aim at creating urgency and boosting sales. These activities are used to boost sales, attract new customers and retain existing customers. Customers are encouraged to buy a product or service immediately.

Objectives of Sales Promotion

1. The first objective of sales promotion is to increase the volume of sales by offering discounts and special offers.
2. To attract potential buyers who have never purchased before.
3. To introduce newly launched products by offering free samples or introductory pricing.
4. To encourage repeat purchase by providing loyalty rewards or next-purchase coupons.

Techniques of Sales Promotion

The commonly used sales promotion techniques are as follows:

1. **Discounts:** Discounts are temporary reduction in price of products to attract customers and persuade them to purchase immediately (Fig. 2.3). For example: Flat 40% off on all products till 30th June, BOGO (Buy-one-get-one) Offer. In E-retailing, online discount codes are provided to the customers like SAVE40.



Fig. 2.3: Discounts

2. 1 at checkout counters.

Summary of Key Learning

- Sales maximization is about increasing both the number of transactions and the average value of each transaction.
- Retailers use various techniques like up selling, cross-selling, bundling, and promotions to encourage purchases.
- Product demonstrations offer a powerful tool to convince customers by showcasing a product's real value.
- Products placement enhances product visibility and improves the in-store shopping experience.
- Promotional campaigns boost sales in the short term and enhance customer loyalty and engagement.
- Sales Maximization Techniques in Retail.
- Use of Customer Profiles to Provide Personalised Services.
- Strategies to maintain positive client relationship and build loyalty.

PRACTICAL EXERCISES

Activity 1: Role play on Cross-Selling and Up-Selling in Retail.

Materials Required: Role cards (Customer & Salesperson), Product props (phones, pair of clothes, shoes etc.) Dummy offers, Display Cards (Flat 50% off), Feedback sheet.

Procedure:

1. Take students to activity area/classroom.
2. Divide the class into groups.
3. Assign each group a sales scenario. Examples: A customer buying shoes — cross-sell shoe polish or socks, a customer interested in a mobile phone — up-sell a model with better features etc.
4. Groups will perform their role play one by one in front of the class.
5. Other students will observe each group when they perform.
6. Students will note down the feedback.
7. At the end, Class will share peer feedback whether the salesperson is able to suggest include complementary products or upgrades.
8. Teacher will share the feedback of each group of students.
9. Students will incorporate the feedback and make a final report and submit it to the subject teacher.

Activity 2: Role play to demonstrate the use of customer history to tailor a personalized recommendation.

Materials required: Dummy Customer profile/history cards (with past purchases, preferences, and feedback), dummy product(optional), Role tags (Customer, Salesperson), notebook for observer.

Procedure:

1. Take students to activity area/classroom.
2. Divide the class into groups.
3. Assign each group a sales scenario with customer profile. Example: Name: Ritu Chouhan, Past Purchases: Herbal shampoos, sulfate-free conditioners, Preferences: Eco-friendly, chemical-free, Past Feedback: Prefers light fragrance.
4. Groups will perform their role play one by one in front of the class.
5. Other students will observe each group when they perform.
6. Students will note down the feedback.
7. At the end, Class will share peer feedback whether the salesperson is able to recommend a new personalized product that suits their preference.
8. Teacher will share the feedback of each group of students.
9. Students will incorporate the feedback and make a final report and submit it to the subject teacher.

Activity 3: A Field visit to identify the characteristics of product.

Materials Required: Observation Sheet/Checklist, Notebooks and pens.

Procedure:

1. Pre-visit is to be given by the teacher.
2. Provide a checklist to note down the following product characteristics:
 - Brand
 - Price
 - Quality
 - Packaging
 - Shelf life
 - Utility
 - Features (e.g. eco-friendliness, portability, etc.)
 - Appeal and presentation

3. Select at least 5 different products from different categories (e.g., food, electronics, apparel, personal care, etc.).
4. Encourage students to interact with retail salesperson to understand product characteristics.
5. After the visit, students need to share their experience and findings in small groups or classroom presentation to discuss the product characteristics.
6. Students will write a report summarizing the products observed and their characteristics.
7. Teacher will share the feedback of each group of students.
8. Students will incorporate the feedback and make a final report and submit it to the subject teacher.

Activity 4: A field visit to learn techniques of sales Promotion.

Materials required: Observation Sheet/Checklist, Notebooks and pens.

Procedure:

1. Teacher briefs students and distributes checklists.
2. Students visit retail stores/malls.
3. Students will observe discount offers, bundling, samples, loyalty programs.
4. Students will record examples of each promotional technique.
5. After the visit, students need to share their experience and findings in small groups or classroom presentation to discuss the sales promotion offers.
6. Each student will prepare summarizing the sales promotional techniques they observed during the visit.
7. Teacher will share the feedback of students.
8. Students will incorporate the feedback and make a final report and submit it to the subject teacher.

CHECK YOUR PROGRESS

A. Fill in the Blanks

1. _____ refers to suggest a premium version of a product to the customer.
2. _____ pricing technique encourages customers to buy more by offering a combo pack at a lower price.
3. BOGO is a type of _____ used in sales promotion.

4. Personalized recommendations require _____ analysis.
5. Sales promotion is a _____-term strategy to boost sales.

B. Multiple Choice Questions

1. What is the main objective of up-selling in retail?
 - a) Give discounts
 - b) sell low-cost products
 - c) Sell a premium version of a product
 - d) Give free samples
2. A combo pack of shampoo, conditioner, and hair serum sold at a lower price is an example of:
 - a) Cross-selling
 - b) Loyalty points
 - c) Discount
 - d) Bundle pricing
3. A “Buy One Get One Free” offer is an example of:
 - a) Personalized recommendation
 - b) Cross-selling
 - c) Sales promotion
 - d) Product Placement
4. Which of the following is used in both online and offline retail for maintain customer profile?
 - a) Guessing
 - b) Observation
 - c) Data analysis
 - d) Invoice

C. State whether the following statements are True or False

1. Cross-selling reduces the overall value of a customer’s purchase.
2. Discounts and offers create urgency in the mind of customers.
3. Personalized recommendations to customers are only used in offline retail stores.
4. Loyalty programs for the customers help in increasing repeat customers.

D. Match the Columns

S.No.	Column A	S.No.	Column B
1	Sales Promotion	A	Offering multiple products in a combo

2	Cross-selling	B	Short-term
3	Bundle Pricing	C	Related item suggestions
4	Discounts and Offers	D	Customized product suggestions
5	Personalized Recommendations	E	Creating urgency to buy

E. Short Answer Questions

1. Define cross-selling with one example.
2. What is the main purpose of bundle pricing in retail?
3. How do loyalty programs help in customer retention?
4. Why are personalized recommendations important in e-retailing?

F. Long Answer Questions

1. Describe various sales maximization techniques used in physical retail stores.
2. Explain the role of product demonstration in influencing customer buying behavior.

G. Check Your Performance

1. Which sales technique would you apply if a customer is purchasing a laptop? Why?
2. How can bundle pricing be used effectively during a festive season sale? Make a chart depicting Advertisement.
3. If you were managing an online store (App), how would you use data to offer personalized services?
4. Amit works in an electronics store. During a festive season sale, he notices customers coming in for budget smart phones. Instead of only pointing them to basic models, Ravi uses demonstration techniques to showcase a new mid-range Smartphone with better battery life, camera, and exchange offer benefits. He also offers a combo deal with Bluetooth earphones at a discounted price. His approach results in more customers opting for the higher-value product.

Questions:

1. What sales maximization techniques did Ravi use in this case?
2. Identify one cross-selling and one up-selling instance in this scenario.

SESSION 3: PERSONALIZED SERVICES

As we have already discussed the importance of identifying customer needs to provide better shopping experience, once the needs are identified, the retailers provide personalized service to their customers.

Personalized service refers to customize the customer experience based on their preferences, behavior, and purchase history. This involves identifying the customer's needs and offering specific and exclusive solutions or products. It helps in building trust, increases customer satisfaction, and encourages repeat purchases.

Example

A bookstore sending a recommendation to an existing customer based on his previously purchased books is a type of personalized service. Similarly, a retail salesperson remembering a customer's size and offering them clothes accordingly is personalized service in physical retail store.

Standards associated with Customer Service

Customer service standards are definite rules and expectations that retail salesperson needs to follow to ensure customer satisfaction. These standards define how customers perceive the quality of service and influence their buying decision.

Important Standards Associated with Customer Service are (Fig. 2.4)

- 1. Tangibility:** Tangibility in retail refers to physical environment of the store, including the staff, communication material and overall atmosphere. Retail stores should be clean and well-maintained. The attires of sales staff should be professional, branded packaging and appealing visual display should be there. In E-retailing, high quality product images and videos should be uploaded; easy navigation should be there on websites and Apps to help the shoppers to buy quickly.
- 2. Reliability:** Reliability is the ability of retailers to deliver what has been promised to the customer. It can be achieved through accurate billing, fulfilling commitments, products availability as per the display etc. In E-retailing, timely delivery and quality assurance are two important parameters through which retailers can show their reliability.
- 3. Responsiveness:** Responsiveness is the willingness of salesperson to assist customers and provide prompt service and response. The salesperson should give immediate attention and waiting time for billing and trial room should be short. Live support should be given in case of E-retailing.



Fig. 2.4: Important Standards Associated with Customer Service

4. **Assurance:** Assurance refers to knowledge and ability of salesperson to create trust and confidence among customers. The salesperson needs to have detailed knowledge of the product so that he can explain it to the customer confidently. He should also clearly state all the terms and conditions of return or exchange. In E-retailing, Apps and website must provide secure payment gateways, verified seller badges gives confidence to the shoppers. Example: A beauty consultant confidently explaining the benefits of skincare products in a store or a “pay later” or “Cash on delivery” options in E-retailing give assurance to the shoppers.
5. **Empathy:** Empathy refers to the ability of salesperson to understand the emotions, needs and expectations of customers and to treat them carefully with personalized attention. Example: If salesperson can remember the names and preferences of repeat customers, or if he offers help to disabled or elderly customers, these small gestures enrich the experience of customers.

Steps Involved in Personalized Sales Support

1. **Customer Profiling:** The first step to provide personalized service is gathering customer data on purchase history, preferences, and feedback.
2. **Data Analysis:** After collecting the relevant information, identifying pattern of purchase is the next step.
3. **Personalized Recommendations:** Once the pattern of purchasing is identified, it is the responsibility of salesperson to suggest products to

the customers based on analysis.

- 4. Follow-up:** The last step is to take feedback and follow up through reminders, warranty checks etc. Example: Online retail stores keep track of the user interest and offer discounts on the wish list items.

Importance of Effective Listening and Timely Assistance

Listening attentively helps the salesperson understand what the customer truly wants, allowing for a more personalized experience. Timely assistance increases trust and satisfaction.

Example: In a jewelry store, if a customer says they are shopping for a wedding gift, the salesperson should quickly suggest options in that category, demonstrating attentiveness and understanding.

Basics of Client Confidentiality and Data Protection Practices: As we have already discussed the importance of identifying customer needs and for that data collection is the first step. Data collection is not only the responsibility of retailers but to protect customer data has gained much importance. As in today's competitive environment, every organization craves for data and try to get it at any cost, so it's the whole sole responsibility of retailers to protect customer data. The data may include contact number, address, and buying preferences etc.

Data can be protected from any fraud in the following ways

- The customer information should be kept secure.
- The data should only be used for the purpose for which it has been collected.
- The customer data should not be shared with any other organization without the consent of customer.

Example: E-commerce platforms like Myntra and Amazon use encrypted systems and privacy policies to protect shoppers' data.

Meaning and Benefits of Specialist Products

Specialist products are goods that are unique and high in prices. These products usually fulfill specific needs of customers and require more efforts in buying decision as they are costly. Specialist products are not purchased frequently.

Benefits

- Specialist products give a higher level of satisfaction to the customers as they offer premium quality and unique features. Example: Bose noise cancelling headphone.

- Customers of specialist products generally remain loyal to the brands because there are less substitutes to these products. Example: Apple Macbook, Sony DSLR Camera etc.
- Specialized knowledge and in-depth information are required to sell such products. Expert guidance and consultations are also required while selling specialist products. Example: A salesperson selling musical instrument should be aware of the tone woods and pickups etc.

PRACTICAL EXERCISES

Activity 1: Role play to learn the personalized customer service.

Materials Required: Name tags for role-play characters, Sample product catalog (if available), dummy product.

Procedure:

1. Take students to activity area/classroom.
2. Divide the class into groups.
3. Assign each group a sales scenario with customer profile. Example: Name: Ritu Chouhan, Past Purchases: Herbal shampoos, sulfate-free conditioners, Preferences: Eco-friendly, chemical-free, Past Feedback: Prefers light fragrance.
4. Groups will perform their role play one by one in front of the class.
5. Other students will observe each group when they perform.
6. Students will note down the feedback.
7. At the end, Class will share peer feedback whether the salesperson is able to recommend a new personalized product that suits their preference.
8. Teacher will share the feedback of each group of students.
9. Students will incorporate the feedback and make a final report and submit it to the subject teacher.

Activity 2: A Field visit to identify the Personalization of services to customers.

Materials Required: Observation Sheet/Checklist, Notebooks and pens.

Procedure:

1. Pre-visit briefing should be given by the teacher.
2. Checklist should be distributed to students, containing items like:

S. No.	Things to be noted down	<input checked="" type="checkbox"/> <input type="checkbox"/>
--------	-------------------------	--------------------------------------------------------------

1	Staff uses customer name	
2	Customized product recommendations	
3	Special discounts or loyalty points	
4	Offers on birthdays/anniversaries	
5	Personalized greetings	
6	Customer service follow-up	
7	Use of past purchase history for suggestions	

3. Visit any departmental store, electronics store, or fashion outlet known for customer service (e.g., Reliance Trends, Croma, Shoppers Stop etc.)
4. Ask the students to interact with salesperson during the visit and take note of the behavior of salesperson.
5. After the visit, ask students to discuss what personalized service they observed.

Activity 3: Recording information to demonstrate how to maintain accurate and confidential client records.

Materials Required: Customer record form, Computer system/register.

Procedure:

1. Divide the class into groups.
2. Provide a pre-defined format to enter customer information.
3. Provide dummy customer data to the students and ask students to record the information.
4. Students can use either paper or digital forms (if computer system is available).
5. Demonstrate safe storage (locked file/password).
6. Discuss importance of confidentiality to the students.
7. Teacher will check the entry of customer information, whether the students have recorded correctly.
8. Teacher will share the feedback of students.
9. Students will incorporate the feedback and make a final sheet and submit it to the subject teacher.

Activity 4: Poster making activity on Creating Advertisement.

Materials required: Drawing sheets or chart paper (A3 size), Sketch pens, crayons, colored pencils, markers, Glue, Old magazines/newspapers (for cutting pictures), Ruler, eraser, chits of different products in a bowl.

Procedure:

1. Divide the class into groups.
2. Each group will be asked to pick a chit from bowl.
3. Chits will have different product category like mobile, toothpaste, laptop, shoes, watch etc.
4. Students will prepare an attractive advertisement poster. The advertisement must include pictures, logo, tagline, offers etc.)
5. Posters will be displayed on classroom boards.
6. Each student (or group) explains their poster briefly.
7. Classmates and teacher will share their feedback.

CHECK YOUR PROGRESS**A. Fill in the Blanks**

1. _____ helps identify customer purchase behavior.
2. _____ refers to the physical environment of a retail store.
3. _____ involves actively listening and responding to customer needs.
4. Personalized service increases customer _____.
5. Secure payment gateways in e-retail provide _____ to customers.

B. Multiple Choice Questions

1. Personalized service in retail business includes:
 - a) Mass advertising
 - b) Providing the same product to every customer
 - c) Customizing products based on individual preferences
 - d) All of the above
2. Which of the following is a standard related to customer service?
 - a) Jargon
 - b) Empathy
 - c) Delay
 - d) Ambiguity
3. Which is the first step in personalized sales support?
 - a) Data analysis
 - b) Follow-up
 - c) Data Collection
 - d) Feedback
4. Which term refers to the ability to understand customer emotions and needs?
 - a) Tangibility

- b) Assurance
 - c) Empathy
 - d) Reliability
5. In E-retailing, what ensures safe transactions for customers?
- a) Verbal communication
 - b) Store location
 - c) Advertisement
 - d) Secure payment gateways

C. State whether the following statements are True or False

1. Personalized service means offering the same product to all customers.
2. Customer profiling helps in understanding individual preferences.
3. Assurance refers to appearance of physical retail store.
4. Follow-up is a part of personalized sales support.
5. Responsiveness in service is about quick attention to customer queries.

D. Match the Columns

S.No.	Column A	S.No.	Column B
1	Tangibility	A	Willingness to help customers
2	Reliability	B	Physical appearance and ambience
3	Responsiveness	C	Understanding customer emotions
4	Assurance	D	Delivering as promised
5	Empathy	E	Building trust through knowledge

E. Short Answer Questions

1. What is the meaning of personalized service in retail?
2. Define customer profiling and its importance.
3. List two elements of customer service standards.
4. Why is empathy important in retail customer service?

F. Long Answer Questions

1. Explain the key steps involved in providing personalized sales support.
2. Describe the five customer service standards with examples.

3. How can effective listening improve customer satisfaction in retail?
4. Explain the importance of data protection and confidentiality in retail.

G. Check Your Performance

1. How would you assist a customer who is upset with a delayed delivery?
2. Share an example of personalized service you experienced or observed.
3. Why should retailers avoid jargon while speaking with customers?
4. If you were an online seller, how would you ensure customer data privacy?

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SESSION 4: MAINTAIN POST-SALES SERVICE SUPPORT IN RETAILING

Meaning of Post Sales Service: Post-sales service is the support that the retailer extends after the purchase done by customer. Post-sale service has gained much importance in the last few years when the competitors in the market are increasing day by day. These activities help in retaining customer by satisfying them with support and solving their issues. This helps in building customer loyalty also. A happy customer spreads positive words for the company and the product which help in gaining new customers.

There are different types of post service support can be provided to the customers:

- 1. Free Installation Support:** Not all the products need installation, but if a product needs installation service, the retailer must provide free assistance to its customers in setting up the product.
- 2. Warranty and Guarantee:** If any manufacturing defect is there in the product, the retailer should either repair or replace the product in given time frame. Example: 1-year warranty on Air Conditioner.
- 3. Return or Replacement:** In case of defective or damaged goods, the retailer should provide return service to its customers. Example: Replacement for faulty mobile phone, online retail stores generally provide 7 days' replacement.
- 4. Maintenance or Servicing:** There are products which need regular maintenance and service. Example: Car servicing. Few companies provide Annual Maintenance Contracts (AMC) for appliances like Water purifier.
- 5. Product Demonstration and Usage Training:** Complex products need proper training to use them effectively; retailers should take responsibility to educate their customers. Example: Product demonstration on its usage if a customer buys a gyming machine.
- 6. Feedback and Reviews:** Retail sale process does not end without taking regular feedback. Retailers should gather customer opinion on the experience of product. Example: Few retail stores take feedback at billing counter, In online stores, written feedbacks and ratings are taken from customers.
- 7. Complaint Resolution:** Post service support is also needed when a customer has a complaint for any product. Immediate redressal of grievance is needed to enhance the experience of customer.

For post-service support, it is important to contact customers, each company has its own set of policies and defined rules for contacting customers. These

policies clearly state how, when, where and for what objective the company should contact the customers. The retailers can contact customers for collective feedback and reviews, service reminders, new product launch information and even complaint resolutions.

The companies generally follow a set of procedure to collect information:

- 1. Data Collection:** Post service support needs customer details and the retailers should follow the instructed guidelines by the company to collect data. More the data is accurate, more better results can be achieved. The customers can be requested at physical stores to provide their information, in online stores, the data is automatically captured by online forms.
- 2. Create Customer Record:** Basic information like name of customer, mobile number, address, email address are collected at the first level. Further record can be kept identifying the needs and preferences of customer.
- 3. Choose Mode of Contact:** Different modes can be chosen to gather data, it depends on company's policies and sometimes customer's preference too. The different modes can be over phone calls, SMS or WhatsApp, E-mail etc.
- 4. Record the Response of Customer:** Once the mode of contact is finalized, the next thing is to record the response of customers. Nowadays it is done online only, excel sheets are used to record information, few retailers have their software's also to keep the information of customers.
- 5. Resolve the Issue:** While interacting with the customer, they can address issue related to product usage or can share their experience with the product, the caller should immediately try to resolve the issue, if it does not happen at that moment, he should schedule a call.
- 6. Close the Call:** The call must be closed with a positive message as it builds trust and confidence between caller and customer. Example: Thank you for sharing information! Have a nice day!

Do's while contacting customers

1. Keeping confidentiality
2. Active listening
3. Create rapport with customers
4. Positive talk with customers

Dont's

1. Don't argue and interrupt

2. Don't use jargons
3. Don't be over friendly

PRACTICAL EXERCISES

Activity 1: Role Play on post sales service.

Materials Required: Dummy product boxes (e.g., a mobile phone, Steam iron, clothing item), Dummy invoice/receipt, Return/exchange form, Feedback form, Notepad and pen.

Procedure:

1. Divide the class into groups.
2. Ask customer to enter with a complaint about a defective product or seeking installation help. (Give a situation)
3. Retail salesperson greets the customer and actively listens to the issue.
4. Ask the salesperson to check the invoice, and if valid, fill an exchange form.
5. Provide compensation to the customer, such as replacement, free service, or refund.
6. Collect feedback from the customer about the support experience.
7. Other students will observe and note down their observations.
8. At the end, Class will share peer feedback whether the salesperson is resolving the issue.
9. Teacher will share the feedback of each group of students.
10. Students will incorporate the feedback and make a final report and submit it to the subject teacher.

Activity 2: Make a flow chart on Company's policy and procedure for contacting clients.

Materials Required: Chart paper / A4 sheets, Colored markers or pens, Sticky notes (optional), Sample customer contact policy (if possible to provide).

Procedure:

1. Make 4-5 groups in the class.
2. Define the purpose of contact to all the students.
3. To each group, provide different scenario (Taking Feedback, informing discounts and offers, new product launch etc.)
4. To each group, give different modes to contact (Via E-mail, call etc.)

5. Give the students a standard script and ask the students to record their interaction.
6. Teacher will check and share the feedback of each group of students.
7. Students will incorporate the feedback and make a final record sheet and submit it to the subject teacher.

Activity 3: Skit on Positive talk with clients.

Materials required: Role cards (Customer types and Sales Executive roles), Sample customer scenarios, Notepad and pen for script preparation.

Procedure:

1. Divide the class into groups.
2. Each group receives a scenario card that outlines: the type of customer and the issue or need. The different sample scenarios can be.

Scenario 1: A customer is confused between two types of smartphones. The salesperson must use polite and helpful language to guide them.

Scenario 2: A customer is upset about a delay in product delivery. The staff must respond positively and resolve the issue with empathy.

Scenario 3: A first-time shopper wants to know about available discounts. The executive explains in a cheerful, friendly tone.

1. Each group drafts a short 2-3 minute skit using: positive greetings, helpful tone, courteous responses, encouraging body language (nonverbal communication).
2. Each group will perform their skit.
3. Other students will observe and note down their observations.
4. At the end, Class will share peer feedback.
5. Teacher will share the feedback of each group of students.

CHECK YOURS PROGRESS

A. Fill in the Blanks

1. _____ support is needed when a product needs technical setup after purchase.
2. _____ allows a customer to return or replace defective goods in a given time period.
3. Annual Maintenance Contract is also known as _____.
4. Customer _____ is collected to maintain records.
5. _____ builds trust and helps solve product issues.

B. Multiple Choice Questions

1. Which of the following is not a type of post-sales service?
 - a) Free installation
 - b) Warranty
 - c) Advertising
 - d) Maintenance
2. What is the basic purpose of post-sales service?
 - a) To reduce costs
 - b) To offer discounts
 - c) To retain customers and ensure satisfaction
 - d) To void customers
3. Which type of post-sale service involves fixing defective items?
 - a) Product Demonstration
 - b) Warranty and Guarantee
 - c) Personal selling
 - d) Segmentation
4. Annual Maintenance Contract (AMC) is an example of:
 - a) Product Servicing
 - b) Installation
 - c) Feedback
 - d) Offer
5. Feedback and reviews help retailers to:
 - a) Ignore customers
 - b) Improve products and service
 - c) Reduce service
 - d) Improve product placement

C. State whether the following statement are True or False

1. Return and replacement is a part of post-sales service.
2. Complaint resolution helps in building customer trust.
3. Retailers should avoid negative feedback of customers.
4. Post-sales service starts once the product is delivered.
5. E-retailers use forms to collect post-purchase feedback.

D. Match the Columns

S.No.	Column A	S.No.	Column B
1	Free installation	A	Scheduled servicing
2	Warranty	B	Setup support

3	Return/Replacement	C	Customer opinion collection
4	AMC	D	Return of damaged products
5	Feedback	E	Coverage for defects

E. Short Answer Questions

1. What is the meaning of post-sales service?
2. What are the different ways retailers can collect customer feedback?
3. Why is data collection important in post-sales service?

F. Long Answer Questions

1. Explain the different types of post-sales service support with examples.
2. Describe the procedure of contacting customers for post-sales support.
3. How does post-sales support help in building customer loyalty and trust?

G. Check Your Performance

1. Think of a product you purchased recently. Did you receive any post-sales support? Explain.
2. Suggest two ways to improve post-sales services in online retail.

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MODULE 3: RETAIL CUSTOMER SERVICE AND CONCERNS

As you know customer is a king in the present day cut-throat competitive market. A retailer or shopkeeper should know the importance and value of customers. Retailing is called completed and successful only when customer comes and visited retail store and buys goods from retail store and satisfied with the product and services provided by retailer. Retailer will also get benefited in form of profit and high margin.

Customers expect almost all retailers to provide certain services like good appearance and behavior, be in identify customer expectations and able to recognize customer needs. Customer Service is act as the pipe by which customer fulfill their needs and satisfied it. The retail has emerged as important sector and provider of employment opportunities.

Problems handling is an essential activity of every customer. It also provides a platform to identify the cause of service failure. It is a good chance for any organization to recognize areas of progress. It is very likely that a complaining customer can transform to loyal, enduring customer when the problem is determined quickly, effectively and efficiently. The way that retailers respond and handle a customer complaint will have direct impact on the business and any future interactions with that particular customer. It is certainly not easy to deal with a customer service issue. When customer has a complaint or an issue to be solved, he/she wants solutions, not excuses. If any retail store provides brilliant customer facility and follow processes, complaints will be rare.

Before anyone begins to solve a customer's problem, consider the fact that he or she may not really want to "solve" the problem. In some cases, a person simply wants to escape frustration or to hear. Therefore, listening and patience is necessary for sales executive. In many cases, customer will often have a solution in mind when he or she calls or comes in. The best practice is that employee must simply listen and offer to assist the execution of suggested answer.

Continuous and regular complaints can hamper the brand image of the retail store. For overcoming this issue, management should review and find out the root causes. Even if it is a customer complaint between co-workers, immediate and significant action should be taken. For customers, a careful and reliable pursuing of grievances and procedures reflects the level of skill and conveys a message to them that their grievances are taken seriously. Problem handling can be taken up on a case to case basis. However, if these are a standards operating procedure it reflects the management concern for customers.

It empowers employees to handle circumstances very positively, competently

and effectively. After careful listening, negotiating and reassuring customers; the retailers or the sales executives should provide feedback with in a period and discuss problems as desired. It will be necessary for developing a solid bonding of trust between customer and retailer.

The present module “Retail Customer Service and Concerns” is divided in four sessions the first session describes the retail customer services and concerns, the second session identify the problems arising in customer service concerns, the third session deals with handling the customer complaints and the fourth session discusses resolve the retail customer concerns.

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SESSION 1: RETAIL CUSTOMER SERVICES AND CONCERNS

We can understand the difference between two terminologies customer and consumer through a situation in our day-to-day life. For example, a housewife buys some household goods from the store. She is a customer to retail outlet. When she reaches home, other members of family also use products, though they haven't purchased it. All the family members including the housewife who have utilized the products for their personal use are consumers.

In marketing, it converts and increases our customers into the consumers. Satisfied consumers will not only become customers but also promote the marketer and his product and services.

IDENTIFYING CUSTOMER'S NEEDS AND BEHAVIOR

Need is necessary for organisms (customer) to live healthy life. Customer needs can be objective (e.g. physical needs like food, shelter, clothing, etc.) or subjective (includes emotional, moral, intellectual, and spiritual needs, e.g., good behavior, self-esteem, fairness, etc.). Customer's needs vary with place and age group.

Customer's needs are the stepping stone to all modern marketing concepts. The manufacturer has to give due attention, importance and care in understanding and assessing or identifying the needs of consumers to gain competitive advantage. Marketer should use all their efforts and strategies to identify, emphasize, and satisfy customer needs. Retailer must understand the needs or demands of the consumer.

Based on type of products, customer's needs to be divided into two types, this is demand for tangible and non-tangible products.

- a) **Tangible** products, which can be touch and feel (Fig. 3.1).
- b) **Intangible** products which cannot be touch but feel.



Fig. 3.1: Tangible Products

BASIC NEEDS OF CUSTOMER

Following are the basic needs of the customer;

- i. **Warm welcome:** The sales person has to welcome the customer warmly and greet him/her graciously. Customer shouldn't feel neglected when he/she approaches the retailer or sales executive.
- ii. **Understanding:** Marketer need to understand and appreciates views, expressions, and circumstances, feelings without any criticism or judgment for satisfaction of the customer.
- iii. **Fairness:** every customer wants to treat fairly. Customers get very much annoyed and dissatisfied when they feel they are not given due attention in the retail store.
- iv. **Control:** Control means the customer's perception to meet his demand at the earliest with positive outcome.
- v. **Options and alternatives:** option and alternatives are available for customer want to accomplish and satisfied. Customers must be educated about variety of products. They own to purchase desired product and services available in store.

To identify the customer needs, retailer must do these three things:

1. Communicate effectively with the customers and satisfy their needs.
2. Different ways to record customer feedback and use it effectively.
3. Effective use of feedback and other information to take effective decision regarding marketing, buying, merchandising and selling.

There are many employees in the retail organization who mainly work for customer satisfaction, called customer service representative. In every stage of buying process retail organization provide the customer service before purchase, during purchase and after purchase.

ROLE OF CUSTOMER SERVICES IN RETAIL

In today scenario each and every retailer are trying to make the casual customer into loyal customer through bonding between retailer and customer. Through customer service marketer is able to understand the customer feeling and emotions with particular products and also able to understand the buying habits of customer so that marketer suggest accordingly.

In this module we try to focus role of customer service in retail.

A successful and effective customer service results in increase of customer's value for the store.

A good customer service should focus on-

- Building dynamic relationship with the customer.
- Making customer service as key element to build customer loyalty.
- Building competitive advantage.

Through effective customer service retailer can maintain the strong relationship with customer and convert the customer into loyal customer. Loyal customer plays important role in continuing revenue. This is the basic reason; many retailers work hard to increase the level of customer satisfaction.

ELEMENTS OF CUSTOMER SERVICES

The basic elements of customer services which make it good are as follows:

- a. Communications skills:** Salesman initially greets the customer. Throughout the entire interaction, customer forms opinion and attitude toward retail store as per customer service is concern (Fig. 3.2).



Fig. 3.2: Communicate with Customers

- b. Effective "Face-to-Face" Interactions with Customers:** In many retail store, of course, employees deal "face-to-face" with customers in each and every business day (Fig. 3.3). Unlike telephone communications, in which customers use only one sense organ (sound) to evaluate retailer and its apparent attitude toward customers, these personal encounters offer customers the use of at least two more of five senses, i.e., sight and smell, upon which to form their opinions.



Fig. 3.3: Effective Face-to Face Interaction with Customer

- c. The Art of Listening to Customers:** Effective communication isn't simply a one-way proposition. Communication directed toward the customer is important, but communication from the customer is probably even more important.



Fig. 3.4: Listening the Customer Views

Salesman should know what a customer really wants? Many times it's really as easy as listening to what the customer says (or doesn't say). Obviously, to accomplish this feat one must develop good listening skills (Fig. 3.4).

- d. Handling Customer's Grievances Smoothly:** Inevitably, sales person in retail store is bound to encounter a customer who is angry, upset, and unreasonable, unusually demanding, or all the above. Any effective customer service programme will include methods of dealing with this type of customer (Fig. 3.5).



Fig. 3.5: Handling Customer Grievances

- e. Adopting a New, Different Perspective:** Customer service is a "team" effort. In a company dedicated to good customer service, whatsoever for an attitude of "that's not my job" (Fig. 3.6).



Fig. 3.6: New Perspectives Shop Layout

- f. Monitoring and Measuring Effectiveness:** There are several informal ways to conduct monitoring and measurement for effective customer service (Fig. 3.7). Ask customers themselves how well they think retail store doing. This can be accomplished by using such basic tools customer satisfaction survey cards, exit interviews with customers, etc.



Fig. 3.7: Monitoring and Measuring Effectively

ADVANTAGES OF CUSTOMER SERVICE

The advantages of providing customer services are as follows:

- Serve Customer better
- Increase customer revenues
- Acquiring new customers

- Sale products more effectively
- Help sales staff to close deals
- Developing or enhancing the value proposition offered to customers
- Enhancing customer loyalty and
- Retain customers to increase profits
- Focused customer delivery & support based on customer's Segment

Designing strategic solutions for enhancing effectiveness of promotions & loyalty programs for customers is most important aspect in the retail environment.

Effective Customer Service

Always remember that a satisfied customer contributes more in retail for years, through purchases and recommend and refer to others. Now let us try to understand various aspects of an effective customer service (Fig. 3.8).



Fig. 3.8: Effective Customer Service

Deal Effectively with Customers

In order to deal with your customer effectively, need to;

- Develop knowledge of merchandise sold.
- Acknowledge/approach customers ideally within one minute of their entering the department.
- Be friendly and enthusiastic while welcoming customer.
- Ask customers appropriate questions to determine needs.
- Offer merchandise to customers, describing features and benefits.
- Sell related merchandise in addition to customer's selected item, wherever possible.

- Deal with customers' complaints in accordance with retail policy.
- Place customer special orders.
- Carry out all methods of payment.
- Handle complaints courteously and sympathetically.

Effective Ways to Build Customer Rapport

Retailer should know that rapport building with customers is important to provide good service or increasing sales. Here are some tips for build customer rapport.

- 1. Be Adaptable:** Retailer should define store approach for building rapport.
- 2. Pace and Lead:** This is another way to build rapport. When a customer got angry or over excited for some issues. Sales person must show the concern in customer matter and solve it on first priority with pace and lead toward good customer services.
- 3. Allow them for Get It All Out:** When an angry customer comes at retail store and let them speak their problem. Allow the customer to get out all things. So that he feels relax and then solve their problems.
- 4. Repeat Back:** Once customer speaks out the issue, repeat sentences or important details back to the customer, saying "Okay, just to recap..." This reassures customer that concern person is paying attention.
- 5. Get Customer Name First:** Before starting the conversation with customer first ask the name of customer rather than complaint number. Sales person should use customer name while discussing the issue with customer.
- 6. Make Customer Problem Retailer Problem:** Retailer should treat customer problem as their own problem. A good relationship between customer and retailer leads to come back the customer again.
- 7. See It from Customer's View:** Encourage customer service executive to put themselves in the customer's shoes. If they are struggling to show empathy, think like customer is their close friend or family member.
- 8. Share Their Priorities:** Customer has a list of priorities. Retailer also make customer as their priorities and addressing on first priority by taking care of them.
- 9. Remember Value of an Apology:** Every retailer should know the value of apology. Even those who are dealing with complaints all the time still they should be very careful about the time when they apologize to customer.

- 10. Retailer Doesn't Have to Have 'Things in Common':** Some retailer does not have anything in common with their customers and will therefore be unable to build rapport.
- 11. Don't Rush:** Sometimes retailer can identify issues on regular basis and then rush to rectify the problem quickly.
- 12. Smile:** Salesperson is always interacting customer with a smile. The customer will notice.
- 13. Personal Interest in Customer Benefits:** Retailer can build rapport with customer by showing personal interest in the customer benefits.
- 14. Show Good Listening Skills:** Every retailer should show their listening skill by assuring customer that you are listening by repeating what customer says.
- 15. Keep Focused:** Stay full focused on customer and do not distract him/her.
- 16. Not All Customers Want to Chat:** Remember that angry customers don't want building rapport. They just want to tell you what the problem is and for you to fix it.
- 17. Avoid Assumptions:** Do not assumptions, about what customer is telling – actively listen!
- 18. End On a High:** Always ask the customer if there is anything else to do for customer before they leave. This shows that your priority is giving good service, not just getting the call over with.
- 19. Smile Through the Complaints:** Sales person need to always smile, even when the customer is complaining. They don't want to hear that the sales person is having a bad day – they only want to know whether retailer will able to solve the issue and then in turn make the customer smile.
- 20. Beware of Inappropriate Jokes:** Everyone must careful with humor. Sometimes there is risk of a jokey comment.

PRACTICAL EXERCISES

Activity 1: Field visit to understand customer needs and customer expectations in the retail store.

Materials required: pen/pencil, notebook and checklists.

Procedure:

1. Visit a retail store near by your home.
2. Meet the executives on retail and greet.

3. Write about body language of sales persons and gestures when customer entered the store.
4. Meet few customers and write their expectation.
5. Try to list out the reasons for such gestures and expectations.
6. Write them in your notebook, prepare report and submit to subject teacher.

Activity 2: Observation of effective ways to build customer report.

Materials required: pen/pencil, notebook and checklist.

Procedure:

1. Form a group of four students.
2. Ask them to visit retail store nearby stores.
3. Meet the store manager and greet him.
4. Tell him the purpose of visit and take permission for visit the store.
5. Observe how the retailer is concentrating on consumer.
6. Examine the ways followed by retailer to build customer rapport.
7. Prepare note on your observation.
8. Discuss the observation in the class and submit the report to the subject teacher.

CHECK YOUR PROGRESS

A. Fill in the Blanks

1. _____ consumers will not only become customers but also promote the retail store.
2. _____ is necessary for organisms (customer) to live healthy life.
3. Customers need to be and informed about variety of different products and services.
4. Designing _____ solutions for enhancing effectiveness of promotions & loyalty programs.
5. Always remember that a _____ customer will contribute to your business for years.
6. _____ building with customers over the phone is so important to providing a good service or increasing sales.

B. Multiple Choice Questions

1. Customer's needs to be divided into
 - a) Two

- b) Three
 - c) Four
 - d) None of the above
2. Tangible products are
 - a) Soap
 - b) Electronic gadgets
 - c) Bicycle
 - d) All a), b) and c)
 3. Customer service is the provision of service to customers
 - a) before
 - b) during
 - c) after a purchase
 - d) all a), b) and c)
 4. which is not the elements of good customer services
 - a) Communications skills
 - b) Art of Listening to Customers
 - c) Monitoring and Measuring Effectiveness
 - d) Argument with customer
 5. Which is not the advantages of providing customer services
 - a) Serve Customer better
 - b) Decrease customer revenues
 - c) Acquiring new customers
 - d) Sale products more effectively

C. State whether the following statement are True or False

1. Customer, who has consumed or utilized any product or services for his / her personal requirement or need.
2. Customer's needs are the stepping stone to all modern marketing concepts.
3. Customer's needs to be divided into three types.
4. The businessman has to extend a warm welcome to the customer and greet him/her graciously.
5. Companies have not worked hard to increase their customer satisfaction levels.
6. All customers should be approached using the same style.
7. When the customer is angry, allow them to vent without interruption.

D. Short Answer Questions

1. Define customer and consumer.

2. What is customer service?
3. What is the role of customer service in retailing?
4. What are the elements of good customer services?
5. What are the advantages of customer service in retailing?
6. What are the basic ways to build rapport with customers?
7. What is effective customer service?
8. What should be done to provide effective customer care service?
9. How to deal with customers?
10. What are the effective ways to build customer rapport?

E. Check Your Performance

1. Demonstrate the elements of customer services and find its significance.
2. Demonstrate the effective ways to build customers rapport.
3. Role play on obtaining feedback by interacting with customer and retail store.

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SESSION 2: IDENTIFYING AND LISTENING TO CUSTOMER'S PROBLEMS

There is a popular saying: “A satisfied and happy customer shares their experience with a few friends, but an unhappy customer tells the whole world.” Whether or not this holds entirely true, it is a fact that acquiring a new customer requires much more effort and expense than retaining an existing one. Losing a loyal customer is therefore a significant setback for any business.

Even a single incident of poor communication, rudeness, unreliable service, or neglect can drive a customer away to a competitor's store. When customers do not receive efficient and prompt service, they are likely to complain. This raises an important question: What problems are we truly solving for our customers? If we were to ask them directly, what would they say? And if we asked them to rank their difficulties, would the results really surprise us?

The key lies in listening attentively to customers' problems and guiding sales executives with clear instructions to prevent such issues from recurring. When retailers genuinely address customer concerns, it not only boosts customer morale but also enhances their satisfaction levels.

Ultimately, this leads to greater customer loyalty and retention—both of which are crucial for the growth and long-term success of a store. Therefore, every retailer must pay careful attention to customer issues, and take corrective measures wherever necessary to minimize complaints.

DO'S AND DONT'S FOR IDENTIFYING PROBLEMS

Do's: Identifying the problems of the customers is not an easy task. It requires knowledge of understanding the customers' psychology and their actions. Following points are useful for sales executives to identify the customers' problems. The retail sales executives, therefore, should;

- Offer seat to customers.
- Identify and try to solve the right problem.
- Adopt courtesy by offering a seat, a glass of water and tea/coffee.
- Aneffortistoresolveaproblemsothatcustomerunderstandshowimportant he is.
- Make the customers feel that he/she is getting importance by listening to the problem.
- Collect any documentation or other background information available.
- Simply listen and offer to facilitate the execution of the recommended solution.

- When the sales executive, jointly with customer, solves a problem, the customer feels ownership that a good decision should be by customer himself.
- In some situations, ask an open-ended query that suggests a solution. For example, suppose that a buyer wants a product 'X' that retailer does not have in stock. Instead of saying, "I am sorry, that product is out of stock," sales executive could ask a question such as, "How do you think product-'Y'—would work as an option?" Sales executive as now cleverly made a suggestion without saying, "You could use product -'Y'- instead, serve the same purpose."
- Always try to know that customers might often have a solution in mind when customers call or come in.
- Identify the cause of customer's problems.
- Have the sense of intuition for predicting the future problems faced by customers.
- Have the ability to understand the problems defined by customers.

Don'ts:

- Sales executives should not point the fingers at other employees, policies, or procedures.
- Sales executives should not fight with customer.
- Sometimes, customers may be 100% wrong but fighting on the issues will only aggravate complaint.
- Do not permit the conversation to result in an argument with any customer at any point of time.

SOURCES OF IDENTIFYING THE CUSTOMER'S PROBLEMS

There are some sources to find out the customers' problems. They are as follows:

- Take feedback from customers either in writing or in verbal form.
- Take feedback from sales executives.
- Take feedback from the cash point.
- Take feedback from public like media, social groups, social activists etc.
- Customers Suggestion box (regular check required).
- The tools for identifying customer's problems is important to getting the right information may be a challenging task; sales executive should prepare tools like questionnaire to gather the necessary information.

The questionnaire can consist open - ended questions as well as closed ended questions or both.

- a) Open- Ended Questions:** Open-ended questions are good for defining issues, clarifying, gathering information and getting involvement. These questions are requiring multiple answers. Answers might be short sentences or somewhat longer. These questions frequently start with a what, how, where, when, and why (Fig. 3.9) For example, "What are the factors influencing the customer when buying a vehicle?"

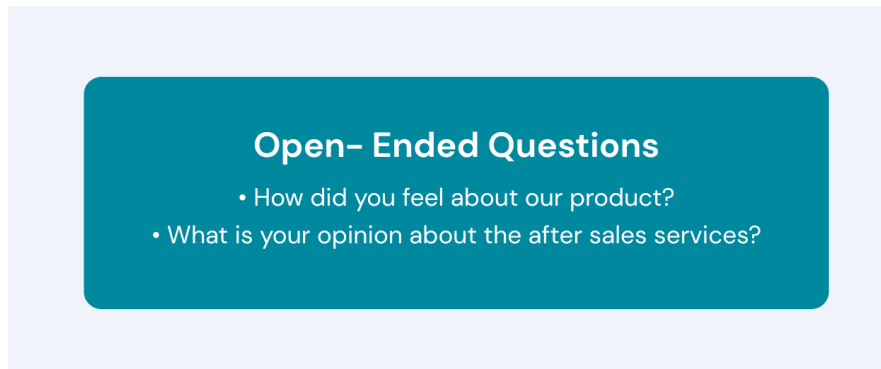


Fig. 3.9: Open Ended Questions

By collecting the information by asking this type of questions, retailer can find out a true picture of various customers' problems in detail.

- b) Close-Ended Questions:** Closed-ended question comprises a short answer. Closed-ended questions are sometimes valuable for getting a quick response, gaining minimal involvement, controlling the conversation, verifying information, and clarifying or confirming points as shown in (Fig. 3.10). For example:

Is your daughter using this product? (Yes or No).

How many times have you used our services? (A specific number) Do you prefer the blue or red one? (A choice between two items).

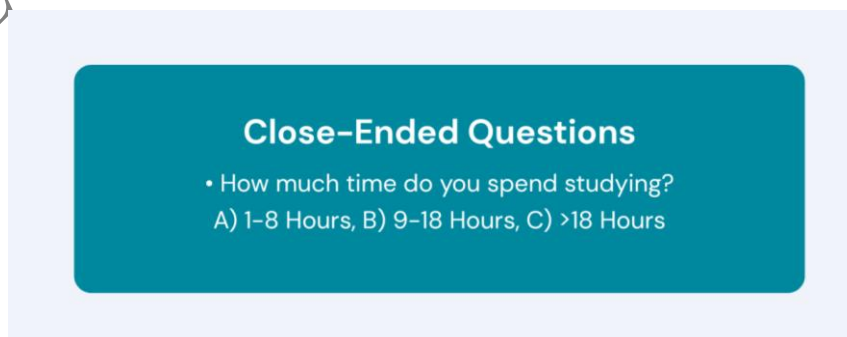


Fig. 3.10: Closed Ended Questions

The significant objectives of asking questions are to identifying the customer's true concerns and solve his/her problems. For example, customer arrives at store and wants to return a laptop because it does not work. By asking

questions, sales executive may help the customer to solve the problem without the added expense of shipping or having a service technician call on the customer. Customer care executive or sales executive may ask for background information about the laptop and then ask some specific questions about the problem. Questions such as the following might be appropriate:

- What model sit?
- What is the problem?
- Does it have OS problem or starting problem?
- Is there a battery problem or it does not get charged?
- Have you checked to see the power cord firmly attached or not?
- Have you tried using a different electrical outlet?
- Have you checked to make guaranteed power strip turned on or not?

GUIDELINES TO ANTICIPATE CUSTOMERS PROBLEMS

Anticipating customer problems is an important activity of sales person/executive/executives. He/ she have to keep in attention the following guidelines in anticipating and identifying customer problems:

1. Before sales executive can decide on a course of action, he/she must first know the nature and possibility of the problem being faced. Often, a customer does not recognize how to enlighten the problem well especially speaking in communication-linked disability. In such cases, the sales executive has to do a little detective/predictive work. He should ask the questions or assess the information available.
2. Begin the journey to reduce difficulties by make an apology for the inconvenience. The customer wants somebody to be responsible. A simple “I am sorry for inconvenience; how can I help you?” such convincing attitude of the sales executive will go a long way in stabilizing good relationship with customers.
3. Sales executive should take the responsibility for the problem, even if he/she actually has not caused it. It should be noted that in the customer’s eyes, sales executive or person in front line represent the store. Therefore, that person is “chosen” to be responsible.
4. Sales executive should not point-out the fingers at other employees, policies, or procedures.
5. Let the customer know that any person who is interacting at retailer’s counter, is sincerely regretful that the problem has occurred and will do whatever possible quickly and effectively to solve it.

6. Learn more about the problem and start speaking directly to the customer, whenever possible.

Dealing with several types of customers can be frustrating, but it may also be very satisfying. Many times, sales executives deal with different external and internal customers, including those who are angry, dissatisfied, indecisive, demanding, dominating, talkative, or rude. Retailers' goal in all their efforts should be to work harmoniously with all customers to cool down their anger or rudeness.

Process of Spotting Customer Service Problem

Customer service is the provision of service to customers in the pre-purchase stage/post purchase stage. Customer service comprises the priority that business organization assigns to consumer service (Fig. 3.11). To provide excellent customer service retail firms should have to invest money for giving training to their staff members. In this way, staff members get trained and skilled to handle the customers. Quality service makes positive impact on customers. If customers are getting extra care and services from the retail outlets, they can become a loyal customer. Loyal customers by way of spreading good by word of mouth will bring more business. Increasing the sales level reflects the increase of revenues of the firm.



Fig. 3.11: Handle Customer Service Problem

Identifying Options

Here is something that has to be useful for any customer support representative: a direction that sales executive has to comply with to offer pleasant answers to customers.

Identify Other Option

There are various types of customer problems. By dividing customer problems into categories, retailer or sales executive can easily resolve problematic situation of the customer.

Confirm the Option

The retailer evaluates problem with in a short pan and confirms the option as to how to solve the problem. Here are seven-steps for an effective problem-solving process.

- Identify the problem.
- Understand where the problem lies.
- Understand every one's interests.
- Find out suitable solutions (options).
- Evaluate the options.
- Choose the option/options.
- Document the agreement (s).
- Agree on possibilities then comes monitoring and evaluation.

Selection of Option

Selection of option is very important point for company or service provider because it plays an important part in problem solving of any customer. It can make the work easy for service provider.

If case, the problem is not resolved

In case if the service providers are not able to solve problem then they should go for these few steps:

- The service provider should understand the problem.
- The service provider should change the product if the service could take their time to solve it.
- They should forward the problem to their seniors.
- The service provider should confirm customer option so that they could easily understand their problem and
- They could solve their problem in no time or could solve their exact problem in no time.

IDENTIFY REPEATED CUSTOMER SERVICE PROBLEM

Sometimes frontline staff assumes that someone is taking care of it. Frontline staff is not ready to communicate with other staff members and sales executives about the customer feedback. They are dealing daily to the customers thus they are more familiar with the customer problems. They identified the problem but not communicate it to the organization. Many times, information about customer problem is not disseminated to the management. Agents or employees are not powered to identify and solve customer problems. Sometimes agents/employees are not empowered to identify the customer problem. All staff needs to work by taking their own decision towards customer service. Develop culture of communication to identify and solve customer problem. There is need to develop culture of communication to identify customer problem. Various methods of

communication should be adopted by the organization to identify customer problem, for example suggestion box, written complaint letter, online complaint etc.

Support staff to communicate well with the customer. Effective communication plays a vital role to provide customer service. To improve the process of customer service it is necessary to improve communication between staff members. Companies should have idea how to communicate with their staff members and in what way service provider talk with the customer. If company cannot convince customer about their service, then customer move ahead to the other options.

Communication happens on different levels from ads to hoardings, emails to messages, and social media sites. There is need of few communication concepts that all organizations can use to communicate effectively with the customer. Organizational staff needs to be patient to solve customer problem. Sometimes customer is angry and confused. Many times, a great deal of patience is required for understanding customer's problem. Information flow in the organization must be at all levels of management. It is the responsibility of the manager to communicate accurate information at all levels. Staff should be proactive in approach. When a customer has called to get an issue resolved it is likely that the resolution takes more time than required then in such situation when customer waiting for response, proactive and keep the customer informed of the progress. Attentiveness helps a lot to deal with customers. When the employees focus on customer's problem than half of the problem is resolved. Listening customers carefully is very helpful to make good relation with them. Customer can be enquired anything it is the duty of the sales executive and other staff members to provide all the information about products and services to the customers. They can do this only if they have complete knowledge about products and services offering by the organization. Honesty is the best policy to win trust among the customers. Regular communication with the customer is very important to make customer happy and solve their problem time to time.

PRACTICAL EXERCISES

Activity 1: To improve learners' skills set in handling customer complaints, try this activity with your students.

Material required: Pen/pencil, notebook, check list and trouser.

Procedure:

Student treated as the manager of a menswear retail store and a customer has just returned one of the trousers that were part of last week's order. The customer returned the trousers because the stitching was loose. This is the fourth trousers from this store that has been returned since they put on

display. When the customer returned the item, she/he made an offhanded comment about the sales executive being “quite abrupt” when he/she initially purchased the item. Upon investigation, you have determined that the initial sales executive was Mr. Aman, who has only been with the company for several weeks and this is the second complaint made about his abrupt nature.

- a) What problems have you identified that are influencing the business negatively?
- b) How would you use this information to make positive changes to the business?

Activity 2: Visit a nearby retail store and observe how customer’s complaints are lodged?

Material required: Pen/pencil, notebook, checklist and trouser.

Procedure:

Form a group of five to six students.

Tell them to visit retail outlet.

1. Meet the outlet manager and greet him/her politely.
2. Tell him the purpose of visit and take consent for visit.
3. Ask the retail store staff following questions.
 - a) What is the mode used by customer to lodge a complaint about goods and services?
 - i. Email
 - ii. Telephone
 - iii. SMS
 - iv. Personal
 - v. Any other
 - b) How does the retailer record customer’s complaints?
 - i. Complaint Book
 - ii. Voice recording
 - iii. Video
 - iv. Provided proforma
 - v. Suggestion box
 - vi. Any other
 - c) Analyse the complaints and prepare a report.

4. Note down the answers in the note book
5. Prepare a report based on your observation.

Activity 3: Visit a nearby mall and examine the various sources that are used by Retailers for identifying customers' problems.

Material required: Pen/pencil, notebook and checklist.

Procedure:

1. Form a group of five to six students.
2. Tell them to visit retail outlet.
3. Meet the outlet manager and greet him.
4. Tell him the purpose of visit and take consent for visit.
5. Ask the retail sales executive following questions.
 - a) What are the sources of identifying problems of customers by retailer?
 - i. Feedback of customer
 - ii. Feedback of sales executive
 - iii. Feedback from public
 - iv. Arranging customer's meet
 - v. Suggestion Box
 - b) Prepare a report on the basis of your data analysis.

6. Note down the answers in the notebook.
7. Prepare a report based on your observation.

Activity 4: Visit a nearby retail outlet to enquire about the tools used in identifying customer's problems and their personal experience with usage of such tools.

Material required: Pen/pencil, notebook and checklist.

Procedure:

1. Form a group of five to six students.
2. Tell them to visit retail outlet.
3. Meet the outlet manager and greet him.
4. Tell him the purpose of visit and take consent for visit.

5. Ask the retail sales executive following questions.
6. What are the tools used in 'identifying customer's problems?'
 - a) Open ended Question

- b) Closed ended question

7. Prepare a report based on your findings.
8. Present the report in the class and discuss with students.

CHECK YOUR PROGRESS

A. Fill in the Blanks

1. Sales executive should _____ to customer's complaints carefully.
2. If the customers' problems are paid attention by retailer, the morale and satisfaction, level of customer's would.
3. If sales executive, jointly with customer, solves a problem, the customer feels.
4. The questions are of two types, which are open ended, and.
5. Sales executive never permits the conversation to erode into an_____. At any point.

B. Multiple Choice Questions

1. CRM is focused to
 - a) Management
 - b) Customer
 - c) Creditors
 - d) All of the above
2. Which one of these is not a source of identifying customer problem by the retailer?
 - a) Feedback of sales executive
 - b) Customer meet
 - c) Social group
 - d) Executives meet
3. The retailer should not point their fingers at other_____.

- a) employee
 - b) customer
 - c) creditors
 - d) None of the above
4. Open-ended question is good for defining issues classifying, and gathering.
- a) Knowledge
 - b) Criticisms
 - c) Information
 - d) All of the above
5. Closed ended question encourage a short or _____ answer.
- a) Two word
 - b) Three word
 - c) Single word
 - d) None of the above

C. State whether the following statements are True or False

1. Sales executive should recognize the right difficulty by asking right questions and perceiving.
2. Sales executive should point-out the fingers at other employees, policies, or procedures.
3. Open-ended questions are good for defining issues, clarifying, gathering information and getting involvement.
4. Closed-ended questions inspire a short answer.
5. Sales executive should fight with the customer even the customer is 100% wrong.

D. Match the Columns

S.No.	Column A	S.No.	Column B
1	When sales executive solves a problem with customer, the customer feels the	A	Do you Prefer the blue or red one
2	Giving yes or no reply is related to	B	Argument
3	Question related to what, when	C	Close ended Questions
4	Where and why are called as close	D	Both
5	Do not permit the conversation turn in to an	E	Ownership
6	The Questionnaire consists of open ended, close ended and	F	Open-ended Question

E. Short Answers Questions

1. What do you mean by open-ended question?
2. What do you mean by close-ended question?
3. State the source of identification customer problem.
4. Give five close-ended questions.

F. Long Answers Questions

1. What are the benefits of listening carefully to the problems of customers?
2. What are the different sources of identifying customers' problems?
3. Discuss about do' sand don't sin dealing with the problems of customers.
4. What are the guidelines to identify the problems of customers?
5. Discuss about the open ended and closed-ended queries along with suitable examples.

G. Check Your Performance

1. Have you identified the problems impacting retail business? Listed out.
2. Draw a chart containing sources of the customers' problems.
3. Track out the different sources of collecting information on customer complaints and grievance by retailer.
4. Propose the tools for identifying customers' problems.
5. Demonstrate how customer's complaints are lodged Andre solved.

SESSION 3: ORGANIZATIONAL PROCEDURES TO DEAL WITH CUSTOMER PROBLEMS

Customers' problems give an opportunity to the retailers to identify issues or potential problems in business. The most successful sales executives are who find persuasion of customer difficulties and ensure to solve them in a manner that is suitable, with low cost and within a short period of time. A critical success factor is how to market service provider's problem-solving abilities so that potential or existing customers know what service provider can prepare for them and how they can save time, money or effort by using service provider's solutions.

Is Sharing a problem by a Customer with the Service Provider or Retailer an opportunity or threat?

All organizations, which deal with customers directly, should realize the following points to test whether the problem is a headache or them or an opportunity to rectify their fault and build trust –

1. Receiving problems is either:
 - A painful and uncomfortable situation.
 - A chance to satisfy customers.
2. Above all, a problem:
 - Wants compensation.
 - Gives important and useful information.
3. Sales executives are:
 - Self-protective about complaints.
 - Open to complaints.
4. Sales executives tend to:
 - Shift blame elsewhere.
 - Recognize the needs of non-satisfied customers.
5. Problems are resolved:
 - With solving techniques.
 - With a systematic process linked to a continuous improvement practice.
6. Problems, which may be come complaint:
 - Must be reduced.
 - Are encouraged and welcomed.

In short, a problem gives retailer an opportunity to increase customer trust, build long-term relationships (Customers will use retailer services another time if they trust complaints welcomed and addressed), rectify service failures and engage customers as advocates.

CUSTOMERS PROBLEMS

Some customers arrive at retailer's outlet because-

- Their expectations towards product, service or ambience has not been met.
- The product has some problems.
- It releases their anger after dissatisfaction.
- The gap between standard and actual service claimed exist.
- It helps improve the service of that retailer.
- It shows Concern for others who also use the service of that retailer.
- Retailer gives wrong information.
- Retailer provides poor customer service.
- Retailer overpriced the product/s or service/s.
- They lack adequate information.
- There is some delay in activity like cash point, changing process etc.
- The non-responsive service providers.

However, not all customers, who have problems, come for lodging their problem at retail store. Some of them could not reach there because-

- They think it is not a matter to complaint sit needs the time or effort.
- They further think that no one would be concerned about their problem or its solution.
- They do not know where to go or what to do.

CUSTOMERS' PORTRAY WHEN THEY ARRIVE WITH THEIR PROBLEMS IN HAND

When customers have problems, they reach to complainant retailer's outlet with one or more of the following postures-

- a) Harshness
- b) Lack of cordial social skills to communicate properly
- c) Uneasiness
- d) Very exciting

- e) Lack of understanding about retailer's limitations
- f) Rudeness
- g) Unreasonableness

HANDLING CUSTOMER PROBLEMS

At some point, each person in business should deal with a distressed customer. The issue is to handle the situation by using a technique, which leaves the customer to think that the retailer works for a reputed company. When dealing with a customer's problems on hand, the following points should be kept in mind –

- The sales executive should address the customers with respect.
- The communication must be in first person. Like “I am sorry” not “we”.
- Give the customer the complete attention and create eye contact with him.
- Summarize customer's problem in his/her personal words to govern whether the customer has correctly understood the situation.
- Try to understand the answer to customer's problem.
- Call back the customer, even for some purpose; the customer was not able to get a satisfactory answer by then.
- Make the customer fragment the resolution, not a fragment of the problem. Do not try to be defensive with the customers on any occasion.
- Be composed at all times.
- Do not take criticisms personally.
- Offer an apology to the customer even if the ill service is not the retailer's fault.
- Show empathy with customer by using such phrases as: “I can understand your feelings”.
- Tell the customer what can be done and what cannot be done.
- Find out what it will take to turn customer's dissatisfaction into satisfaction.
- If customer agrees to a solution, act quickly before he/she changes his/her mind.
- Keep a follow up.
- Inform the customer about the progress of the solution of his/her problem.
- Never try to win an argument with any customer.

RULES FOR HANDLING PROBLEMS

The way retailers should follow the six rules for handling customers' problems in an organized manner are as follows:

1. **Have a Strategic Plan:** The retailers should have a clear, flexible, welcoming and open procedure on problems. A problem is a gift once a customer provides up his/her time to assistance you improve the organization.
2. **Train Sales or Front-Line Staff and Management in Problems Handling:** Retailers should give sales staff the confidence to contact the problematic customers and upkeep in their movements. Brilliant complaint management is not an easy task. The management should approve its significance in providing customer service with satisfaction. For this purpose, retail organizations should provide the training to the sales people (Fig. 3.12) for effectively handling of customer problems. During the training period the sales persons will observe and concentrate on the sales people how to greet the customers, how to treat the customers, how to convince the customers for closing the sale, how to handle customer service problems and how to resolves the problems.



Fig. 3.12: Training to Employees

3. **Provide Sufficient Priority and Authority for Complaints Handling:** Employees should be attentive that complaints remain a top important item for their operation, and anybody who contacts them it is essential to have necessary authority to regulate them completely.
4. **Getting to the Root:** Once the customer's problem is taken care of one

should find out why it happened. If it is a retail organization policy, one should look in to altering that. If it is policy procedure that is essential to fine-tuning, take cognizance of that. Ask any involved sales executive and managers for effort and take note of it.

- 5. Ensure to Process the Problems from all Sources:** Here are four main ways to lodge the problems in person, through telephone, through email/internet. Organization must handle all problems efficiently.
- 6. Analyze the Problems and Share with Everyone:** Organizations must acquire a lot of information about problems with internal processes, training, specific employees/managers (Fig. 3.13).



Fig. 3.13: Analyzing and Sharing Problems

Source: <https://bit.ly/2KKBzGK>

STEPS TO DEAL WITH CUSTOMERS' PROBLEMS

Effectively dealing with customers' complaints provides a golden opportunity to turn unhappy customers into dynamic promoters of any business. The customer-oriented steps, which help to deal with customers' problems, are as under:

- 1. Listen cautiously to what the buyer has to say, let him allow to complete:** Sales executives are advised not to be defensive while dealing with customers. The customer is not confronting personally; remember the customer has a difficulty and is distressed. Repeat back

what sales executive is hearing to display that he/she has listened.

- 2. Ask interrogations in a gentle and concerned manner:** The more information sales executive can get from the customer; the better sales executive will understand customer's perspective.
- 3. Empathies with one another:** A business owner's aim is to solve the problem, without any argument. Hence both the parties the customer and the sales executive empathize with each other.
- 4. Apologize without blaming:** When a customer minds that sales executive is sincerely apologizing, it usually spreads the condition. Do not blame other person or section. Just say, "I'm regretful for it."
- 5. Ask the customer, "What can be an adequate solution to the problem?":** The customer distinguishes what a respectable solution can be; it is better to suggest more than one solution as options to lighten his or her discomfort. Therefore, the sales executive should become a partner through the customer in resolving the problem. The retail buyer is not continuously right and this means just that resolving the difficulties are often more significant than who is correct. If retail organization can solve customer's problem without blaming itself or others, it will reduce stress of customers as well as sales executives, everybody's impression will be better and It will result in customer satisfaction (Fig.3.14).

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Fig. 3.14: Deal with Customer's Problems

RESOLVE CUSTOMER SERVICE PROBLEMS

How to handle customer complaints is a very important aspect in the retail firms, which is, stay calm. When a customer presents a complaint to the sales executive keep in attention that, the problem is not individual; he/she is not aggressive on sales executive directly but some what the circumstances at hand.

- Listen well. Let the irate customer blow off steam.
- Acknowledge the problem.
- Get the facts.
- Offer a solution.

To resolve the customer problem, follow the guidelines given below:

Discuss with customer about solution: The service provider should always discuss the solution, which has made by him/her so that the customer gets satisfaction for their problem and they will be happy after listening that the problem has been resolved and it makes the customer believe in the customer

support system.

Implement the Selection: It is important for the service provider to implement the selection of option which customer wants to make to resolve the problem and make the customer happy and supportive to keep connected with the company and their product. Satisfaction of customer is very important for company.

Inform Customer about Action: The company should inform their customer about the action which they have used for solving their problem so that customer can have a brief information about the service, which has been provided by the company service person and is it valid for long period.

Check the Solution with Customer Satisfaction: The company should always take a feedback from their customer about their satisfaction about the service, which was provided to them. Every company should take this feedback from their customers that they are satisfy with the service provider solution, which was provided to them.

Provide Reasons if Not Satisfied with Solution: The company should check the reasons from the customer for his dissatisfaction. The company should take the all steps to make their service good and satisfy customers so that the customer will buy more product from the same retail shop repeatedly.

Companies struggle to identify various customer problems. Management teams spend money and time on customer surveys, customer focus groups and consultants instead of talking to their frontline agents. Frontline agents faced customer whole the day. They know most of the customer problem but ignoring the information and insight of the frontline agent has a negative impact on morale (Fig. 3.15).



Fig. 3.15: Dealing with Customer's Problems

A METHODS OF DEALING WITH CUSTOMER SERVICE PROBLEMS

There are various methods to solve customer service problem. Customers interact with the service provider in a variety of ways. Method of dealing with customer service should be adopted according to situation and the problem type. Methods of dealing with customers are:

1. Public multi media-method is the fastest method of resolving customer problems. It has reach of millions of people. Social media is using widely by the organization to resolve customer problems
 - **Advantage:** It is the easy and cheap method of communicating with the customers. They feel happy when they interact as a friendly manner with the service provider.
 - **Disadvantage:** In the rural areas, there is no facility of internet. It is difficult to communicate with the customers due to poor internet facility. Some people do not know how to operate online multimedia.
2. Meet with the customer directly and solve problem immediately for serial problem. For the serial complaint, it is necessary to meet customer directly. To keep trust on customers, it is essential to help them and show sincerity. If the customer already made complaint 2-3 times and the problem is not resolved, then it is better to meet him/her and inform how their problem can be resolved quickly. Take immediate actions by communicating problem to the management.
 - **Advantage:** customer develops faith towards organization. If customer is angry then he/she becomes cool down by looking service provider in front of him/her.
 - **Disadvantage:** This serial problem must be minimized. It is time-consuming.
3. Solve problems by providing telephone number/toll free number. Many organizations are providing facility to ask anything about products and services on telephone. Customer can contact directly to ask anything about the organizational services.
 - **Advantage:** quick and easy method. Customers can ask anything about products and services of the organization.
 - **Disadvantage:** This method is not useful to solve machinery repair complaint. And it is not useful for delivery of services.
4. Taking Customer feedback stands a marketing term that defines the process of procurement a customer's opinion about a business, product or service. Customer feedback stands for a marketing term that defines the process of procurement of a customer's opinion about a business, product or service Customer feedback is so important because it

provides sellers and business proprietors with insights to progress their business, products, services and complete customer experience. Analyzers and data specialist provide all kinds of information regarding customer's perception about products and services. However, sometimes retailers could not get answers straight from his customers. That is what customer feedback is all about.

WHY FEEDBACK ON SOLVING CUSTOMERS' PROBLEMS IS IMPORTANT?

At the last stage of resolving customer's concern, the customer agrees with a solution. Sales executive briefly apologizes for the problem and now retailer can fix it and close the case, right? Unfortunately, it is not that simple. Sometimes retailer or service provider's solution will not resolve the cause of the problem.

Suppose that customer has problem with the submission and solution provider suggests resuming the device. This may resolve the difficulty, but it is more probable that customer will come back to retailer's service center. It is more probable that customers become upset when the retailer's solution does not work well.

While at work in customer service, service providers hardly find any time for a halt and asking its employee to follow up the customer's problems. Nevertheless, here are some positive points of disbursements a bit of employee's time on communicating these customers back –

- Retailers or service providers show that they truly care about customers' concern and create a remarkable experience.
- Retailers or service providers make sure they would not get a call from an energetic customer.
- Retailers or service providers check if their solution worked and will be sure of it next time.

If, retailers or service providers do not have time to make any calls or send any emails, their team can practice for a spontaneous survey that will express them how joyful the customer is if they helped to resolve his/her problem.

HOW TO ASK CUSTOMERS FOR FEEDBACK ON SOLVING THEIR PROBLEMS?

Growing a successful business depends on repeat customers and they comeback only if they are enormously happy with products/services provided by the retailer. The situation may be worst if retailers have no concern with their customers' problem or if they are concerned with them, it might be possible that they did not take the feedback on solving customers' problem. It should understand that retailer's initial focus should be on providing an excellent product or service. Once retailers have that solid foundation, it is

time to focus on the second part of generating repeat business, which is possible when they are please most of their customers even persons who have their problems resolved.

Retailers' or service providers' existing customers possess valuable information that can not only help them solve more of customer's problems and increase.

sales, but also give retailers ideas about what else they can be doing to attract new business. The only way to get this information is to ask their customers questions and listen to answers even though retailers resolved the problems.

WHAT QUESTIONS THE RETAILERS ASK THE CUSTOMERS?

There are several different questions, which retailer can ask a customer to get feedback (Fig. 3.16) on retailer's products, services, customer service (problem solving ability) and overall business.



Fig. 3.16: Feedback

Some of the basic questions that can be raised are replaced below:

- Why did customer choose that organization as his/her service provider?
- What service did retailer/service provider perform for customer?
- If any problem or number of problems customer faced, whether they would get appropriate solution or not?
- How would customer rate the post problem service he/she received?

(Provide a rating scale)?

- In what areas did retailer meet or surpass customer expectations by resolving his/her problems?
- In which areas can retailer/service provider improve?
- Would customer recommend retailer to others?
- Whenever retailer asks for customer's feedback to solve their problem, he/she should make sure to ask the correct questions to produce valued feedback.
- Too many questions should not be asked, as there is risk of not getting right answers.

Retailer may also need to consider contribution an incentive for concluding the survey on solving customers' problems. The incentives offered may be a coupon or discount, free service etc.

METHODS TO GET FEEDBACK ON SOLVING CUSTOMERS' PROBLEMS

Retailer/service provider can ask in a few ways their customers for feedback on solving customers' problems. Here are some ideas to get the feedback-

- **Start a Conversation:** Customer feedback procedure can remain as simple as email communication with queries sent to their customers, or an individual phone call. This technique is fast and easy. When employee of retailer/service provider takes the casual approach to customer feedback, there is risk that the communication will be put aside and eventually misplaced in the mix up. In addition, if feedback in an informal manner by using open-ended questions, it can stop any kind of uniformity across all customer surveys. Lastly, feedback taker must manually analyze the information collected to make it useful.
- **Create an Online Survey:** If retailer's/service providers use a set of normal questions to their customers, they can take the casual format one-step additional and create a uniform survey. Retailers/service providers can generate an endangered for mina computer-oriented application, a PDF usage, oriform that will submit through their website. This design takes more time to generate, but it permits employees to have one usual survey sent to all customers (Fig. 3.17).



Fig. 3.17: Online Survey

- Use a Hard Copy Questionnaire:** Depending on the kind of business retailer's/service providers have, a hard copy questionnaire can be mailed to their customers to pursue resolving customers' problems. Retailers/service providers should send an address written, stamped envelope to sort it easier for customers to coming back the survey forgetting feedback. The retailer's/service providers should have a system for entering the information into Excel or different software consequently that they would collect, analyze and run reports on information collected.

The key to customers' feedback on resolving their problems procedure is not just gathering the information, but gaining insight to use in their business and publish in various syndicate research agencies, stakeholders, media/public, industry report etc. They can get appreciations from stake holders to build loyal customer and get trust and more customers from references.

WHEN TO CONDUCT A FEEDBACK ON SOLVING CUSTOMERS' PROBLEMS

The greatest time to conduct feedback on solving customers' problems is as soon as the experience is fresh in retailer and customer's minds. The response may be less correct if retailer/service provider waits. Customer may forget some details, or respond about a later event, coloring his/her answers due to confusion with other visits.

Customer Feedback Tools

Day by day developments in technology, increasing intensity of competition

and the evolution of digital age etc., gave chances to third parties like software providers or social media builders to provide excellent tools. Now modern, well managed, easy approachable and understandable to customers, cost effective and widely reached tools are available in the market. A few tools are as follows-

- **Suggestion Box:** Suggestion Box is suggestion-putting box, which help the management system. A Suggestion Box can be installed on retailer location where customers can make Suggestions for retailer's company without its consent (Fig. 3.18).



Fig. 3.18: Suggestion box

- **Get Satisfaction:** Get satisfaction shapes online communities that permit productive conversations among retail outlets and their consumers. Get satisfaction guides a focused atmosphere for retail outlets and customers to request questions, part ideas, report difficulties and give compliment. Again, it is not free service to the retailer/service provider.
- **Kampyle:** Kampyle stands a widget for gathering feedback on product sheets, in product exploration field sand in clothes shopping cart. Kampyle offers utilities to customers and useful to work advise adaptation rates. It is also a paid service.
- **User Voice:** User Voice, a paid service, offers a forum for retailer's customers to acquiesce and poll on feedback. Online comments allow users to deliberate and improve ideas, making it calm for people to stake and results prioritized.

- **Feedbackify:** Feedbackify is a website widget to receive feedback from website visitors. Retailer/service provider can create its personalized form, copy and paste code in to its site's HTML then start receiving feedback. It is again a paid service.
- **User Echo:** User Echo a paid service is a response collecting widget to gather customer responses and thoughts. From site leaves via the widget, retail consumers access an opportunity to give feedback, vote and select the top ideas.
- **Facebook:** It is free social site and can be used to receive feedback. Retailer/service provider status update is a great instrument to initiate a dialogue with its followers. In addition, through Facebook Developers stage, it can connect with Comment Box on its website, providing customers with an instant space to provide feedback. As customers need to lodge interested in a real Facebook version, they cannot stake anonymous content.

ACTIONS WHEN FEEDBACK ON SOLVING CUSTOMERS' PROBLEMS

First, retailer/service provider needs a response to customer's feedback. Here are some ideas to give a reply:

- If a customer is requesting for a product's feature which is now not compatible to other accessories, offer to give him/her early access in arrival for extra feedback since then.
- Aimed at bugs and tech problems, connect them straight to support engineers to solve the customers' problem.
- Ask for an extra detailed explanation of what customers were trying to complete. This will benefit to build the right solution.
- Give them systematic instructions as to how to use a different/updated feature after solving their problem to achieve the desired results.
- Retailer/service provider should appoint someone on its team to accept the responsibility of replying to each piece of feedback within a few days.
- Preferably, send answers within 24 hours.

BENEFITS OF FEEDBACK TO SOLVE CUSTOMERS' PROBLEMS

Following are the benefits of feedback to solve customers' problems, which are:

1. **Referrals:** Word of mouth recommendations by those customers, who have solutions from the company, bring new customers free and that helps their business grow. Therefore, retailers need to check the existing customers who were coming with their problems and got solutions from the company.

2. **Repeat business:** Satisfied customers, who got the solutions from company's effort wish to come again for next purchase.
3. **Loyalty:** Retailers need to find out any issues immediately and fix them straight away, so that they are bowled over by great service. It will certainly increase the customers' loyalty towards the retailer.
4. **Retention:** By taking feedback after giving services or solutions of customers' problems, retailer can retain most of his/ her customers.
5. **Reputation:** After asking the feedback of their solutions which the customers got, they share with others like friend circle, relatives, neighbors etc. This will certainly increase the status of the company.
6. **Sales opportunities:** If the customer gets attention and a solution to his problem, certainly, the sales will increase and retailer can increase the product lines, depth and width.
7. **Improve products and services:** Feedback gives the responses to improve the products and the services.
8. **Customer satisfaction:** Feedback helps the retailer to improve the products and services so that customers get satisfied.
9. **Helps in taking business decisions:** Feedback helps to take decisions regarding products and services of retail business.
10. **Gives good customer experience:** Feedback gives good customer experience after the improvement in the products and services of the retail business.

SOLVING REPEATED CUSTOMER SERVICE PROBLEM

It is challenging to deal with repeated customer problem. The key to deal with customers is to make them feel happy. Here following tips are discussing to deliver excellent customer service:

- **Listen to customer attentively:** To build relation with the customer it is necessary to listen them carefully.
- **Apologize when something goes wrong:** It is the duty of the employees to say sorry if they do any type of mistake. Sometimes they delayed to solve customer query or resolved any problem then also they have to say sorry and after this, they do not need to repeat mistakes. Assure that problem will not come again.
- **Take seriously:** It is necessary to make customers feel important and appreciated. Customers are very sensitive and they want to know whether organization is caring them or not. Take seriously repeated problems otherwise organization can lose customers.
- **Be Polite:** Employees need to be polite. If the customer is angry then

also employees has to deal politely.

- **Identify needs:** Most of the customers are emotional thus, the more employees know about them the better they can anticipate needs. Regular communication is also required to communicate well with the customers.
- **Suggest solutions:** Whenever customers are coming with problem employees need to understand it and suggest possible solution for it.
- **Be available Always:** Organization need to provide customer care facilities. To solve customer service problem, employees need to be available all the time. Nowadays customer service is not just on telephone or face-to-face but also online services available.

PRACTICAL EXERCISES

Activity 1: Visit a mall to understand customer problems related to retail shopping.

Material required: Pen, pencil, notebook, checklist.

Procedure:

1. Take the students to any mall with a notebook and pen.
2. Find out a departmental store.
3. After having permission from the concern department of that store, stand at the customer care department for one hour and see the activities.
4. Note down the different types of customers' problems and watch conversation between customers and customer care executive/s.
5. Ask the students to think about what they would do when they are in place of customer and in place of that customer care executive.
6. Write down the reactions.
7. See also what different types of problems customers carried and how executives respond to them. Write down main contents of each conversation.
8. Next day students will share their list and views with the subject teacher and classmates and discuss the probable solutions.
9. Use the results of this discussion to develop strategies for dealing with customers' problems.
10. With the feedback given by the teacher prepare a report and submit.

Activity 2: Visit any retail organization and find out the problems reported and the mode in which consumer's problems are solved.

Material required: Pen, pencil, notebook, checklist.

Procedure:

1. Form a group of five to six students.
2. Tell them to visit retail outlet.
3. Meet the outlet manager and meet him/ her.
4. Tell him/her purpose of visit and take consent for visit.
5. Ask the retail store staff/sales executive the following questions.
 - a) What are the problems reported by customer?
 - i. -----
 - ii. -----
 - iii. -----
 - iv. -----
 - v. -----
 - b) What techniques are used to solve the problem?
 - i. -----
 - ii. -----
 - iii. -----
 - iv. -----
 - v. -----
 - vi. -----

Activity 3: Role play to learn how to handle customer problems. Ask the students to prepare a script based on the activity procedure.

Material required: Pen, Pencil, notebook, brochure/pamphlet of Smartphone.

Procedure:

1. Make a group of three students.
2. One student performs as sales executives, one as a manager and one as a customer.
3. Customer: Complaint customer problem on smartphone and submit it to the sales executives.
4. Sales Executives: Starts discussion with the customer to handle the problem and convince. If customer is not convinced, he/she can meet

the manager.

5. Sales executives: Meet the Manager, inform the problem, and take the time to resolve it.
6. Sales Executives: Convey the message to the customer regarding repairing of smartphone and give time.
7. Customer: After sometime customer, again visits the retail store and ask about smartphone.
8. Sales Executives: Handover the repaired smart phone to the customer, thank him and ask him to visit again.
9. Customer: Collect smart phone and say thanks.
10. Teacher observes verbal and non-verbal communication styles of all the participants.

Activity 4: Write down and discuss practical experiences about service interaction and problems of products purchased by the customers.

Material required: Pen and paper, 6 chairs.

Procedure:

1. Make a group of 5 students each.
2. Ask to write down personal experiences about any kind of customer service interaction they have had.
3. Write down some name of companies and in what way they resolve their customer service problems.
4. Then start group discussion and demonstrate how companies are handling their customer service problems.
5. Present the discussed service interaction by each group.
6. Ask queries by other group members and teacher.
7. Clarify the query by the group members.
8. Prepare a report on service interaction and submit to the teacher.

Activity 5: Visit a retail store and identify repeated customer service problems, methods of dealing of customer service problems and its advantages and disadvantages of method of customer service problems.

Material Required: Pen, pencil, notebook, checklist.

Procedure:

1. Form a group of five to six students.
2. Ask students to visit a retail organization or a shop.

3. Meet the retail manager and greet him/her politely.
4. Tell the purpose of visit and take the permission for visit and meet sales executive.
 - a) How to identify the customer service problems?
 - b) What are the different methods to deal with customer service problems?
 - c) What are the advantages and disadvantages of different method to deal with need of customer service problems?
 - d) Explain the best method dealing with customer service problems.
5. Note down the answer and confirm with sales executive at retail store.
6. Make a report on visit and submit to subject teacher.

Activity 6: Case study on identifying and resolving customer problem.

Material Required: Pen, pencil, notebook, checklist.

Procedure:

A retailer sold a smart mobile handset to Mr. Raman one month back. The warranty of this set was one year from the date of selling by retailer.

At the time of purchasing Mr. Raman did not ask about the service centre location, a she purchase da reputed brand mobile handset. After one month, the handset has some problem in its touch screen. Mr. Raman reached at retail outlet and lodged complaint. The retailer told him that the service centre of that company is not located in this city and it should be sent to its service centre, which is about 500 kilo metres from this place, and it will take about one week to repair and to get back from service centre. Now Mr. Raman was upset. He has given his set and got it after one week.

Prepare a feedback form forgetting information from this type of customers and also suggest the probable solutions to rectify this type of problem and does not occur in future.

Activity 7: Collecting feedback for solving the customer problem.

Material Required: Pen, pencil, notebook, checklist.

Procedure:

1. Prepare a questionnaire.
2. Visit the retail store and greet the manager.
3. Take permission from the manager for collecting the feedback from the customers.
4. Distribute the questionnaire to customers and collect feedback on

getting the services from the retail while buying the products from this retail outlet.

5. Collect the information from the customers.
6. Tabulate record, analyse and interpret the collected feedback.
7. Make a report on the customer feedback.

Activity 8: Handling customer complaint by sales executive at mobile retail shop.

Mr. Amarnath bought a mobile handset from a retail outlet. Sales executive told him that scratchproof cover of that set is available in market. But when Mr. Amarnath visited and searched the cover in all markets of the city, he could not find any cover for his mobile hand set. In the meantime, he opened the packing, used this mobile handset, and got a scratch by him is handling of that set. Now Mr. Amarna this worried about his expensive mobile handset reached at that retail outlet, and met the same executive who sold the set.

- a) If you are in place of Mr. Amarnath, what you will do?
- b) If you are in the place of Sales Executive, what can you do?

CHECK YOUR PROGRESS

A. Fill in the Blanks

1. A problem might give retailer an opportunity to increase customer_____.
2. Retail store/sales executive should solve the customer's problem in a mode that is convenient, _____, or timely.
3. When dealing with a customer, who has some problems on hand, sales executive should address the customers by _____.
4. Once the customer's problem is taken care and found out why it happened, if it is a retail outlets policy, look into _____ that.
5. The word of mouth recommendations by those customers, who got solutions from the company, bring new customers for_____.
6. The product's features are now not compatible to other accessories, proposal to give them _____ in coming back for extra feedback from them.
7. Growing a _____ business depends on repeat customers.
8. The customer/service provider's take time for discontinuity and asking its employee to _____ his/her customer's problems.

B. Multiple Choice Questions

1. Some customers arrive at retailer's outlet having some problems

- because _____.
- Their expectations towards product, service or ambience have not been met
 - To release their anger after dissatisfaction
 - The gap between standard and actual service claimed
 - All of the above
2. When customers have problems, they reach to complain at retailer's outlet with one or more of the following postures-
- Harshness
 - Lack of cordial social skills to communicate properly
 - Uneasiness
 - All of the above
3. The following is/are not included in steps in dealing with the customers' problem –
- Pay attention cautiously to what the customer has to say and let them resolve
 - Make an apology with blaming
 - Ask questions in helpful and troubled manner
 - Request the customers, what solution would be suitable to them?
4. _____ refers to word of mouth recommendation by those customers who gets solution to their problems.
- Retention
 - Reputation
 - Referrals
 - Loyalty
5. _____ Is free social site.
- Facebook
 - Email
 - Telephone
 - All of the above
6. _____ remains a widget for gathering feedback on product sheets.
- Kampyle
 - User voice
 - Feedbackify
 - None of the above
7. _____ Can be installed in retailer's site where customer can offer suggestion.
- User echo
 - Suggestion box
 - Feedbackify
 - All of the above

8. The feedback helps to _____ the customers.

- retain
- loose
- Both a & b
- None of the above

C. State whether the following statements are True or False

- The retailers have an unclear, tight and close policy on problems.
- The more information sales executive can get from the customer; the better sales executive will understand his or her perspective.
- When dealing with the customers' problem, the goal of business owner is to argue on problem and not finding the solutions.
- Staff must be conscious that grievances are a highest priority element for their operation and someone who contacts them must have the power to decide them completely.
- Retailers need to find out any issues immediately and fix them straight away, so that they are bowled over by great service. It will certainly increase the loyalty of customers towards retailer.
- Retailers or service providers show that they really do not care about customers' concern and create an experience.
- The greatest time to conduct feedback on solving customers' problems is when the familiarity is new in retailer customer's minds.

D. Match the Columns

S.No.	Column A	S.No.	Column B
1	Customer arrive at retailer's outlet to realise their	A	Eye contact
2	Customer posture when they come with a complaint is	B	Personality
3	Customer should be given full attention and criticising	C	Six rules
4	Do not take criticizing	D	Anger
5	The retailer should follow	E	Phrases
6	Show empathy with customer by using	F	Harshness

E. Short Answer Questions

- List out the postures of customer when he/she lodges complaint.
- List out the six rules of controlling customer problem in an organized way.
- What do you mean by put yourself in customer's shoes?
- Why customer does not lodge a complaint with retailers?

5. What are types of feedback?
6. What is feedback?
7. What do you mean by referral?
8. What is hard copy questionnaire?
9. What do you mean by loyalty of customer?

F. Long Answer Questions

1. When do you consider customer's problems as compliment?
2. What are the various factors leading to customers' problems?
3. Demonstrate the body language and different types of reactions of those customers who have some problems on hand.
4. List out the steps and rules in dealing with customers' problems.
5. Why the customer approach retailer to represent their problem with them.
6. Explain why feedback on solving customer complaints is important.
7. Explain the various methods to solve customers' problem.
8. Discuss the various tools used in getting customer feedback.
9. What action need to be taken when customer problem start coming into retailer?
10. Discuss the benefit of getting feedback from customers.

G. Check Your Performance

1. Identify the usual customer problems with retailers and prepare a chart.
2. Perform the way in which customer problems are resolved.
3. Notice the rules adopted for solving the problem of customers.
4. Differentiate problem of customers with organized and unorganized retailers.
5. Demonstrate the process of collecting the customer's feedback.
6. Operate the various tools used to collect the feedback in a given situation.
7. Prepare a chart on various methods for collecting feedback.
8. Trace out the benefit of feedback solving customer's problems.
9. Prepare a questionnaire on consumer's feedback and apply for collecting feedback.

SESSION 4: NEGOTIATE TO REASSURE CUSTOMERS

Negotiation skills are the soul to sales executive's job role. It refers to a process in which individuals work together to solve the issues on a common agreement. According to Thompson (1990), 'A party to a negotiation comprises a person or group of persons. Negotiation skills are active listening and effective communication. It is a discussion between two or more people or parties reaching an agreement.

"It is important to reassure customers and store their confidence through adequate information instead of making them insecure by stating that 'nothing has been found". Many problems, questions and uncertainties weigh on customers' minds. The customer wants more feedback and information from service provider.

ORGANIZATIONAL GUIDELINES/STEPS TO RESPOND CUSTOMERS

It is not easy to deal retail customer service issue. It is difficult for the retailer to deal with frustrating problems of the customers. Customer is king. Customer is always right. Sometimes, solving customer service problem becomes difficult for the retailer. If retailer provides excellent customer service and follow procedures customers becomes happy. To respond customers, it is necessary to listen, acknowledge, solve and give them a solution fast.

- 1. Solve customer problems with sufficient authority:** For handling customer service problem, it is necessary to train staff. To solve customer problem, it is necessary to give authority to the employee who is dealing with it. Authority flows from top to bottom and it explain show a superior gets work done from his/her subordinates. They explain clearly how to deal with customers. Authority should be accompanied with responsibility so that work can be completed successfully. Thus, customer problems can be solved quickly.
- 2. Work with others:** For solving customer's problem, it is necessary to work jointly. It is necessary to take care of customers by all the employees of the organization. The service provider is interacting with the customer. Involvement of all the employees is required so that customer is always happy.
- 3. Inform customers about actions:** It is necessary to inform customers about the actions taken by the organization. Customer is first priority of the organization. Thus, it is the responsibility of the organization to inform customers regarding products, services, organizational policies, organizational system etc.
- 4. Check whether customer is comfortable with actions:** Whenever sales executive tells any products/services to the customer, he/she needs all the information about it. Sales executive need to focus on

selling and how to make customer comfortable with the products and services. To make customer comfortable is not one-man job. Organization need to give proper guidelines to all of the employees regarding how to provide prompt services to customers. Whenever any problems occur to customer's organization need to set up proper mechanism to solve the problem.

- 5. Provide services to the customers:** Customer service is the most important part of maintaining good relation with the customers. Training the executives is required in a proper way to resolve customer complaint. It is necessary to understand customer problem as a top priority. First and foremost, thing is to listen to customers carefully. Customer's time is precious hence manage time and make a timely process to solve all types of their problems. Always make affair deal with the customers. Organizational team is always ready to provide ease of services to customers with following steps (Fig. 3.19).



Fig. 3.19: Steps to Respond Customers

BENEFITS OF NEGOTIATION

Negotiation is required when sales executives are handling customers. Sales executives may be responsible for correcting administrative errors, following up delivery mistakes, replacing damaged goods, or preparing and sending acknowledgment letters. Benefits of negotiation are both for personal and professional progress of individual and the organization which are as under:

- 1. Professional Growth and Career Advancement:** By learning the negotiation skills, one can develop and evolves into a better employee having good future prospects.
- 2. Conflict Resolution:** Active and patient listening by customers will resolve conflicts with customers.
- 3. Problem Solving:** It develops problem solving skills to solve the differences amicably. One becomes solution seeker in different conflicting situations.
- 4. Satisfaction of Customers:** Customers feel satisfied that someone is giving attention and listening to their problem.
- 5. Develops Customers Loyalty:** Customers become loyal and get personally attached to the product/services through continuous negotiation with the customers.
- 6. Improve the Communication:** Through the regular negotiation aspects communication will be improved and it takes place and connects/bond is created.
- 7. Persuasion:** The ability to persuade gets enhanced with skillful negotiation. It benefits both the parties in attending to customer's problems and arrives at a solution.

The customer needs to recognize what sales executive/customer care executive is doing to settle the issue and acquire things back on track. Remember that some customers judge the quality of retailer's customer service and way retailer solves customer's problems. Any retailer is able to satisfy customers and develop customer loyalty through sorting out their difficulties efficiently and effectively. Occasionally a customer facility problem benefits as an opportunity to make an impression a customer fashionable in a manner that cannot have been likely if the whole thing had gone easily. There are two types of customer handling:

- 1. Complaints where sales executives are responsible:** Sometimes it happens those sales executives are responsible for the complaint made by the customer for example billing mistake, delivery mistake etc.
- 2. Complaints where sales executives are not responsible:** Sometimes customers are filing complaint due to their own mistakes. In such situation, sales executives are dealing very patiently.

It is beneficial to know the type of complaints that need an expert or someone more senior in the organization to decide. Examples are thoughtful complaints connecting to discrimination, safety of a specific product etc. It is also important to whom a complaint is to be referred, if it is external sales executives, area of concern matter.

Generally, most of the complaints received may narrate to the organization's products and services. The more sales staff recognize about these, it will be easier for them to arrange for clarifications to customers and retain an eye on complaints.

NEGOTIATE TO SOLVE CUSTOMER PROBLEMS

The sales executives of retail outlet should negotiate with and encourage customers in resolving the problems. Therefore, the sales executives should:

- Be aware of implications of a change of policy structure, products or services for the retailer's business.
- Be conscious of the implications of other relevant aspects on his/her organization.
- Understand the industry, organizational and professional codes of practice and ethical standards, which affect products or services he/she deals with.
- Understand any contractual agreements that customers have with the store relevant to their area of operations.
- Understand the services of store, which can be relevant to the customer service role. Follow the guidelines laid down by the store that limits the job.
- Handle organizational targets relevant to the job role in gathering them and the effects for the store, if those objectives are not met.
- Identify store's procedures and structures for dealing with customer service problems.
- Manage the fruitful resolution of customer facility problems.
- Underwrite customer loyalty through outside customer and better working affairs with the internal customer.
- Understand in what way to negotiate and reassure customers to solve their difficulties.

STEPS INVOLVED TO NEGOTIATE WITH CUSTOMERS

Customer service problems can be relatively frustrating customer, which puts force on the organization. While customers are working through this procedure, retailer's duty is to reassure that the problem will be resolved and negotiate the possibilities of the outcomes. While negotiate with customers one can maintain the steps by prepare/arrange the products as per their needs, guide/provide suitable information regarding the products, convince him/her with suitable selling techniques, bargain with the negotiating prices

of the products and close the sale with customer satisfaction. The ways of under taking this are:

1. To see customers, whether they are angry or calm. Let them speak their heart out and let them voice their concerns. Sales executives should not divert and should focus on the customer, be it over the phone or face to face. That itself will resolve half the problem. It will help them calm down. Sales executive should have the eye contact with customer and indicates that he/she understands their concern.
2. To express sympathy with them, if it is a serious anxiety. Empathize with them for all the problems that have occurred or they had to put up with sales executive. Sales executive should speak politely and should not be loud. Sales executives should speak to customers in an approach that makes them feel that the problem has been solved already.
3. If employee make the customer wait while on the mobile, it is better to ask the customer for permission before doing so, and acknowledge the customer while returning for waiting. This is assuring customers that executive gives value and respect them.
4. The sales executive should ask questions to clarify points and summarize the problem, so that the customer thinks that he/she was listened to and that retailer is eager and willing to help.
5. The sales executives should tell customers that they recognize the problem, which they want to help them resolve it. They should further reassure the customers that something will be done to resolve their problem. In case, the retailer has proposed something he/she could inform the customer and seek his/her opinion if they are happy with that.
6. Take note of all the problems and everything that the customer expressed. Record those on the customer's database for future reference.
7. Give customer a time scale within which the problem shall be resolved.
8. Keep the customer informed with each stage/progress. This will indicate that retailer is working on their problem.
9. The sales executives should maintain professional language and pleasing body language.
10. Be flexible and reply to all the customer queries promptly and aptly.
11. Maintain a balance between the requirements of customer and the procedures and policies of the organization.

RESOLVE CUSTOMER COMPLAINTS

Whatever a customer lodged as a complaint, sales executive or someone else in store should try to decide the complaint so that the customer accepts the decision. For example, 'I will make sure this does not happen again, Mr. Kumar. In the meantime, I will show you a new copy.

'Are you happy with that?' If the complaint involves investigation that may take some time, keep the customer informed at every step initiated to resolve his/ her complaint. Even if sales executive is having some trouble, the customer should feel solution is in the process. Sometimes customers think that nothing done about their complaint. Customers will appreciate it if sales executive keeps them informed of progress.

Negotiate the outcome of a complaint with a customer to find a solution that suits both the customer and store. This means the solution has to be within the restrictions of the retailer's policies and procedures. Sometimes sales executive will not be able to meet a customer's needs full.

This may be because the retailer's policies and procedures prevent him/her from doing so. For example, a customer who intoxicated is complaining because attendant would not serve any more alcohol, a manager has to explain that this would be illegal. In situations like this, it does not matter how much the customer insists; executive has to follow policies, procedures and legislation.

In such cases, negotiation is not possible. Try to be tactful and sympathetic as a sales executive can be. Sales executive should fully explain the situation to the customer so they understand the matter is out of their hands. It is always better to assure less and deliver more, somewhat than the other way round.

Take ownership of complaint and empower a colleague, enlighten the customer by communicating to them. Sales executive should make the customer happy with the recommended actions. Ask the customer if anything further could be done at this stage to help them. At the end, as a courtesy and boost the confidence of customers reassure them, with a complete and accurate decision.

PRACTICAL EXERCISES

Activity 1: Demonstrate the organizational guidelines and steps to respond to customers in given conditions.

Material Required: some products (electronic products, FMCG goods), paper and pen.

Procedure:

1. Ask the students to demonstrate the organizational guidelines to respond to customers in the following conditions.
 - a) Customer 'A' purchased mobile phone from a retail shop. He found some problem in the mobile phone and reached the retail shop to solve his/her problem.
 - b) Customer 'B' purchased laptop and he found no software available in the laptop. He went to retail shop.
 - c) Customer 'C' purchased laptop two years back from a shop. He/she found some technical problem then he/she went to shop to resolve his/her problem.
2. Ask the students to demonstrate above all situations and show best method to resolve above problems.

Activity 2: Presentation on the benefits of negotiations.

Material required: Drawing sheet, pen, paper, eraser, color paints.

Procedure:

1. Ask the students to prepare a note on benefits of negotiations.
2. Ask the students to prepare a power point presentation or oral presentation.
3. Ask the students to present it in the class.
4. Teacher evaluates the students' performance.

Activity 3: Role play on negotiating with customers and convince them to resolve the complaints.

(Take a situation like a customer want to upgrade antivirus software. Interest based negotiation for Win-Win approach. In this activity, acting as customer Mr. Robin and Mr. Rampal acting as a sales executive. The name of retail shop is Zenx.)

Material Required: Paper, pen, CD, laptop or computer.

Procedure:

1. Customer (Robin) visited Zenx shop and asked to sales executive (Rampal) to upgrade antivirus software in his laptop.
2. (Rampal) recommends his customer (Robin) to upgrade his antivirus software from best to premium plan.
3. Robin agreed. He asked cost of upgradation.
4. Sales Executive (Rampal): Cost of up-gradation was Rs.15000/-.

5. Robin was not satisfied with pricing and cannot afford to pay this amount. He can afford to pay just Rs 5000/- due to budget issues.
6. Rampal suggested that the customer can pay Rs. 15000/- in two instalments by relaxing the one-time payment option. In this way Rampal considered Robin issue rather than having a fixed payment option.
7. Robbin got what he wanted and Rampal did not have to reduce the price of the software. This is win-win approach.
8. The deal closed by win-win approach.

CHECK YOUR PROGRESS

A. Fill in the Blanks

1. The more urgent the _____ more important the resolution.
2. If the complaint involves investigation that may take some time, keep the customer _____ of step sales executive are taking to resolve their complaint.
3. Sales Executive should be conscious of the implications of a change of _____, products or services for his/her organization.
4. To exchange with reassure customers, the first phase is to _____ customer.
5. Sales Executive should not get, _____ he/she should focus on his/her customer, be it over the phone or face to face.
6. Authority flows from _____.
7. For solving customer problem, it is necessary to work _____.
8. Always make a _____ deal with the customer.

B. Multiple Choice Questions

1. Any retailer can impress customer and build customer _____ by sorting out their problem.
 - a) Brand loyalty
 - b) Loyalty
 - c) service loyalty
 - d) All of the above
2. Sales Executive are responsible for correcting follow up _____ mistakes.
 - a) Delivery
 - b) Rectification of
 - c) Promotional
 - d) None of the above

3. Sales executive are not responsible for complaints relating to _____
 - a) Replacement of damaged goods
 - b) Sending acknowledgement letter
 - c) Specific product complaint
 - d) All of the above
4. Understand the limit of own when sales executive need permission from other.
 - a) Responsibility
 - b) Rights
 - c) Power
 - d) Authority
5. The first in negotiating with customer is to _____ them whether they are angry or calm.
 - a) Listen
 - b) Appeal
 - c) Respond
 - d) All of the above

C. State whether the following statements are True or False

1. Sometimes sales executive will not be able to meet a customer's needs at all.
2. Sales executive should not give customer a periodic scale within which the difficulty will solve.
3. Sales executive should advise to check that customer is cheerful with the recommended actions as sales executive has committed.
4. Sales executive asks questions to clarify points and summarize the problem, so that the customer knows that concerned executive has listened and that he/she is eager and willing to help.
5. Sales executive should not maintain a balance between the desires of customer and the procedures and policies of the organization.

D. Match the Columns

S.No.	Column A	S.No.	Column B
1	Sales executive should be familiar with type of	A	Language
2	Sales executive have to record customer complaints on	B	Target
3	Sales executive have to maintain professional and pleasing body	C	Complaints
4	Sales executive have to understand organizational	D	Service

5	Sales executive receive most of the problem on product	E	Data Base
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E. Short Answer Questions

1. What do you mean by reassuring customer?
2. What complaints the sales executive is responsible for?
3. Why sales executive has to express sympathy with customer when complaints are lodged?
4. Give two instances of resolving complaints.

F. Long Answer Questions

1. How the benefits of exchange by retailer will reassure customers?
2. How can you identify that the customers' problems are due to mistake of sales executive or from other sources?
3. Discuss how knowledge of organizational policy helps the sales executive working in that organization.
4. Define steps of exchange and reassure customers.
5. Discuss how to resolve customers' complaints.

G. Check Your Performance

1. Classify the complaints where sales executives are responsible and not responsible on the chart.
2. Identify the products on the chart, which have customer's problems and listed out.
3. Demonstrate the steps to be taken to negotiate with customers and convince them to resolve the complaints with role-play.

MODULE 4: SPECIALIST SUPPORT TO CUSTOMERS

In this module, students will learn how to create happy customers, keep them coming back and make a business better. This module is all about understanding how to support customers, build trust, and improve the way they serve them. Sales executives are about to unlock the secrets to creating happy customers and making businesses flourish. This module is all about learning how to attract people with amazing service, keep them coming back for repeat purchase, and help a store or company grow stronger. Picture yourself as the friendly retail sales expert who helps customers pick the perfect product or turns a customer's frown into a smile, that's the kind of impact the students learn to make. Sales executives also discover how to guide customers to buy with confidence, improve services by actively listening to what they need, and build friendships that make them loyal to the brand and spreading word of mouth. Through exciting role plays, group chats, and hands on activities, Sales executives practice real-life skills like closing a sale, handling feedback, and using tools to stay connected with customers. Get ready to step into the world of retail, where Sales executives learn to create joyful experiences and become a true customer service champion. Let's study further to excel as retail sales executive.

The present module "Specialist Support to Customers" is divided in four sessions the first session describes the specialist support to customers for facilitating purchases, the second session promote continues improvement in services, the third session deals with organize the delivery of reliable services to the customers and the fourth session discusses build the long-term customer relationship for closing the sale.

SESSION 1: SPECIALIST SUPPORT TO CUSTOMERS FOR FACILITATING PURCHASES

Understanding Sales Closing Techniques

Sales closing techniques are structured approaches used to successfully finalize a sale by influencing customers for making a purchase decision (Fig. 4.1).

Sales closing techniques help transition a customer from being only interested in a product to making a confirmed purchase decision. When executed effectively, these techniques show the salesperson's competence and significantly increase customer satisfaction. A seamless and respectful closing experience boosts the likelihood of repeat purchases.

These techniques are essential for providing clarity, resolving objections, and enabling customers to make confident decisions. They also help in establishing strong customer relationships and enhancing overall business outcomes.

Some commonly used sales closing techniques include:

1. Assumptive Close

This involves behaving as if the customer has already decided to buy. For example, saying, "Would you like this item get packed?"

2. Urgency Close

This focuses on limited-time offers to encourage immediate action, such as, "This sale offer is ending today!"

3. Consultative Close

The sales person recommends products based on the customer's individual needs. For example, "Based on what you've told me, this brand would suit you best".

4. Summary Close

The salesperson summarizes the key benefits of the product to reinforce its value. For instance, "This phone has the high-resolution camera with excellent sound quality you wanted and includes a two-year warranty".

5. Soft Close

This low-pressure approach suggests trial or small decisions, such as, "Would you like to try this size to see it's fitting?"



Fig. 4.1: Sales Closing Techniques

These techniques are selected depending on the customer's behavior, preferences, and the sales environment, whether it's in-store, online, or hybrid.

Significance of Sales Closing Techniques

The significance of effective sales closing techniques in the retail context includes:

- Driving revenue and increasing profitability
- Enhancing customer satisfaction
- Building strong, long-term customer relationships and retention
- Overcoming customer hesitations or objections
- Improving sales effectiveness
- Boosting the confidence and performance of employees
- Enabling adaptation in a competitive market
- Supporting strategies for upselling and cross-selling

Steps in Closing a Sale: Closing a sale is the final and most crucial stage of the selling process, where the salesperson converts a customer's interest into an actual purchase. It involves carefully recognizing buying signals, reinforcing the product's benefits, and addressing any objections or concerns the customer may have. Once the customer feels confident, the salesperson

tactfully asks for the order, may suggest suitable add-on products, and then efficiently completes the transaction through billing and payment. The process concludes by thanking the customer, providing reassurance, and offering after-sales support when necessary. An effective closing not only results in a successful sale but also builds customer satisfaction, trust, and long-term loyalty (Fig. 4.2).

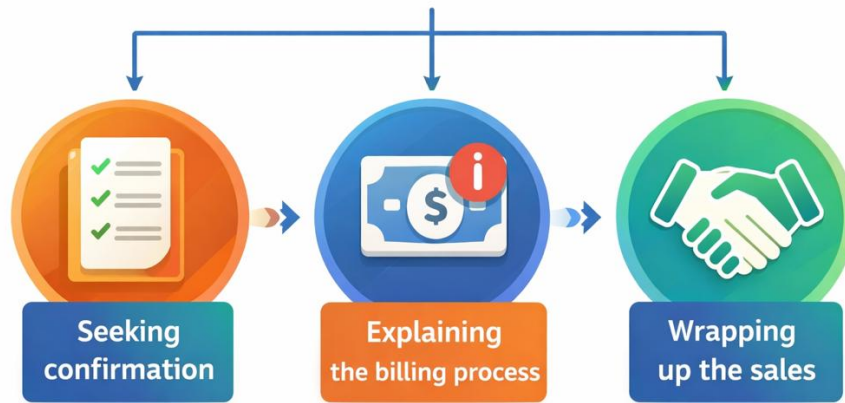


Fig. 4.2: Step in Closing a Sale

A. Seeking Confirmation

This involves asking polite, straightforward questions to confirm the customer's decision. Questions like, "Shall I go ahead with the billing?" help in assessing the customer's mindset to buy.

B. Explaining the Billing Process

Once the customer gives consent to purchase, the salesperson must communicate the total price value clearly, mention any applicable discounts or offers, and explain the payment options available (e.g., card, cash, or UPI).

C. Wrapping Up the Sale

The final step includes thanking the customer sincerely, providing necessary documents such as the invoice, warranty, and user manual, and sharing basic tips for the product. A courteous closing remark like, "Thank you for shopping with us," reinforces professionalism and customer respect.

Importance of Timing and Signals in Closing a Sale

Timing plays a crucial role in closing a sale. Sales staff must stay alert to both verbal and non-verbal buying signals. Verbal signs may include questions like, "Is this product available in other colors?" or "What's the return policy?" Non-verbal signs include positive body language such as smiling, nodding, or touching the product frequently (Fig. 4.3).

If a salesperson tries to close too early, it may come off as pushy and hamper the decision-making process. On the other hand, delaying too long can result in lost interest or hesitation. Interpreting these signals accurately and responding at the right moment helps facilitate a confident and comfortable buying decision.

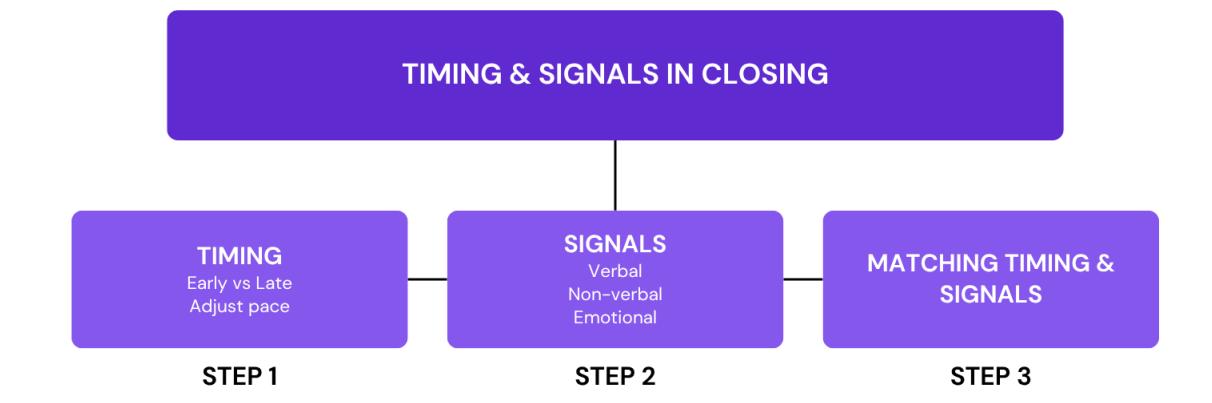


Fig. 4.3: Timing and Signals in Closing a Sale

Maintaining Professionalism and Rapport After Closing the Deal

The relationship with a customer must continue even after the transaction is complete. Continuing to demonstrate professionalism after the sale is very important to building customer trust and loyalty for long time. This includes following up politely, handling complaints or concerns on priority, and clearly explaining policies related to returns or exchanges (Fig. 4.4).

Simple actions like expressing gratitude, offering after-sale service, and always being available create a positive impression that encourages repeat sales and positive word-of-mouth publicity. Continued post-sale rapport can significantly strengthen the business-customer relationship over time.



Fig. 4.4: Maintaining Professionalism and Rapport After Closing the Deal

PRACTICAL EXERCISES

Activity 1: Demonstrate the steps involved in closing a sale with clarity and confidence.

Material required: Notepad, pen, pencil, Sample products, feedback sheets, name tags for customer/salesperson

Procedure:

1. Briefly explain the importance of sales closing process and steps.
2. Divide students in the group's customers, salespersons and observers.
3. Role play activity of identifying customer needs, presenting the product/ service benefits, handling objections, closing the sale, thanking the customer and offering after sales service.
4. Exchange the roles and repetition.
5. One student observes and takes notes.
6. Prepare a draft report.
7. Report review & feedback by subject teacher.
8. Incorporate the feedback and make necessary changes.
9. Prepare a final report and submit it to the teacher.

Activity 2: Role play on explaining/informing customer about Billing, Packaging, and after-sale process.

Material required: Product props (mock items or sample merchandise), notepad, pen, pencil, billing slips/invoices templates, shopping bags, boxes or gift wrap, after-sales service, role tags etc.

Procedure:

1. Briefly explain the billing, packaging and after-sales process.
2. Divide the students in groups.
3. Role Play performed by students.
4. Exchange the roles and repetition.
5. One student observes and takes notes.
6. Prepare a draft report.
7. Report review & feedback by subject teacher.
8. Incorporate the feedback and make necessary changes.
9. Prepare a final report and submit it to the teacher.

Activity 3: Group discussion on a scenario identifying verbal and non-verbal buying signals and responding accordingly.

Material required: Flip-Chart Paper, Markers, Notepad, Pen, Pencil, Optional props (sample products or catalogues).

Procedure:

1. Take students to retail lab.
2. Briefly explain the verbal and non-verbal signals displayed by customers.
3. Divide the students in groups.
4. Give each group a scenario to work on.
5. Silently read & brain storm all verbal & non-verbal cues.
6. Exchange the roles and repetition.
7. One student observes and takes notes.
8. Prepare a draft report.
9. Present it to the subject teacher.
10. Report review & feedback by subject teacher.
11. Incorporate the feedback and make necessary changes.
12. Prepare a final report and submit it to the teacher.

Activity 4: Role Play on giving accurate, clear specialist advice on Product Use and Care to customers.

Materials required: Sample or Mock products (if available), product specification sheets, role cards (customer, retail sales executive, observer), notepad, pen, pencil, feedback forms.

Procedure:

1. Take students to Retail Lab.
2. Brief the importance of providing clear and correct advice regarding product use.
3. Divide Students in groups (customer, retail sales executive, observer)
4. Execution of role play.
5. Exchange of role and repetition.
6. One student observes and takes notes.
7. Prepare a draft report.
8. Present it to the subject teacher.

9. Report review & feedback by subject teacher.
10. Incorporate the feedback and make necessary changes.
11. Prepare a final report and submit it to the teacher.

Conclusion: The objective of this module is by mastering sales closing techniques, understanding customer signals, delivering professional after-sale service, retail sales executives can significantly enhance customer satisfaction, drive loyalty, and contribute to continuous improvement in the quality of service provided.

CHECK YOURS PROGRESS

A. Fill in the Blanks

Complete the following sentences with the most appropriate word(s):

1. _____ techniques assist customers move from interest to purchase.
2. The _____ close is based on the assumption that the customer has already decided.
3. Explaining the _____ process is part of closing the sale.
4. A _____ close summarizes the benefits of a product.
5. Providing _____ after the sale helps in developing long-term customer relationships.
6. _____ cues like smiling or nodding can help identify a buyer's interest.

B. Multiple Choice Questions

1. What is the main purpose of sales closing techniques?
Is it to
 - a) Advertise products,
 - b) Finalize a sale,
 - c) Fix the pricing,
 - d) or just pack the product
2. Which of the following is an example of an Assumptive Close?
 - a) "Let me know if you need help."
 - b) "Would you like this gift-wrapped?"
 - c) "This is accessible in three colors."
 - d) "We are open up to 9 PM."
3. Which closing technique focuses on the customer's needs and recommends the most suitable product?
 - a) Urgency Close
 - b) Summary Close

- c) Consultative Close
 - d) Assumptive Close
4. When trying to close a sale, what is the first essential step a salesperson should take?
- a) Providing the invoice
 - b) Seeking confirmation from the customer
 - c) Explaining the return policy
 - d) Gift wrapping available
5. Why is maintaining professionalism after a sale important?
- a) To pressure the customer to buy more
 - b) To avoid handling customer feedback
 - c) To build long term trust and loyalty
 - d) To reduce costs

C. State whether the following statements are True or False

1. Sales closing techniques have no impact on customer satisfaction.
2. The urgency close involves generating a sense of limited-time availability.
3. Closing the sale includes explaining the warranty and handing over documents.
4. Post-sale communication is not required once the billing is done.
5. A soft close puts big pressure on the customer.
6. Verbal and non-verbal cues can indicate a customer's readiness to purchase.
7. The summary close highlights the negative features of a product.

D. Match the Columns

S.No.	Column A	S.No.	Column B
1	Assumptive Close	A	Acts as if the customer already agreed
2	Urgency Close	B	Highlights limited-time offers
3	Consultative Close	C	Suggests product based on customer needs
4	Summary Close	D	Recaps product benefits
5	Soft Close	E	Offers a low-pressure suggestion
6	Explaining Billing	F	Tells about price and payment methods

E. Short Answer Questions

1. What are sales closing techniques and why are they important?

2. Define the consultative close with an example.
3. What is the significance of explaining the billing process?
4. How can a salesperson identify buying signals?
5. Why professionalism is important after the sale is completed?

F. Long Answer Questions

1. Explain different types of sales closing techniques with examples.
2. Describe the steps involved in successfully closing a sale. Discuss the role of timing and customer signals in the closing process.
3. How does post-sale professionalism contribute to business success?
4. Describe how role-plays and group discussions help learners develop sales closing skills.

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SESSION 02: PROMOTE THE CONTINUOUS IMPROVEMENT IN SERVICES

Continuous improvement is always trying to do better listening to customers, updating services, and working on how we meet their needs. It helps to stay competitive and ensures customers feel valued, respected, and satisfied (Fig. 4.5).

This module teaches how to offer helpful advice, handle change effectively, and build lasting customer relationships.

Let us understand how to promote continuous improvement in services

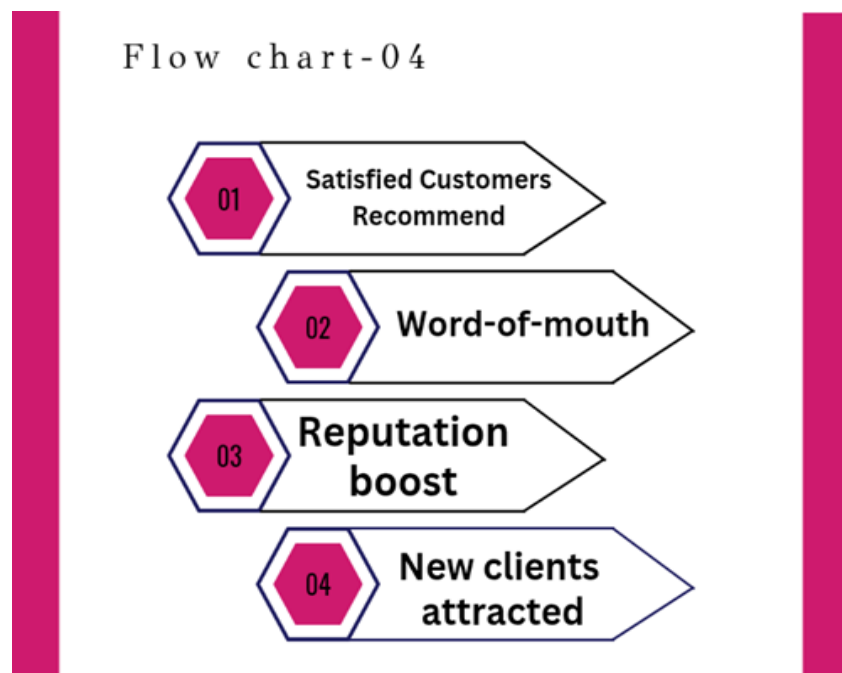


Fig. 4.5: Promote Continuous Improvement in Services

1. Procedure to give customers relevant information and advice to aid purchasing decisions.

To help customers make informed purchase decisions follow the following steps.

Approach customer with a friendly and welcoming attitude using open body language and eye contact. Ask open ended questions like “How Can I Help You”.

- Listen carefully, customer’s preferences, needs, problems, and responses. Ask probing questions like, “Are you looking for formal or casual wears?”
- Help customers by offering useful, timely, and honest information about feature, benefits, price, warranty, and guarantee for products or services.

- Avoid forcing the customer- focus on helping not selling. Try to find signals of buying decisions.
- Try to demonstrate the products and services along with highlighting discounts and offers so that they can make smart and confident decisions.
- Ensure your suggestions are genuine and not pushing the customer.
- Always thank the customer for their visit or purchase.

By following this approach, you can guide customers, improve

2. Fostering Long-term relationships in retail: trust satisfaction and brand loyalty, leading to repeat purchase over time (Fig. 4.6).

Trust is established by delivering consistent quality, providing right and relevant information, transparent policy along with personalize service and attention. Always support to create positive shopping experience, leading to repeat purchase and word of mouth publicity creating brand loyalty. Always remember repeat purchase is more cost effective than creating new customers.



Fig. 4.6: Build Long-term Relationship

3. Retaining Existing Customers.

In retail and business retaining existing customers is widely recognized as highly cost effective as creating new ones. It takes less time, effort, and money to serve current customers than to find and convince new ones. Also retaining old customer is easy because customer profile and behaviour is already known to organization. For a new customer everything has to be started from scratch which takes more time, money and energy.

This leads to lower marketing costs, higher return on Investments (ROI), shorter sales cycle, increased customer

loyalty, positive word of mouth, sustainable growth to achieve higher profitability and long-term success.

4. Happy and Satisfied long-term customers boost business through referrals and reputation.

It's said that "products are built in factories, while brands are built in mind of the customers. Needless to say, that happy and satisfied customers create positive perception and a strong brand recall in the mind of the prospects, leading to boost business through referrals, enhanced brand reputation, reduce acquisition cost of new customers through word of mouth and publicity.

5. Strong customer relationships bring consistent sales and valuable feedback.

Building and maintaining Strong customer relationship goes beyond transaction by fostering trust, loyalty and mutual value creating a win situation for both customer and business. Strong customer relationship leads to consistent sales providing upselling and Cross-Selling opportunities, Lower marketing cost and competitive advantage for continuous improvements.

6. Implementing the changes as per organizational guidelines.

To ensure consistency, compliance and effectiveness of Business Changes in process service or customer interactions must be implemented as per organizational guidelines.

To ensure a structured consistent approach helping maintain quality standards, reduce risks and support continuous improvements. after looking into various impacts, these changes are authorized to be implemented in business. We must very carefully and diligently implement these changes and should not deviate from strategy.

7. Informing changes and their reasons clearly.

Changes are always made with good intentions and looking into overall requirement of organization and customer experience. Employees and stakeholders are more likely to accept and support changes, when they understand What is changing, how its changing and How it will affect them. communicating changes clearly and explain the reasons behind them creates better understanding, cooperations and accountability, leading to more successful implementation. Always state the changes clearly, highlight the benefits address possible concerns, provide a timeline and use right communication channel to make it effective.

8. Monitor Customer Responses.

For maintaining high service standards and ensuring continuous improvement actively observe, collect and analyse customer feedback and behaviour to assess the satisfaction.

Customer responses can be monitored through verbal and Non-Verbal feedbacks, surveys and feedback forms, social medias and Online reviews, customer service interactions, sales trend and return rates, loyalty and complain tracking. This approach helps creating customer focused culture, that drive loyalty and long-term success and maintain a competitive edge by improving their services.

Pay attention to how customers react—whether they are satisfied, confused, or need more support.

In the initial days when changes are implemented it become very crucial to observe and analyse customer response, as it may be reason for many customers to move away from brand and some other group of customers may be attracted towards.

9. Mechanism for Customer Influences in Retail and Services.

Understanding Customer influence mechanism is essential to become customer centric, responsive and competitive (Fig. 4.7). this guides improvement in product design, service quality and customer policies. this also influences stock keeping decisions, pricing strategy and promotional offers, this further helps in building brand reputation, customer acquisition and loyalty.

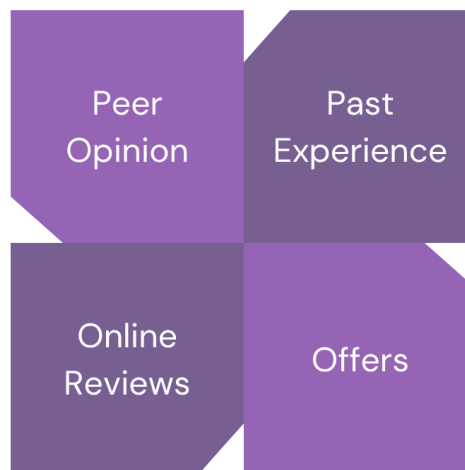


Fig. 4.7: Customer Influence Mechanism

10. Customer Service Performance Meters.

A Customer Service Performance Meter is a tool or framework used to measure, monitor, and evaluate how effectively a business delivers customer service. It helps identify strengths, areas for improvement, and ensures service quality aligns with customer expectations.

Track how well your service is delivered using tools like satisfaction ratings, customer retention rates, and complaint tracking.

Benefits of Using a Customer Service Performance Meter:

- Tracks performance in real-time
- Helps identify service gaps
- Boosts accountability among staff
- Supports training and development
- Improves customer satisfaction and loyalty

11. Collect and record customer feedback after Changes.

This is extremely important to collect and record feedback after changes to assess the effectiveness of the change and its impact on the customer experience for strengthening customer relationships (Fig. 4.8). This is done through Surveys (Online, SMS, in-store), feedback forms at payment counters, emails, social media comments, direct verbal feedback, online reviews on google or facebook, instagram etc. For this select the feedback channels, ask specific, clear open ended questions, use rating scales, record feedback systematically, analyze the data and act.

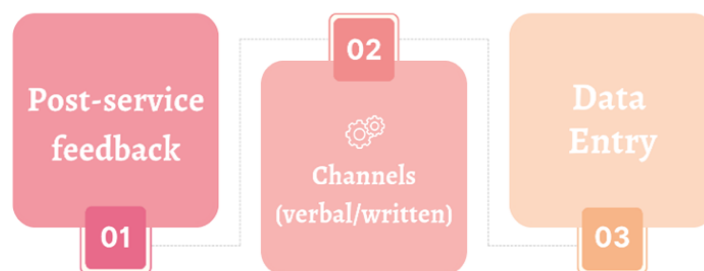


Fig. 4.8: Collect Feedback after Changes

12. Analyze and interpret feedback after changes.

It is essential to analyze and interpret feedback data to find the effectiveness of the change and identify further improvement areas. For this (Fig. 4.9).

1. Categorized the feedback based on type: product related, pricing or policy, Staff attitude and behavior, service experience separately.
2. Calculate average satisfaction Score, positive vs. negative responses, change in rating before vs. implementation of change.
3. Review comments and complaints.
4. What worked well and should be continued and what improvements do customers suggest?
5. Create Bar graphs, charts or dashboards using digital tools.

This helps in understanding customer reactions to changes and provides valuable insights that lead to continuous improvements and satisfaction.



Fig. 4.9: Analyze Feedback

13. Advantages and Disadvantages of Changes.

Change is essential for continuous improvements, innovation and staying competitive.

Advantages of Changes:

1. Increases productivity by streamlining operations and reduced delays in services.
2. Higher customer satisfaction.
3. Adapting to changes as per latest market trends in line with technical advancements can help outperform competitors.
4. Brings innovation and growth.
5. Cost saving due to process automation by reducing manual efforts and 24*7 service availability.

Disadvantages of Changes:

1. Employee resistance due to fear of uncertainty or disruption of routine.

2. Implementation cost of time, money, resources. Employees may require training and support to adapt to new systems and processes.
3. Temporary drop of productivity during the transition periods due to confusion or training time.
4. Customer dissatisfaction if not communicated properly through all the channels and mediums available.
5. Risk of failure due to improper or poor planning and implementation.

Change is always considered for good but change may bring advantages such as innovation, better services, technical advancement helping in automation leading to 24*7 business continuity along with high customer satisfaction. It also may have disadvantages like, employee resistance, cost and potential risk for successful implementation.

14. Identify the opportunities for improvements.

Look where the service can be improved based on customers repeated complaints, suggestions for improvements, low ratings and comments. Conduct review and team discussions with frontline staff who often know what the customer struggle with. Also monitor customer behaviour trends of decline in repeat purchases, increased product returns or and drop in offers or loyalty engagement programs.

15. Presentation of the analyzed customer feedback after changes.

Use simple visuals or reports to present the findings from customer feedback to your team or supervisors. Evaluate customer responses after recent changes (e.g., in service, product, policy), customer satisfaction and identify concerns. Address identified gaps with targeted solutions, monitor feedback after secondary improvements and communicate improvements to customers (“You said, we listened...”)

16. Changes to improve service.

Enhance staff training on customer service skills, product knowledge, and complaint handling. Keep focus on empathy, communication, and problem-solving skills. Simplify billing, returns, and exchange procedures and reduce waiting times by optimizing workflow and using technology. Ensure popular products are always in stock. Empower frontline staff to resolve basic issues without delay. Launch or enhance loyalty programs offer exclusive deals, early access to sales, or birthday discounts.

17. Impact of changes in service on business.

Well planned improvements can increase customer satisfaction, loyalty, sales, and brand reputation while poor changes may create confusion or dissatisfaction. Customer feel valued and respected, increasing emotional connection leading to positive word of mouth. This also gives competitive advantage and increased productivity.

PRACTICAL EXERCISES

Activity 1: Group discussion on the various ways to enhance the customer loyalty.

Materials required: Notepad, Pen, Pencil, White Board, Markers, Chart paper.

Procedure:

1. Take students to retail lab.
2. Divide Students in groups.
3. Brief them on customer loyalty, its importance and impact on business.
4. Assign discussion topic to each group.
5. Engage students in group discussion.
6. One member to note down key points.
7. Prepare a rough draft of group discussion summary.
8. Present and review with subject teacher.
9. Teacher is expected to give feedback and make corrections.
10. Incorporate the feedback and make necessary changes.
11. Prepare a final report and submit it to the subject teacher.

Activity 2: Power Point presentation on the reasons of repeated customers

Materials required: Lap top, LED and required Materials for presentation, Pen and Not pad

Procedure:

1. Take students to computer lab.
2. Divide Students in groups.
3. Brief the students by customer revisit again to a business.
4. Ask them to present the PPT to the class.
5. PPT will cover:
 - a) Who are repeated customers or Loyal customers

- b) Why are they important
 - c) Reason #1 Excellent customer service
 - d) Reason #2 Product Quality
 - e) Reason #3 Fair pricing or value for money
 - f) Reason #4 Consistency in Quality & services
 - g) Reason #5 Personal connection
 - h) Reason #6 Easy return/exchange policy
 - i) Reasons #7 Loyalty Programs & offers
6. Ask the students to prepare a summary of the presentation.
 7. Submit the summary report to the subject people.

Activity 3: Prepare a presentation on word -of - marketing.

Materials required: Lap top, LED and required Materials for presentation, Pen and Not pad.

Procedure:

1. Gather the Students in the presentation room.
2. Make the students understand word of mouth marketing (WOMM) and its importance.
3. Ask the students to prepare a power point presentation including:
 - a) Introduction to WOMM
 - b) Importance of WOMM
 - c) Types of WOMM
 - d) How WOMM works
 - e) Strategies to encourage WOMM
 - f) Digital WOMM Channels
 - g) benefits of WOMM
 - h) Real-Life Examples
 - i) Challenges in WOMM
4. Make a report on the presentation and take feedback from the teacher.
5. Teacher will give the feedback and students will incorporate it in the PPT.
6. Make final report and submit to the subject teacher.

Activity 4: Draw a Business Model.

Objective: To help students understand and create Business Model.

Materials required: Chart Paper, Sketch Pens, Markers, Pencils, Rulers, Glue, Colored Paper, Scissors.

Procedure:

1. Explain what a Business model is.
2. Divide students in groups.
3. Choose a Business idea.
4. Draw the Business model.
5. Ask to make Presentations.
6. Teachers Feedback.
7. Display the charts having models.
8. Incorporate the feedback and make necessary changes.
9. Prepare a final report and submit it to the subject teacher.

Activity 5: Draw a Chart containing implementation of changes.

Materials required: Chart Paper, Sketch Pens, Markers, Pencils, Rulers.

Procedure:

1. Outline Stages of implementation of changes in business.
2. Identify the need for change.
3. Plan the change.
4. Communicate the change.
5. Implement the change.
6. Evaluate and review.
7. Teachers Feedback.
8. Display the charts having models.
9. Incorporate the feedback and make necessary changes.
10. Prepare a final report and submit it to the subject teacher.

Activity 6: Demonstrate the mechanism for changes in customer service.

Materials required: Notepad, Pen, Pencil, White Board, Markers, Props or sample products.

Procedure:

1. Take students to retail lab.
2. Divide Students in groups.

3. Brief them on mechanism for changes in customer services.
4. Assign roles to each group.
5. Engage students in role play.
6. One member to note down key points.
7. Prepare a rough draft of group discussion summary.
8. Present and review with subject teacher.
9. Teacher is expected to give feedback and make corrections.
10. Incorporate the feedback and make necessary changes.
11. Prepare a final report and submit it to the subject teacher.

Activity 7: Role play on customer service rendering and Count the performance meters.

Materials required: Notepad, Pen, Pencil, White Board, Markers, Props or sample products.

Procedure:

1. Take the students to retail lab.
2. Divide them in groups.
3. Brief them the scenario of role play:
 - a) Roles for Role Play
 - b) Customer
 - c) Retail Sales Executive
 - d) Observer
 - e) Manager(optional)
4. One student acts as the evaluator for each round and fills the performance meter sheet.
5. Role play on customer service rendering conducted.
6. Draft report prepared and submitted to subject teacher.
7. Feedback received from teacher.
8. Incorporate what went well and what needs improvement.
9. Prepare a final report and submit it to the subject teacher.

Activity 8: Draw a chart on collecting, recording, analyzing and interpreting feedback after changes.

Materials required: Chart Paper, Sketch Pens, Markers, Pencils, Rulers.

Procedure:

1. Take the students to retail lab.
2. Divide them in groups.
3. Briefly explain importance of feedback after changes.
4. Brainstorming on how feedback collected, recorded, analyzed and interpreted.
5. Draw the flowchart.
6. Display and Presentation done.
7. Evaluate and feedback by subject teacher.
8. Incorporate the feedback and make necessary changes.
9. Prepare a final report and submit it to the subject teacher.

Activity-9: Identify the changes to improve service in a given situation.

Materials required: Chart Paper, Sketch Pens, Markers, Pencils, Sticky notes, Rulers.

1. Take the students to retail lab.
2. Divide them in groups.
3. Briefly explain how to identify the changes to improve service.
4. Brainstorming on how feedback collected, recorded, analyzed and interpreted.
5. Draw the Chart.
6. Display and Presentation done.
7. Evaluate and feedback by subject teacher.
8. Incorporate the feedback and make necessary changes.
9. Prepare a final report and submit it to the subject teacher.

CHECK YOURS PROGRESS**A. Fill in the Blanks**

1. _____ is essential to maintain service standards and drive continuous improvement.
2. Strong customer relationships lead to consistent sales and _____.
3. A _____ is used to measure how effectively customer service is delivered.
4. A _____ approach helps maintain quality standards during changes.

5. Happy and satisfied customers create _____ in the minds of future prospects.

B. Multiple Choice Questions

1. What is the first step in helping customers make informed purchase decisions?
 - a) Offer discounts
 - b) Demonstrate product features
 - c) Use open body language and ask open-ended questions
 - d) Share feedback forms
2. What does “continuous improvement” aim to achieve?
 - a) Higher pricing
 - b) More product returns
 - c) Better services and customer satisfaction
 - d) Lower inventory
3. Which of the following is a disadvantage of implementing changes poorly?
 - a) Increased productivity
 - b) Stronger branding
 - c) Temporary drop in productivity
 - d) Improved service speed
4. What tool helps monitor and evaluate customer service performance?
 - a) Return slips
 - b) Service performance meter
 - c) Loyalty card
 - d) Complaint box
5. Which method is best to collect customer feedback after a change?
 - a) CCTV monitoring
 - b) In-store announcements
 - c) Feedback forms, surveys, online reviews
 - d) Gift coupons
6. What influences stock keeping and pricing strategies in retail?
 - a) Customer influence mechanisms
 - b) Employee training
 - c) Store lighting
 - d) Manager feedback

C. State whether the following statements are True or False

1. It is better to create new customers than retain old ones.
2. Personalized service builds trust and long-term loyalty.
3. Employee resistance is never a problem during changes.

4. Feedback can be collected using social media comments.
5. Changes made without explanation lead to better cooperation.
6. An effective CRM strategy reduces marketing costs.

D. Match the Columns

S.No.	Column A	S.No.	Column B
1	Customer Service Meter	A	Measures service effectiveness
2	Word-of-Mouth Marketing	B	Customer talks positively about service
3	Organizational Guidelines	C	Followed for change implementation
4	Customer Influence Mechanism	D	Impacts product and pricing decisions
5	Surveys & Reviews	E	Tools to collect feedback

E. Short Answer Questions

1. What is continuous improvement in customer service?
2. Why is customer retention more cost-effective than acquiring new ones?
3. Mention two benefits of happy, long-term customers.
4. What does a performance meter in customer service do?
5. Why is clear communication important during changes?
6. How can retailers monitor customer response to changes?

F. Long Answer Questions

1. Describe the role of customer feedback in improving services.
2. What is the process of collecting and interpreting customer feedback after changes?
3. Explain the role of strong customer relationships in business growth.

G. Check Your Performance

1. Explain the importance of continuous improvement in retail services.
2. Discuss the advantages and disadvantages of implementing changes in service.

SESSION 3: ORGANIZE THE DELIVERY OF RELIABLE SERVICES TO THE CUSTOMERS

Customer service doesn't end once a sale is completed. True service excellence is reflected in the ability to continually enhance the experience, support the customer beyond the point of purchase, and build a trustworthy, lasting relationship. This learning outcome emphasizes the importance of ongoing service practices, thoughtful communication, and customer-friendly behavior that not only encourages repeat visits but also inspires word-of-mouth recommendations.

1. Techniques for Advising Customers on Product Usage, Care, and Support.

Customers who understand how to use and care for a product tend to feel more confident and satisfied with their purchase. Service staff should (Fig. 4.10):

- Clearly describe the product's functionality, step by step if necessary.
- Provide simple and practical care and maintenance advice, such as how to clean or store the item.
- Share important support details, including warranty coverage, locations of service centers, or customer care contact numbers.

For instance, when helping a customer who purchases an electric kettle, it's helpful to explain how to properly clean the appliance, why it's important not to run it dry, and where they can seek assistance in case it needs repair.

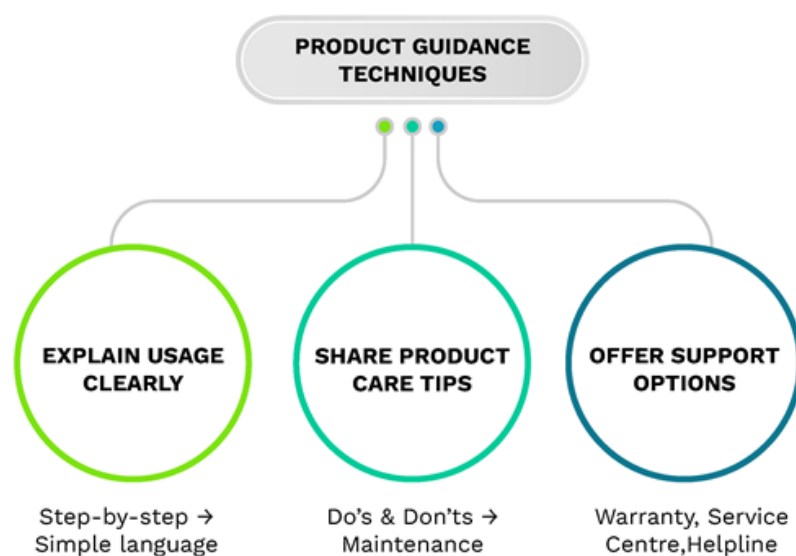


Fig. 4.10: Product Guidance Techniques

2. Importance of Clear, Honest, and Relevant Information During Final Interaction.

It should include:

- **Clear communication** – Use straightforward language that’s easy to follow, avoiding complex or technical terms.
- **Honest representation** – Be transparent about what the product or service can and cannot do. Avoid making exaggerated claims or hiding drawbacks.
- **Relevant advice** – Share only what’s useful and important to the customer, based on their actual needs and concerns.

Why it matters: Providing accurate and helpful advice at the final stage prevents confusion, ensures satisfaction, and strengthens trust in the brand.

3. Customer Loyalty and Retention – Key Drivers and Behaviours Loyal Customers Add Value.

EFFECTIVE FINAL INTERACTION



Fig. 4.11: Effective Final Interaction

They help reduce marketing expenses and often bring in new customers through referrals. Key factors that build loyalty include:

- Providing consistent, high-quality service
- Treating customers with respect and warmth
- Responding promptly to any complaints or queries
- Offering incentives for repeat visits, such as discounts or loyalty programs

Customer-friendly behaviour: A genuine smile, remembering names, showing appreciation, and listening carefully all go a long way in making customers feel valued.

4. Building Trust Through Post-Sale Communication and Service

Building Trust After the Sale

Maintaining trust doesn't end once the purchase is made. Quality post-sale service should involve:

- Reaching out with a follow-up call or message to ensure satisfaction.
- Providing useful guidance, updates, or reminders for taking care of the product.
- Responding quickly and professionally to any concerns or questions.

Impact: This approach shows customers they matter even after buying, helping to strengthen loyalty and increase repeat business.

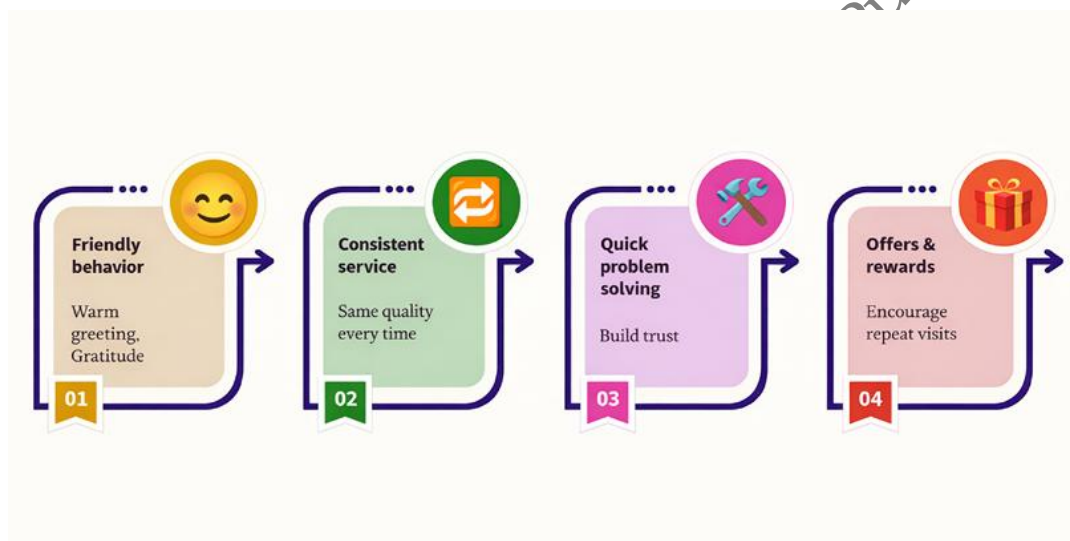


Fig. 4.12: Loyalty and Retention Drivers

CONCEPT MAPPING



Fig. 4.13: Concept Mapping

5. Handling Customer Feedback (Positive and Negative) Constructively

Feedback Drives Improvement

Customer feedback is a powerful tool for growth. It should be managed with:

- Openness – treat all feedback, positive or negative, as meaningful
- Professionalism – stay calm and courteous; avoid being defensive
- Action – use insights to enhance products or services

Response to criticism: “Thank you for sharing your experience. We're sorry for the trouble caused, and we're here to make it right.”



Fig. 4.14: Feedback Handling

6. Role of Retail Sales Executive in Creating a Positive, Lasting Impression

The Retail sales executive represents the brand

In a retail setting, the executive leaves a lasting impression. Customers often remember:

- How they were welcomed and the overall interaction
- Your tone, patience, and genuine enthusiasm
- Your confidence and understanding of the product or service

Promoting Continuous Service Improvement

Improving service isn't a onetime action it's an ongoing mindset. It means guiding and educating customers, actively listening to their needs, following up after interactions, and demonstrating genuine concern. When retail executives embrace these practices, they go beyond simply making a sale they earn the customer's trust, increase satisfaction, and help build a positive brand reputation.

PRACTICAL EXERCISES

Activity 1: Demonstrate how to handle a customer who is hesitant or undecided.

Material required: Notepad, Pen, Pencil, sheet, Role play tags, sample product catalogue or prop.

Procedure:

1. Take students to retail lab.
2. Divide Students in groups.
3. Brief them on how to handle a customer who is hesitant or undecided.
4. Assign roles and share scenario to each group.
5. Role play to be initiated.
6. One member to note down key points.
7. Prepare a draft of role play outcomes.
8. Present and review with subject teacher.
9. Teacher is expected to give feedback and make corrections.
10. Incorporate the feedback and make necessary changes.
11. Prepare a final report and submit it to the subject teacher.

Activity 2: Dramatize with a customer to reinforce satisfaction.

Material required: Notepad, Pen, Pencil, sheet, Role play tags, sample products or catalogue or prop, brochure etc.

Procedure:

1. Take the students to retail lab.
2. Divide Students in groups.
3. Brief them on how to reinforce satisfaction with dramatic act.
4. Assign roles and share scenario to each group.
5. Role play to begin.
6. One member to note down key points.
7. Prepare a draft of role play outcomes.
8. Present and review with subject teacher.
9. Teacher is expected to give feedback and make corrections.
10. Incorporate the feedback and make necessary changes.
11. Prepare a final report and submit it to the subject teacher.

Activity 3: Demonstrate the documenting and updating customer records post purchase

Material required: Sample customer invoice or bill, customer record form, Notepad, Pen, Pencil, CRM entry sheet, product box, Role play tags, etc.

Procedure:

1. Take the students to retail lab.
2. Divide Students in groups.
3. Brief them on importance of interaction post purchase, documentation and updating of customer records post purchase and steps involved.
4. Assign roles and ask for Role play.
5. Role play to begin to collect customer details, enter detail into record system, offer confirmation, add customer to loyalty or service follow up list.
6. One member to note down key points.
7. Prepare a draft of role play outcomes.
8. Present and review with subject teacher.
9. Teacher is expected to give feedback and make corrections.
10. Incorporate the feedback and make necessary changes.
11. Prepare a final report and submit it to the subject teacher.

Activity 4: Role play on customer feedback professionally and empathetically.

Material required: Notepad, Pen, Pencil, Sample product or props, feedback form or notepad, Role play tags, etc.

Procedure:

1. Take the students to retail lab.
2. Divide Students in groups.
3. Brief them on importance of customer feedback and steps involved.
4. Assign roles and ask for Role play.
5. Role play to initiate by greeting the customer, feedback by customer, listening actively and show empathy, offer solutions etc.
6. One member to note down key points.
7. Prepare a draft of role play outcomes.
8. Present and review with subject teacher.
9. Teacher is expected to give feedback and make corrections.
10. Incorporate the feedback and make necessary changes.
11. Prepare a final report and submit it to the subject teacher.

Activity 5: Scenario on addressing a minor complaint to retain customer trust.

Materials required: Notepad, Pen, Pencil, notepad, complaint form, service checklist, Role play tags, etc.

Procedure:

1. Take the students to retail lab.
2. Divide Students in groups.
3. Brief them on importance of addressing even a minor complaint diligently to retain customer trust.
4. Assign roles and ask for Role play.
5. Role play to initiate by greeting the customer, listening actively the complaint and shw high concern with assurance to address on priority.
6. One member to note down key points.
7. Prepare a draft of role play outcomes.
8. Present and review with subject teacher.
9. Teacher is expected to give feedback and make corrections.
10. Incorporate the feedback and make necessary changes.
11. Prepare a final report and submit it to the subject teacher.

Activity 6: Demonstrate the techniques to reinforce a positive experience and encourage repeat visits.

Materials required: Notepad, Pen, Pencil, notepad, Name tags, Role play tags, sample products, printed thank you notes, performance evaluation checklist etc.

Procedure:

1. Take the students to retail lab.
2. Divide Students in groups.
3. Brief them the techniques to reinforce a positive experience and encourage repeat visits.
4. Assign roles and ask for Role play.
5. Role play to initiate by Thanking the customer, compliment the customer for making right choice, after sales service details, offers, loyalty programs, and ask for feedback politely.
6. One member to note down key points.
7. Prepare a draft of role play outcomes.
8. Present and review with subject teacher.
9. Teacher is expected to give feedback and make corrections.

10. Incorporate the feedback and make necessary changes.
11. Prepare a final report and submit it to the subject teacher.

CHECK YOURS PROGRESS

A. Fill in the Blanks

Complete the following sentences with the most appropriate word(s):

1. A customer who receives good service is more likely to return and give _____ referrals.
2. Customer feedback, whether positive or negative, helps in _____ service quality.
3. Retail executives should maintain a _____ tone during all interactions.
4. Proper documentation after purchase includes details like customer name and _____.
5. A _____ call can help the customer feel valued after the sale.
6. _____ customers reduce marketing expenses.

B. Multiple Choice Questions

1. Which of the following is an effective way to build customer trust post-sale?
 - a) Ignoring customer queries
 - b) Avoiding feedback
 - c) Sending follow-up messages
 - d) Delaying service
2. What is a key factor in customer retention?
 - a) Warm, respectful treatment
 - b) Inconsistent service
 - c) High prices
 - d) Avoiding complaints
3. What should you avoid during the final interaction with a customer?
 - a) Using clear language
 - b) Providing honest feedback
 - c) Making exaggerated claims
 - d) Offering relevant advice
4. What is the role of customer feedback in service improvement?
 - a) Ignored unless negative
 - b) Only collected once
 - c) Avoided in polite service
 - d) Used for continuous improvement

5. Which of the following best shows customer-friendly behaviour?
 - a) Remembering customer names
 - b) Ignoring complaints
 - c) Giving robotic responses
 - d) Avoiding post-sale contact

C. State whether the following statements are True or False

1. Providing care tips for a product increases customer satisfaction.
2. Feedback should only be collected from happy customers.
3. Word-of-mouth marketing often comes from loyal customers.
4. Clear and honest final interactions can confuse the customer.
5. A thank-you note post-sale is part of good customer service.
6. Ignoring minor complaints helps save company resources.
7. Consistent service quality helps in building customer loyalty.

D. Match the column

S. No.	Column A	S. No.	Column B
1	Follow-up message	A	Builds long-term customer trust
2	Honest final interaction	B	Prevents customer confusion
3	Customer loyalty	C	Helps in repeat business
4	Product care advice	D	Boosts customer confidence
5	Customer feedback	E	Tool for improvement
6	Retail executive	F	Represents the brand
7	Warm greeting	G	Encourages positive first impression
8	Complaints	H	Should be handled professionally
9	Documentation	I	Helps in personalizing service
10	Loyalty programs	J	Encourage repeat visits

E. Short Answer Questions

1. What are two ways to build customer trust after the sale?
2. Why is it important to provide honest and relevant information during the final interaction?
3. How can retail executives handle hesitant or undecided customers effectively?
4. What role does feedback play in service improvement?

F. Long Answer Questions

1. Explain how post-sale communication can help build trust and retain customers. Give examples.
2. Describe the techniques a retail executive should use to advise customers on product usage and care.
3. Discuss the importance of customer loyalty and list at least four key behaviors that encourage it.

G. Check Your Performance

1. Describe how documenting customer records helps in improving service quality.
2. List any three behaviors that promote customer loyalty.

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SESSION 4: BUILD THE LONG-TERM CUSTOMER RELATIONSHIP FOR CLOSING THE SALE

1. Meaning of Customer Relationship Management (CRM).

CRM is about how businesses build good relationships with their customers by understanding their needs and providing the right products or services. When customers get good quality and consistent service, they are happy to buy again and stay loyal (4.15).



Fig. 4.15: Meaning of CRM

Key highlights

- It helps businesses know their customers better.
- CRM focuses on trust, satisfaction, and long-term connection.
- It is like a two-way relationship:
The business offers good service, the customer gives loyalty and repeat purchases.
- CRM uses tools like customer data, feedback, and communication to improve service.
- It plays a big role in growing the business through happy, returning customers.

2. Benefits of CRM

CRM is like a smart helping hand for any business. It makes it easier to truly understand what the customer wants and how to serve them

better. When a business uses CRM well, it doesn't just sell it connects (Fig.4.16). Here's how CRM helps:

- It helps businesses listen closely to their customers' needs, so they can offer what really matters.
- It allows for personal touches like sending the right message at the right time, making customers feel special.
- It ensures better service, fewer mistakes, and quicker responses.
- With happier customers, loyalty grows naturally, and they keep coming back.
- And in the long run, it leads to better sales and smoother teamwork, because everyone knows what the customer wants.



Fig. 4.16: Benefits of CRM

3. Process of CRM.

Process of CRM Building strong customer relationships doesn't happen overnight it's a thoughtful journey. The CRM process follows five key steps that help businesses connect, grow, and stay in touch with their customers in a meaningful way:

- **Identify the right audience** – Understand who your ideal customers are and what they truly need.
- **Acquire new customers** – Reach out with value-driven offers and great first impressions to turn interest into action.
- **Develop lasting relationships** – Keep the connection alive with consistent communication, care, and attention.

- **Retain loyal customers** – Make them feel valued so they stay longer and trust the brand even more.
- **Support after the sale** – Handle feedback, solve problems, and stay available so that customers always feel heard and supported.

4. E-CRM (Electronic Customer Relationship Management).

E-CRM means using digital tools- like websites, emails, mobile apps, and social media to manage and improve relationships with customers. It helps businesses stay connected with their customers anytime, anywhere.

With E-CRM, communication becomes faster, more personalized, and more convenient.

For example, businesses can send updates through emails, respond to messages on social media, or offer support through chatbots—making the customer experience smoother and more modern.

5. Difference Between CRM and E-CRM

CRM and E-CRM both help businesses build good relationships with customers, but they work in different ways:

How they work:

- CRM is done mostly by hand or in person (offline).
- E-CRM uses computers, internet, and mobile apps (online).

When and where:

- CRM is limited to office hours or store visits.
- E-CRM can be used anytime, anywhere—even from your mobile phone.

Speed:

- CRM takes more time as people do the work.
- E-CRM is faster because it uses technology and automation.

Cost:

- CRM can be costly due to manual work.
- E-CRM saves money by using digital tools.

6. Components of CRM

CRM has three main parts that help a business take care of its customers:

Operational CRM: It helps with daily work like handling sales, sending offers, and giving customer support. It saves time by doing many tasks automatically.

Analytical CRM: It looks at customer data like what people buy or what they like and helps the business make better decisions.

Collaborative CRM: It helps all departments (sales, service, marketing) share information so everyone works together to serve the customer better.

7. Best Method of Communication to Meet Customer Expectations

Every customer is unique. Some like personal interaction, while others prefer quick digital messages. To keep customers happy, businesses should use the method that suits the customer best. Here are ways to communicate:

- **Face-to-Face Conversations:** This is the most personal way to talk. It builds trust and allows for clear understanding. It's best when dealing with important matters or building strong customer bonds.
- **Phone Calls:** A phone call is a fast and direct way to handle urgent issues or explain something clearly. It's more personal than a message and helps customers feel valued.
- **Emails:** Emails are great for formal communication. They're useful for sending order confirmations, receipts, policies, or detailed information the customer might need to refer to later.
- **WhatsApp or SMS:** These are perfect for short, quick updates—like delivery status, special offers, or appointment reminders. They're simple, fast, and easy for customers to check on the go.
- **Social Media:** Platforms like Instagram, Facebook, or Twitter help businesses stay connected with customers, answer questions, and share updates in a friendly and engaging way.

8. Meet Customer Expectations with Company Offers

Customers today expect more than just good products they want brands to understand their needs. That's why businesses must design offers that align with customer habits and preferences.

For example, working professionals may value quick delivery and easy returns, while frequent buyers may respond better to reward points and loyalty programs.

The goal is not just to attract customers but to engage them in meaningful ways. When companies offer services and deals that solve

real problems or make shopping enjoyable, customers naturally feel a stronger bond with the brand.

9. Reasons Customers Do Not Meet Their Expectations

sometimes, customers don't get what they expect and that leads to frustration. This usually happens when the service is poor, or when the product arrives late.

False promises in ads can also break trust, especially if the product doesn't match what was shown. Rude behaviour from staff or a lack of support can turn customers away. And if the product is damaged, defective, or not as described, it creates a negative experience. Businesses must avoid these issues to keep customers happy and loyal.

10. Alternative Solutions

Alternative Solutions That Rebuild Trust

When things go wrong, it's not the end it's a chance to make things right. Great retailers know how to turn a bad experience into a positive one by offering thoughtful alternatives.

- **Product exchanges** allow customers to quickly replace a faulty or mismatched item without hassle, showing that the brand values their satisfaction.
- **Refunds or vouchers** give customers financial reassurance. Whether it's cash back or store credit, it tells the customer, "We respect your money and your trust."
- **Extended warranties** add an extra layer of security, helping customers feel more confident in their purchase, even after the initial mistake.
- **Apology gifts or service upgrades** are small gestures with a big impact. A discount on the next purchase or a free service upgrade can turn frustration into gratitude.
- **Faster redelivery** shows urgency and care. When a delayed or wrong item is quickly corrected, customers feel seen and prioritized.

These solutions do more than fix a problem they rebuild trust, strengthen relationships, and often leave the customer more loyal than before.

11. Cost and Benefits of Solutions

Every solution a company offers like refunds, exchanges, or service upgrades comes with a cost. It might mean spending extra money to replace a product or offering discounts or freebies.

But these short-term costs are often worth it. Why? Because they help build long-term trust. A happy customer is more likely to come back, tell their friends, leave a good review, and become loyal to your brand.

So, while solving a problem might cost a little today, the benefits like repeat business, a good reputation, and customer loyalty are much bigger in the long run.

12. Negotiate and Agree Solutions with Customers

When a customer faces a problem, the most important thing a business can do is listen with care and respect. Let them explain their issue fully without interruption this shows that you genuinely value their experience.

Once you understand the problem, offer a few clear and fair solutions like a refund, a replacement, a discount, or a service upgrade. Don't push your preferred option; instead, let the customer choose what feels right for them. This gives them a sense of control and shows that you respect their needs.

Always speak politely, honestly, and clearly during the conversation. Avoid complicated terms or hidden conditions. When you're transparent and kind, customers are more likely to feel satisfied, even if things didn't go perfectly.

In the end, finding a solution together builds trust, improves your reputation, and often turns a disappointed customer into a loyal one.

13. Satisfy Customers with Actions

Solving a complaint is not the final step it's just the beginning of rebuilding trust. After you've resolved a customer's issue, make sure to follow up. A quick call, message, or email to check if everything is now okay shows that you truly care.

Always keep the promises you make whether it's a refund, replacement, or faster delivery. When actions match words, customers feel respected and valued.

Don't forget to thank the customer for their patience and understanding. Finally, ask them for honest feedback. This shows that their opinion matters and helps your business improve.

When customers see that you act on their concerns and stay in touch even after solving a problem, they're more likely to trust you, return again, and even recommend you to others.

14. Meaning of Customer Retention

Customer retention means keeping your existing customers happy so they stay with your business over time.

Businesses that focus on retention understand their customers' needs, offer consistent value, and provide great service again and again. When customers are treated well, they come back, buy more, and often bring others with them.

Retaining customers is also cheaper than constantly finding new ones, and it helps grow a strong brand reputation. In short, customer retention is about turning one-time buyers into lifelong supporters by meeting their needs and exceeding their expectations.

15. Need for Customer Retention

Here's why customer retention is important:

It's more cost-effective than finding new customers

Getting new customers takes a lot of time, money, and effort through ads, promotions, or campaigns. But keeping your current customers just means continuing to serve them well, which is much cheaper and easier.

Loyal customers buy more often

When people trust your business, they come back again and again. They don't need to be convinced each time. They already know your quality and service, so they're more likely to make repeat purchases and even try new products.

Happy customers become brand promoters

A loyal customer doesn't just buy from you they talk about you. They tell their friends, share their experiences online, and bring in more customers through word-of-mouth. This free promotion is more powerful than any advertisement.

16. Ways to Retain Customers by Retailers

Customer retention doesn't happen by chance it's the result of consistent care and thoughtful service. Here are some effective ways retailers can retain their customers:

- **Offer loyalty programs:** Points, discounts, or special offers for repeat buyers make them feel appreciated and valued. It creates a sense of belonging and gives them something to look forward to.
- **Provide excellent service:** A smooth shopping experience, helpful staff, quick support, and polite communication go a long way. When

customers feel respected and taken care of, they're more likely to stay loyal to your brand.

- **Seek regular feedback:** Ask your customers how they feel about your service or products. Whether through a quick survey or a personal chat, their opinions help you improve and show them that their voice matters.
- **Personalize interactions:** Use names in emails, remember past purchases, and offer suggestions based on their interests. Personalized service makes customers feel seen and understood like they're more than just a number.
- **Stay in touch with offers and updates:** Do not let the connection end after a sale. Send thoughtful messages, festive greetings, or exclusive deals from time to time. It helps you stay on their radar and strengthens your relationship.

17. Efforts to Improve Relationship with Customers

Creating a strong bond with your customers doesn't always require big gestures small, consistent efforts can make a big difference. Here are a few meaningful ways retailers can improve their relationship with customers:

- **Respond quickly to queries:** Whether it's a question about a product or a delivery issue, replying fast shows that you care. A quick and helpful response makes customers feel important and builds trust in your service.
- **Celebrate birthdays with offers:** A simple birthday message with a small discount or gift can make a customer's day. It shows that you remember them and care about their special moments and that makes your brand feel more personal.
- **Train staff to behave professionally:** Every customer interaction shapes your brand image. When your team is polite, helpful, and respectful, customers feel comfortable and valued. Good behavior creates a lasting positive impression.
- **Solve issues without delay:** If something goes wrong, fix it quickly and politely. Delays or excuses can damage the relationship, but fast and fair solutions show responsibility and care.
- **Show appreciation regularly:** A thank-you message after a purchase, a festive greeting, or a special loyalty offer these small acts of appreciation remind customers that they matter. Everyone loves to feel acknowledged.

18. Meaning of Customer Expectation

Customer expectation means what a customer hopes for or believes they will get when they interact with a business. It includes everything they look forward to during their shopping experience from the quality of the product to the speed of service, and even how well the staff communicates and behaves.

For example, a customer might expect that their online order will arrive on time, that the product will match the description, that the store will respond quickly to any queries, and that if something goes wrong, it will be fixed without stress.

These expectations come from past experiences, word-of-mouth, advertisements, and promises made by the brand. If a business meets or exceeds these expectations, the customer feels happy and satisfied. But if the experience falls short, it can lead to disappointment or loss of trust.

19. Opportunities to Exceed Customer Expectation

Meeting customer expectations is good but exceeding them is what truly makes a brand stand out. When a business gives customers more than they hoped for, it creates surprise, delight, and long-term loyalty. Here are a few ways retailers can do that:

- **Offering surprise gifts:** A small, unexpected gift like a free sample, coupon, or token of appreciation can bring a big smile to a customer's face. It shows that the brand values them and wants to make their experience special.
- **Providing faster delivery:** Customers usually expect delivery within a certain timeframe. When a product arrives earlier than promised, it builds excitement and shows that the company respects their time.
- **Giving personalized thank-you messages:** Taking a moment to send a handwritten note, email, or message with the customer's name and a warm "thank you" makes the experience feel personal. It shows that the business sees them as an individual, not just a transaction.

20. Reasons for Not Meeting Expectations by Retailer

When a customer walks away unhappy, it's often because their expectations weren't met. This can happen for many reasons most of which can be avoided with better care and attention. Let's look at some common causes:

- **Lack of staff training:** If employees aren't properly trained, they may not know how to handle customers politely, solve problems quickly, or provide the right information.

- **Poor product quality:** When a product doesn't work as promised, breaks easily, or doesn't match what was shown, customers feel let down. They expect value for their money and when quality is missing, trust is lost.
- **Communication gap:** Sometimes, businesses don't communicate clearly whether it's about delivery timelines, return policies, or product details. Misunderstandings make customers feel ignored or misled and that damage the relationship.
- **Over-promising in advertisements:** If ads make a product or service sound better than it really is, customers end up disappointed. Promising more than what you can deliver creates false hopes and eventually, broken trust.
- **Slow complaint handling:** When customers report a problem, they expect a quick and respectful response. Delayed replies or unresolved complaints make them feel unimportant and often drive them away.

21. Support in Meeting Customer Expectations

To keep customers happy, businesses should do a few simple things:

- **Set realistic expectations:** Be clear and honest about what you can offer. Don't promise more than you can deliver.
- **Deliver consistent service:** Make sure your service is always good not just once, but every time.
- **Stay in touch and follow up:** Check in with customers after their purchase. A quick message shows you care.
- **Use feedback to improve:** Listen to what customers say. Their feedback helps you get better and fix any problems.

Building and maintaining long-term customer relationships is the key to successful selling. CRM not only helps understand and serve customers better but also supports loyalty, retention, and business growth. By combining digital tools and personalized efforts, retailers can exceed expectations and secure long-lasting trust.

PRACTICAL EXERCISES

Activity 1: Visit a retail store to understand CRM activities in retail store.

Materials required: Notepad, Pen, Pencil, observation checklist, ID or permission letter.

Process:

1. Plan and choose a retail store.

2. Observe customer interaction.
3. Ask about loyalty programs.
4. Check for data collection at checkout or payment counters.
5. Ask for feedback system.
6. Find out after-sales service standards.
7. Summarize and record your observations.
8. Prepare a draft report.
9. Report review & feedback by subject teacher.
10. Incorporate the feedback and make necessary changes.
11. Prepare a final report and submit it to the teacher.

Activity 2: Demonstrate the Steps Involved in CRM Process.

Materials required: Notepad, Pen, Pencil, performance checklist.

Process:

1. Take the students to retail lab.
2. Observe customer interaction.
3. Divide them in groups.
4. Briefly explain Steps involved in CRM process Identify potential customer, gather customer information, record and store, build relationship, provide after-sales support, collect feedback, retain the customer.
5. Ask for Role Play.
6. One person to take notes.
7. Prepare a draft report.
8. Report review & feedback by subject teacher.
9. Incorporate the feedback and make necessary changes.
10. Prepare a final report and submit it to the teacher.

Activity 3: Assess the cost and benefits to customers and inform them timely.

Materials required: Notepad, pen, pencil, feedback forms.

Procedure:

1. Take students to retail lab.
2. Briefly explain how to assess the cost and benefits to customer and how to inform them timely.

3. Divide students in the groups.
4. Role play activity by assigning roles, provide product options, assess cost and benefits, communicate clearly and timely, help customer decide confidently, close the interaction professionally on a positive note.
5. Exchange the roles and repetition.
6. One student observes and takes notes.
7. Prepare a draft report.
8. Report review & feedback by subject teacher.
9. Incorporate the feedback and make necessary changes.
10. Prepare a final report and submit it to the teacher.

CHECK YOUR PROGRESS

A. Fill in the Blanks

1. CRM focuses on building _____, satisfaction, and long-term customer connection.
2. E-CRM includes tools like websites _____, and mobile apps.
3. A customer retention strategy that rewards repeat buyers is called a _____ program.
4. _____ gifts and faster delivery are ways to exceed customer expectations.
5. Listening and offering fair solutions to customers' problems builds _____.

B. Multiple Choice Questions

1. What is the primary goal of Customer Relationship Management (CRM)?
 - a) Increasing advertisements
 - b) Building short-term sales
 - c) Building long-term customer relationships
 - d) Offering discounts
2. Which one of the following is *not* a component of CRM?
 - a) Operational CRM
 - b) Analytical CRM
 - c) Visual CRM
 - d) Collaborative CRM
3. What makes E-CRM different from traditional CRM?
 - a) It uses only face-to-face methods
 - b) It is faster and uses digital tools

- c) It avoids data tracking
 - d) It replaces staff entirely
4. What is one-way retailers exceed customer expectations?
- a) Ignoring feedback
 - b) Offering free surprise gifts
 - c) Delaying deliveries
 - d) Over-promising in ads
5. Which of the following is a reason customers stop trusting a brand?
- a) Consistent service
 - b) Proper product knowledge
 - c) Over-promising advertisements
 - d) Good communication

C. State whether the following statements are True or False

- 1. CRM helps in building a one-way relationship with customers.
- 2. Analytical CRM helps understand customer behavior using data.
- 3. Over-promising in ads builds customer loyalty. Refunds and vouchers can rebuild customer trust.
- 4. Customer retention costs more than acquiring new customers.

D. Short Form Questions

- 1. What is the meaning of CRM in simple terms?
- 2. Name any two digital tools used in E-CRM.
- 3. What does "customer expectation" mean?
- 4. What is one reason businesses should focus on customer retention?
- 5. Name one CRM activity you might see in a retail store.

E. Long Answer Questions

- 1. Explain the five-step process of CRM with examples.
- 2. Describe at least five practical methods retailers use to retain customers.
- 3. Differentiate between CRM and E-CRM with examples of tools used in each.

F. Check Your Performance

- 1. Discuss how alternative solutions like refunds or gifts help rebuild customer trust.
- 2. What are some common reasons customers feel disappointed and how can businesses avoid them?

MODULE 5: MAINTAIN HEALTH, HYGIENE, SAFETY AND SECURITY IN RETAIL STORE

Maintaining health, hygiene, safety, and security in a retail store is essential for ensuring a positive shopping experience and a safe working environment. With constant customer interaction, frequent handling of goods, and high foot traffic, retail spaces are exposed to various health and safety risks. Cleanliness, proper hygiene practices, and safety measures not only protect employees and customers from illness and injury but also help in building trust and maintaining the reputation of the store. Alongside hygiene, ensuring security against theft, emergencies, and unauthorized access is equally important. By following standard procedures, using the right equipment, and staying alert, retail staff can create a secure and healthy environment that supports smooth and successful store operations.

This module consists of four sessions, the first session Maintaining Health and Hygiene Procedures describes the meaning and types of Health Hygiene Procedures, the second session arrange the Safety Requirement in Retailing explain the importance of identifying and reporting of the accidents and Emergencies. Whereas the third session Manage Common Security Risks Faces in the Retail Store list out the security risks. The fourth session Identify the High Security Risks and Responding Property describes the High security risks and tracing out the actions to deal with risks.

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SESSION 1: INTRODUCTION TO WORKPLACE SECURITY AND SAFETY

Workplace security and safety refer to the protection of employees, customers, property, equipment, and information from any kind of harm, loss, or danger. It includes measures taken to prevent accidents, injuries, theft, fraud, violence, and health risks within the workplace.

Workplace safety focuses on preventing physical injuries and health hazards. It ensures that the work environment is free from risks such as fire, electrical hazards, slips, falls, and exposure to harmful substances. Workplace security, on the other hand, focuses on protecting people and assets from intentional harm such as theft, cybercrime, shoplifting, and data breaches.

In retail stores, shopping malls, offices, and service organizations, workplace security and safety are essential because employees interact with customers, handle cash and confidential information, and use different machines and tools. A safe and secure workplace promotes confidence among employees and customers, leading to better productivity and customer satisfaction.

For example, installing CCTV cameras, using access control systems, maintaining emergency exits, and training employees in safety procedures are important parts of workplace security and safety.

Thus, workplace security and safety are not only the responsibility of the management but also of every employee working in the organization.

Importance of Maintaining Health and Hygiene

Maintaining health and hygiene in the workplace is very important because it ensures the well-being of employees and customers. A clean and hygienic environment reduces the chances of diseases, infections, and accidents (Fig. 5.1).

Good hygiene practices include:

- Regular cleaning of workplace
- Proper waste disposal
- Personal cleanliness
- Use of sanitizers and protective equipment
- Safe food handling

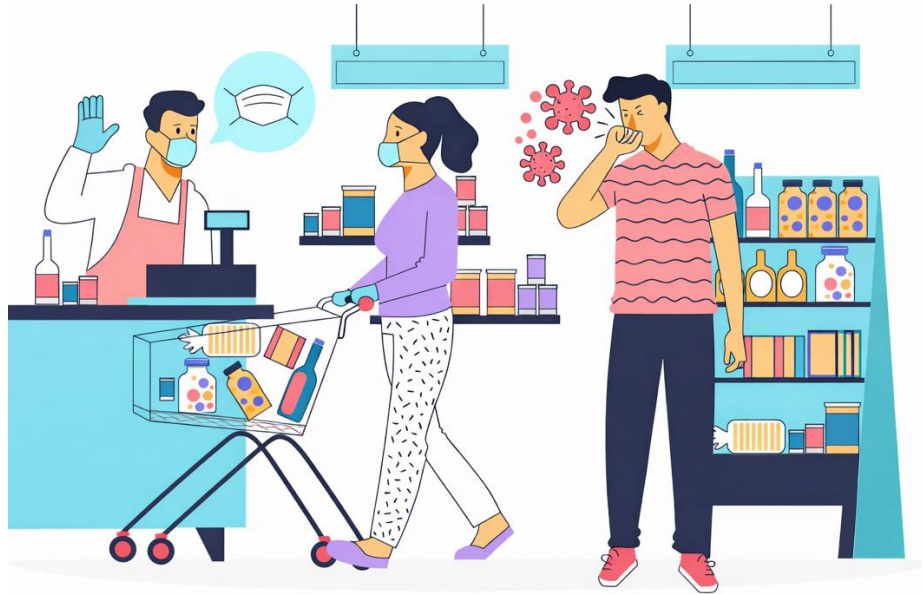


Fig.5.1: Follow Health and Safety Norms

The importance of maintaining health and hygiene includes:

1. **Prevention of Illness and Infection:** A hygienic workplace prevents the spread of germs and infections, especially in places where employees and customers frequently interact.
2. **Improved Productivity:** Healthy employees perform better, take fewer leaves, and contribute more effectively to the organization.
3. **Positive Image of Organization:** Clean and hygienic stores and offices create a positive impression on customers and improve brand reputation.
4. **Customer Satisfaction:** Customers feel comfortable and safe in a clean environment, which increases their trust and loyalty.
5. **Legal Compliance:** Many health and sanitation laws require organizations to maintain hygiene standards. Failure to follow these can result in penalties.
6. **Workplace Morale:** Employees feel motivated and respected in a clean and safe environment.

Therefore, maintaining health and hygiene is essential for both personal and organizational success.

7. **Role of Safety in Retail and Office Environment:** Safety plays a crucial role in both retail and office environments. It ensures smooth operations, protects employees and customers, and prevents financial and legal losses.

In Retail Environment

Retail stores involve handling goods, cash, customers, and equipment. Safety is important in:

- Preventing theft and shoplifting
- Safe storage and handling of products
- Managing crowds during peak hours
- Preventing fire hazards
- Handling electrical and billing equipment safely
- Ensuring emergency exits are clear

For example, proper training in handling customers and security risks helps employees manage difficult situations.

In Office Environment

Offices also require safety measures such as:

- Ergonomic furniture to prevent physical strain
- Safe use of electrical devices
- Protection of confidential data
- Fire safety and evacuation plans
- Maintaining clean and clutter-free workspaces

Benefits of Safety in Workplace

- Reduces accidents and injuries
- Improves work efficiency
- Builds trust among employees and customers
- Prevents financial losses
- Ensures legal compliance

Thus, safety is an essential part of organizational culture.

Common Workplace Hazards

A hazard is anything that has the potential to cause harm. Workplace hazards may be physical, chemical, biological, or psychological.

1. Physical Hazards

These include:

- Slippery floors

- Poor lighting
- Noise
- Broken equipment
- Improper lifting

2. Electrical Hazards

These include:

- Exposed wires
- Overloaded sockets
- Faulty equipment
- Lack of grounding

3. Fire Hazards

Examples:

- Flammable materials
- Poor storage
- Blocked emergency exits
- Faulty electrical systems

4. Chemical Hazards

These include:

- Cleaning agents
- Toxic chemicals
- Improper storage of chemicals

5. Biological Hazards

These include:

- Bacteria and viruses
- Poor sanitation
- Contaminated food

6. Psychological Hazards

These include:

- Stress
- Workplace violence
- Harassment

- Work pressure

Identifying and controlling hazards helps in reducing accidents and creating a safe workplace.

7. Importance of Following Manufacturer's Instructions

Manufacturer's instructions are guidelines provided by the producer of machines, tools, chemicals, or equipment. These instructions explain how to use products safely and effectively.

Following manufacturer's instructions is important because:

1. **Ensures Safe Usage:** It helps employees avoid accidents and injuries while using equipment.
2. **Prevents Damage:** Incorrect use of machines may cause breakdowns and financial loss.
3. **Increases Efficiency:** Correct operation improves performance and productivity.
4. **Legal and Compliance Requirements:** Organizations must follow safety standards and instructions to avoid legal issues.
5. **Protects Health:** For example, using cleaning chemicals without instructions may cause skin irritation or breathing problems.
6. **Extends Equipment Life:** Proper maintenance increases the life of machines.

For example, while using fire extinguishers, electrical machines, POS systems, or cleaning equipment, employees must strictly follow instructions.

COMMON SECURITY RISKS IN WORKPLACE

Security risks in the workplace are situations or conditions that may lead to harm, loss, or damage to employees, customers, property, or business operations. These risks can arise due to unsafe practices, negligence, lack of awareness, or criminal activities. In retail stores and office environments, identifying and managing security risks is very important because it helps in maintaining safety, protecting assets, and ensuring smooth functioning of the organization.

Security risks can be both internal and external, and employees must be trained to recognize and respond to them appropriately. Proper security systems, policies, and employee awareness play a crucial role in reducing such risks.

Types of Security Risks

1. Theft and Shoplifting

Theft refers to the unauthorized taking of goods, cash, or property. Shoplifting is a common type of theft in retail stores where customers try to steal products without paying.

Shoplifting may involve hiding items in bags, changing price tags, or leaving the store without billing. It can be done individually or in groups and may cause significant financial loss to the organization.

Impact of Theft and Shoplifting:

- Financial loss
- Reduced profit
- Increased product prices
- Loss of customer trust
- Stress for employees

Preventive Measures:

- CCTV surveillance
- Security guards
- Electronic tagging of products
- Employee vigilance
- Proper billing procedures

Employees should not confront shoplifters aggressively. Instead, they must inform the supervisor or security staff.

2. Fraud

Fraud involves dishonest or illegal activities done to gain financial or personal benefits. It can occur at different levels within the organization.

Examples of fraud include:

- Fake product returns
- False billing
- Use of stolen credit cards
- Online payment fraud
- Identity theft

Impact of Fraud:

- Financial loss
- Damage to company reputation
- Legal issues
- Loss of customer confidence

Preventive Measures:

- Verifying customer identity
- Monitoring transactions
- Using secure payment systems
- Training employees on fraud detection

Employees must follow company procedures while handling cash and digital payments.

3. Fire Hazards

Fire hazards are dangerous situations that may lead to fire accidents. These can occur due to electrical faults, overheating equipment, or improper storage of flammable materials.

Common causes include:

- Electrical short circuits
- Overloaded sockets
- Poor maintenance
- Improper storage of chemicals

Impact of Fire Hazards:

- Injury or loss of life
- Damage to property
- Business interruption
- Financial loss

Preventive Measures:

- Fire alarms and extinguishers
- Regular inspection
- Proper wiring
- Safe storage

- Emergency evacuation plans

Employees must be aware of fire exits and emergency procedures.

4. Physical Assault

Physical assault refers to violent behavior or threats by customers, outsiders, or sometimes employees. It may arise due to conflicts, misunderstandings, or criminal intentions.

Examples include:

- Aggressive customers
- Robbery attempts
- Workplace violence

Impact of Physical Assault:

- Injury and trauma
- Unsafe work environment
- Reduced morale

Preventive Measures:

- Security guards
- Conflict management training
- Panic alarms
- Clear reporting procedures

Employees must avoid arguments and seek help from security staff.

5. Cyber and Data Theft

With the use of digital systems, cybercrime has become a major security risk. It involves unauthorized access, misuse, or theft of company or customer data.

Examples include:

- Hacking of POS systems
- Password theft
- Phishing emails
- Data leaks

This type of risk is increasing due to the rapid growth of digital payment systems and e-commerce.

Impact of Cyber Theft:

- Financial loss

- Loss of confidential information
- Legal consequences
- Damage to reputation

Preventive Measures:

- Strong passwords
- Regular software updates
- Data encryption
- Cybersecurity training

Employees must protect login details and avoid sharing sensitive information.

6. Internal Theft

Internal theft refers to stealing by employees. It can include:

- Taking products without permission
- Misuse of company property
- Cash manipulation
- Data theft

This is a serious issue because employees have access to company systems and resources.

Impact:

- Financial loss
- Loss of trust
- Reduced team morale

Preventive Measures:

- Regular audits
- CCTV monitoring
- Background checks
- Segregation of duties

Ethical behavior and strong company policies can reduce internal theft.

Risks in Retail Environment

Retail environments involve continuous interaction with customers, handling of goods, and financial transactions. Therefore, they are more exposed to security risks.

1. Unattended Cash Counters

Leaving cash counters unattended increases the risk of theft and fraud. It may lead to:

- Cash loss
- Unauthorized transactions
- Customer complaints

Employees must never leave cash registers open or unattended.

2. Unlocked Stock Rooms

Stock rooms contain valuable inventory. If left unlocked, it may result in:

- Theft
- Loss of goods
- Inventory mismatch

Proper locking systems and restricted access are essential.

3. Poor Lighting

Poor lighting creates an unsafe environment and increases the chances of:

- Shoplifting
- Accidents
- Safety hazards

Good lighting improves visibility and security.

4. Lack of CCTV Monitoring

CCTV cameras help in monitoring activities and preventing crime. Without surveillance:

- Criminal activities may go unnoticed
- Evidence may be unavailable

Regular monitoring and maintenance of cameras are important.

5. Poor Hygiene Leading to Health Risks

Poor hygiene can lead to:

- Spread of infections
- Food contamination
- Customer dissatisfaction

Maintaining cleanliness and sanitation is important for both security and health.

Understanding common security risks helps employees take preventive actions and protect themselves, customers, and the organization. Awareness, training, and adherence to company policies play an important role in maintaining a safe and secure workplace. Every employee must stay alert, follow procedures, and report any suspicious activity immediately.

Maintaining high standards of health and hygiene is crucial in the retail environment to protect both staff and customers. With the constant flow of people and frequent handling of goods, stores must focus on cleanliness not only for safety but also to maintain their public image. Clean premises are the foundation of floors, shelves, restrooms, and counters should be cleaned regularly, with any spills or garbage quickly taken care of to prevent accidents and maintain a welcoming atmosphere.

Equally important is the personal hygiene of employees. Staff are expected to wear clean uniforms, wash their hands frequently (especially after handling waste or using the restroom), and use hand sanitizers. Those involved in food handling should wear protective gear like gloves, aprons, and hairnets. Products especially perishable items must be stored and displayed safely, with regular checks for expiry and proper stock rotation to keep items fresh.

Managing waste properly is also a key hygiene practice. All garbage, including packaging and food waste, should be disposed of in designated bins that are placed strategically and emptied regularly to prevent pests and bad odors. Staff who feel unwell should report it immediately to avoid spreading illness, especially in areas like grocery sections or pharmacies. Health screening, such as temperature checks, may be conducted in such areas. In the post-pandemic era, hygiene has taken center stage, with frequent sanitization of high-touch areas (like billing counters or door handles), use of masks during outbreaks, and encouragement of contactless payment methods. All these practices ensure not only legal compliance but also employee well-being and customer confidence. Training and regular monitoring are key to making sure these hygiene standards are upheld.

Identifying and Following Health and Safety Requirements by Retailers and Law

Retailers and their employees are both responsible for following health and safety rules laid down by company policies and by law. Internal policies usually cover practical matters such as keeping the workplace tidy, wearing uniforms and protective gear, handling store equipment correctly, and reporting hazards like broken shelves or wet floors. Employees are also

expected to know what to do in emergencies, such as how to evacuate or use a fire extinguisher.

On the legal side, regulations like the Factories Act or Shops and Establishments Act require workplaces to be clean, well-lit, and well-ventilated. Employees should not be overworked and must receive weekly rest days. Shops must also provide access to clean drinking water, washroom facilities, and first aid kits. Fire safety is another major area of concern, and all retail outlets must be equipped with extinguishers, alarms, and evacuation plans.

To follow these safety rules effectively, staff should participate in regular training, adhere to safety checklists, and take part in emergency drills. Everyone must stay alert, even during busy hours, and report any safety issues to their supervisors. Sharing suggestions for improvements is encouraged and helps build a culture where safety is a shared responsibility.

Encouraging Colleagues to Follow Health and Safety Norms

Building a safe workplace isn't a one-person job it requires team effort. One of the best ways to get colleagues on board is by leading by example. If you follow all the safety practices sincerely, others are more likely to do the same. Organizing training sessions, displaying clear safety signs, and offering gentle reminders can all make a big difference. It's also helpful to recognize and reward coworkers who take safety seriously. Lastly, encourage an open environment where staff can report safety risks without hesitation or fear (Fig. 5.2).



Fig.5.2: Encouraging Colleagues to Follow Health and Safety Norms

Understanding Risk and Its Types in Retail

In retail, the word risk refers to anything that might cause harm, injury, or loss. Risks come in many forms. Physical risks include things like wet floors,

broken shelves, or exposed electrical wires. Health risks may arise from poor hygiene or spoiled food items. There are also security risks, such as theft or unauthorized access to restricted areas. Fire risks like faulty wiring or blocked exits must also be managed. Lastly, manual handling risks occur when lifting or moving heavy boxes improperly, which can lead to back injuries.

Common Equipment and Materials Used for Health and Safety in Stores

To maintain a safe and hygienic environment, retail stores use a variety of tools. Cleaning supplies like mops, brooms, and disinfectants help keep the store clean. Personal protective gear including gloves, masks, aprons, and hairnets protects both staff and customers. First aid kits are essential for dealing with minor injuries, while fire safety equipment (extinguishers, alarms, fire blankets) prepares staff for emergencies. Stores also use safety signs to warn of hazards or guide customers and staff, and waste bins for proper disposal of garbage are placed throughout the store to maintain cleanliness.

Taking Approved Actions to Deal with Risks

When a risk is identified, it's important to act quickly and correctly. Start by assessing the situation—what's the hazard, and who could it harm? Clean up spills immediately, remove dangerous objects, and report unsafe conditions right away. Always follow your store's safety procedures, especially in emergencies. Use protective gear when needed, and never hesitate to inform your supervisor if something seems off. In case of serious risk, follow the evacuation procedure calmly and head to the designated safe area.

Using Equipment as per Manufacturer's Instructions

Using store equipment, the right way is essential for safety. Always read the manual or follow the usage guidelines provided by the manufacturer. Don't misuse or overload machines like barcode scanners or ladders (Fig. 5.3). Perform regular checks to ensure tools are in good working condition and report any damage right away. Only trained staff should operate specialized equipment, and no one should attempt to change or bypass built-in safety features. Responsible usage ensures long-term safety and prevents unnecessary breakdowns or accidents.



Fig. 5.3: Using Equipment as per Manufacturer's Instruction

Using equipment in retail stores according to the manufacturer's instructions is crucial for safety, efficiency, and long-term maintenance. Whether it's a barcode scanner, billing machine, weighing scale, or even a simple cleaning device, every tool comes with specific usage guidelines designed to prevent damage, avoid accidents, and ensure smooth functioning. Employees should always read the manual or undergo training before using any new equipment. These instructions usually cover proper operation, safety precautions, cleaning methods, and do's and don'ts for example, not overloading a trolley, not using wet hands on electrical machines, or storing devices in dry, dust-free areas. Misusing or modifying equipment, skipping safety steps, or ignoring maintenance advice can not only lead to malfunction or injury but also void warranties or violate store safety policies. Regular checks, timely servicing, and reporting any malfunctions help keep equipment in good working condition. Additionally, only trained personnel should be allowed to operate specialized tools, especially those involving electricity or sharp components. By respecting the manufacturer's instructions and store protocols, retail staff contribute to a safer, more efficient workplace while reducing downtime, repair costs, and risks to themselves and others.

PRACTICAL EXERCISES

Activity 1: Exploring Health and Safety Practices in Retail Stores.

Material required: Pen, Notepad, some props required for safety drill.

Procedure:

1. Take the students to retail lab.
2. Narrate them the safety policies set by retailer.
3. list and understand key health and safety policies set by retailers and laws.

4. Divide the students in small groups.
5. Create a scene of retail activity happening in a super market.
6. Ask the students to role play the hygienic and non-hygienic practices.
7. Teacher will observe the practices and give feedback.
8. Students will observe real-world implementation of health and safety practices.
9. Students will identify the equipment and materials used for health and safety in a retail environment.
10. One group will make a report and submit it to the subject teacher.

Activity 2: Identify Health and Safety Policies.

Material required: Pen, Notepad, Copy of Health and Safety policies.

Procedure:

1. In groups, students will research or interview a retail store supervisor/manager to gather information on:
 - Company-specific health and safety rules.
 - Legal requirements (e.g., Factories Act, Shops and Establishments Act).
2. Students will list and categorize the policies under:
 - Store Internal Policy.
 - Legal Mandates.

Expected Output:

Policy Type	Description
Internal Policy	Wearing ID cards, uniforms, and PPE (e.g., gloves)
Legal Requirement	Provision of first aid kit, weekly off, sanitation rules

3. Make a report of the output got from the activity.
4. Show the report to the teacher and take feedback.
5. Incorporate the feedback in the report and make final draft.
6. Submit the report to the subject teacher.

Activity 3: Field Visit – Observe Health and Safety Practices.

Material required: Pen, Pencil and Notepad.

Procedure:

1. Arrange a supervised visit to a local supermarket, departmental store, or retail chain outlet.
2. Provide students with an observation checklist (see below).
3. Ask students to note:
 - Cleanliness of the premises
 - Use of protective gear by staff
 - Display of safety signs and instructions
 - Waste disposal methods
 - Any ongoing sanitization practices

Observation Checklist Sample:

Item	Observed (Yes/No)	Comments
Clean and dry floors		
Employees using gloves/masks		
Safety instructions displayed		
Waste bins placed and covered		
Hand sanitizers available		

Expected Output: A short group report or presentation with photos (if permitted) and insights.

Activity 4: Field Visit – Identify Health and Safety Equipment.

Material required: Pen, Notepad, Copy of Health and Safety Equipment: Fire extinguishers and alarms, First aid kits, Safety signage (e.g., "Wet Floor", "Exit"), PPE like gloves, aprons, masks.

Cleaning equipment and materials

Procedure:

1. During the same or a separate visit, ask students to identify health and safety tools or materials in use.
2. Guide them to locate and document:
 - Fire extinguishers and alarms
 - First aid kits
 - Safety signage (e.g., "Wet Floor", "Exit")
 - PPE like gloves, aprons, masks

- Cleaning equipment and materials

Documentation Template:

Equipment/Material	Location Found	Purpose
Fire extinguisher	Near billing counter	Used to control fire emergencies
Wet floor signage	Entry area	Prevent slip accidents
First aid kit	Supervisor's cabin	Handle minor injuries

Expected Output: A table/chart showcasing their findings and reflections on their importance.

Post-Visit Reflection (Homework or Classroom Discussion):

Ask students to write a short reflection (150–200 words) on:

- What surprised them during the visit.
- What health and safety practice they would improve or implement?
- How these practices affect both employee and customer well-being?

CHECK YOUR PROGRESS

A. Fill in the Blanks

1. Retail stores must ensure that _____, shelves, restrooms, and counters are cleaned regularly.
2. Employees handling food must wear gloves, aprons, and _____.
3. The method of rotating stock to keep items fresh is known as _____.
4. In the post-pandemic era, _____ payment is encouraged to reduce contact.
5. _____ checks may be used to screen employees for illness in sensitive retail areas.

B. State whether the Following statements are True or False

1. Cleanliness in retail stores is only important for aesthetic appeal.
2. Staff should continue working even if they feel unwell.
3. Waste should be collected in designated bins placed strategically.
4. Wearing protective gear is optional for staff handling food items.
5. Regular sanitization of touch points improves hygiene standards.

C. Match the Columns

S.No.	Column A	S.No.	Column B
1	FIFO method	A	Stock rotation
2	Disinfectants	B	Cleaning chemicals
3	Hairnet	C	Worn during food handling
4	Reporting illness	D	Helps prevent infection
5	Hand sanitizer	E	Should be done immediately

D. Short Answer Questions

1. Why is it important to maintain personal hygiene in retail?
2. Name two items that must be checked regularly for expiry.
3. What should an employee do if they feel sick during a shift?
4. Mention one hygiene practice introduced post-COVID.
5. What is the purpose of using gloves and aprons while handling food?

E. Long Answer Questions

1. Explain the importance of maintaining health and hygiene in a retail environment.
2. Describe the personal hygiene measures expected from retail staff.
3. What steps should be taken to ensure the safe handling and storage of perishable items?
4. How should waste be managed in a retail setting to prevent pests and odors?
5. Discuss the significance of using store equipment as per manufacturer's instructions, with examples.

F. Check your Performance

1. Perform an activity on hygiene practice in retail store.
2. Identify the equipment and materials used for health and safety in a retail environment.

SESSION 2: SAFETY REQUIREMENTS IN RETAILING

Creating a safe and secure environment in a retail store is not just about following rules it's about protecting people. From customers and staff to merchandise and property, safety is everyone's responsibility. This chapter guides you through essential safety practices that help ensure well-being at the workplace.

Understanding Accidents and Emergencies

Accidents and emergencies are unplanned and unexpected events that may result in injury, loss, or danger. An accident could be as simple as a customer slipping on a wet floor or as serious as a shelf collapsing. Emergencies go a step further they require immediate action, like a fire, sudden illness, or robbery. Knowing the difference helps in responding appropriately and promptly.

Importance of Identifying and Reporting Accidents and Emergencies

When accidents or emergencies occur, quick identification and reporting can save lives. Whether it's a minor injury or a serious fire hazard, every incident should be reported without delay. Early reporting prevents the situation from getting worse, allows for immediate help, and ensures the store remains a safe place for everyone. It also helps the organization improve safety measures by learning from past events.

Company Procedures and Legal Requirements

Retail stores are required to follow certain laws and internal policies to handle emergencies effectively. These may include keeping an accident logbook, conducting safety drills, installing emergency exits and fire extinguishers, and training staff on how to respond during emergencies. Legally, all incidents must be recorded, investigated, and reported to the concerned authorities if necessary. Staff must know the right steps to follow, including whom to inform and how to fill out an incident report.

Practicing Continuous Awareness for Safety

Safety begins with awareness. Employees must remain alert to what's happening around them whether it's a spill on the floor, an unattended bag, a suspicious person, or even the smell of smoke. This practice of being "situational aware" helps in preventing accidents before they happen and allows quick response if something goes wrong.

Dealing with Accidents and Emergencies

When an accident or emergency occurs, stay calm. First, ensure your own safety. Then help others, if safe to do so. Follow the store's emergency procedure, such as informing your supervisor, calling for medical help, or

activating the fire alarm. Each team member should be trained on first-aid basics, use of fire extinguishers, and guiding customers during evacuations.

Recognizing When Evacuation Should Begin Evacuation is necessary when there is a threat that requires people to leave the store immediately. This might include fire, gas leaks, structural hazards, or violent behavior. Evacuation procedures usually start with a clear signal such as a fire alarm or an announcement from management. Once the signal is given, employees must assist in leading customers to the nearest exit calmly and quickly.

Evacuation Procedures: What to Do

During an evacuation:

- Stop what you are doing.
- Guide customers to the designated exit routes.
- Do not use elevators.
- Assist the elderly, disabled, or children.
- Assemble at the pre-determined safe location outside the building.
- Do not re-enter the premises until given clearance.

All employees must be familiar with the store's evacuation plan and participate in regular drills.

Fire Safety and Fire Symbols

Fire hazards are among the most dangerous in retail environments. Recognizing fire safety symbols helps in locating emergency equipment and understanding risks:

- Red sign with flame: Indicates flammable materials.
- Fire extinguisher symbol: Shows the location of extinguishers.
- Exit signs: Point to emergency exits.
- Alarm bell: Indicates fire alarm activation points.

How to Use a Fire Extinguisher?

Remember the **PASS** technique:

- **P**ull the safety pin.
- **A**im at the base of the fire.
- **S**queeze the handle.
- **S**weep from side to side.

Only attempt to extinguish the fire if it is small and you are trained to use the extinguisher. Otherwise, evacuate immediately.

Workplace Threats: Violence, Shoplifting, and Robbery

Retail environments may sometimes face threats like aggressive customers, shoplifting, or even robbery. Employees should:

- Avoid physical confrontation.
- Stay calm and comply if threatened.
- Memorize key details (appearance, direction of escape).
- Inform security or call the police immediately.
- Use surveillance cameras and panic buttons if available.

To prevent such incidents, greet every customer, maintain visibility across the store, and avoid leaving cash or expensive items unattended.

Handling Money Safely

Money handling is a critical task in retail and must be done securely:

- Count cash discreetly, preferably in a closed area.
- Don't leave the cash drawer open.
- Use cash drops for large amounts during the day.
- Be alert for counterfeit currency.
- Keep money-handling protocols confidential.

Secure handling reduces risks of theft, loss, or confusion.

Dealing with Irate Customers and Shrinkage

Sometimes customers may become angry or aggressive. The best approach is:

- Listen patiently without interrupting.
- Stay polite and calm.
- Offer solutions or call a supervisor if needed.

Shrinkage refers to the loss of inventory due to theft, damage, or errors. Reduce shrinkage by careful billing, regular stock checks, and responsible customer service.

Safe Lifting and Handling of Goods

Lifting heavy boxes, moving merchandise, or using trolleys is part of everyday work in retail. But it must be done safely to avoid injury.

Precautions before Lifting

- Check the weight and get help if needed.
- Clear the path you will walk on.
- Warm up if the work is physically demanding.

Correct Lifting Techniques

- Bend your knees, not your back.
- Keep the object close to your body.
- Don't twist your body turn your whole body to change direction.

Use of Equipment

- Always inspect equipment like trolleys or ladders before use.
- Do not exceed weight limits.
- Follow instructions for using lifting equipment.
- Report faulty equipment immediately.

Safety is not a one-time activity. It's a habit a responsibility shared by everyone. From staying alert to responding quickly, and from lifting correctly to handling irate customers calmly, each step makes the retail environment safer. When you follow these practices, you not only protect yourself but also contribute to a trustworthy and professional shopping experience for all.

PRACTICAL EXERCISES

Activity 1: Safety Audit of a Retail Store.

Material required: Pen, Pencil, Notepad.

Procedure:

1. Students will visit a nearby retail store or imagine a store environment such as Reliance Retail or Big Bazaar and conduct a safety audit using a checklist.
2. Form groups of 4–5 students and assign each group a retail store or a hypothetical store layout.
3. Prepare a safety checklist before visiting the store, including emergency and security features.
4. Observe whether emergency exits are available, clearly marked, and easily accessible.
5. Check the presence, number, and condition of fire extinguishers and their expiry dates.
6. Identify fire safety symbols, alarm systems, and emergency signage in the store.
7. Examine whether floors are clean, dry, and free from hazards such as spills or obstacles.
8. Observe lighting conditions, especially in aisles, stairways, and storage areas.

9. Identify security systems, including CCTV cameras, alarm systems, and security guards.
10. Check whether employees are aware of safety procedures and can explain evacuation steps.
11. Observe safe storage of goods, especially flammable or heavy materials.
12. Note whether lifting equipment, ladders, or trolleys are used properly.
13. Check availability of first-aid kits and medical support in the store.
14. Identify customer safety facilities such as clear walkways and assistance for elderly or disabled persons.
15. Prepare a report highlighting strengths, weaknesses, and risks found in the store.
16. Suggest improvements such as training programs, better signage, or emergency drills.

Activity 2: Role Play on Emergency Response.

Material required: Pen, Pencil, Notepad, and some props used for emergency scenes.

Students will be divided into groups. Each group will perform a real-life emergency situation in a retail store such as D-Mart.

Procedure:

1. Divide students into groups of 5–6 members.
2. Assign each group an emergency scenario:
 - Fire emergency
 - Customer injury
 - Shoplifting
 - Aggressive or irate customer
 - Evacuation drill
3. Each group will select roles such as store manager, cashier, customer, security guard, and first-aid provider.
4. Students will prepare a short script based on the situation.
5. Demonstrate calm and professional behavior during emergencies.
6. Show the correct procedure for reporting incidents to supervisors or authorities.
7. Practice guiding customers safely to emergency exits.
8. Demonstrate use of first-aid basics such as helping an injured person.

9. Show teamwork and coordination among employees.
10. Highlight communication skills such as listening, reassurance, and clear instructions.
11. Use safety equipment such as fire extinguishers or alarm systems in the role play (simulation).
12. Demonstrate ethical behavior such as avoiding confrontation with shoplifters.
13. After the role play, conduct peer evaluation and feedback.
14. Discuss what went well and what could be improved.
15. Reflect on how such training prepares employees for real workplace emergencies.

A. Fill in the Blanks

1. Accidents and emergencies are _____ and unexpected events.
2. Early reporting helps in preventing the situation from getting _____.
3. The PASS technique is used for operating a _____.
4. Shrinkage refers to the loss of inventory due to theft, damage, or _____.
5. During evacuation, employees should guide customers to the nearest _____.
6. While lifting heavy objects, bend your _____ and not your back.

B. Multiple Choice Questions

1. Which of the following is an emergency?
 - a) Product display
 - b) Fire in the store
 - c) Billing delay
 - d) Customer inquiry
2. What should be done first during an emergency?
 - a) Run away
 - b) Stay calm
 - c) Hide
 - d) Ignore
3. The letter "A" in PASS stands for:
 - a) Alert
 - b) Aim
 - c) Act
 - d) Avoid
4. Shrinkage in retail means:

- a) Profit
 - b) Loss of inventory
 - c) Sales growth
 - d) Customer satisfaction
5. What is the safest way to handle cash?
 - a) Count in public
 - b) Leave drawer open
 - c) Count discreetly
 - d) Share information
 6. Situational awareness means:
 - a) Sleeping during work
 - b) Ignoring surroundings
 - c) Being alert and observant
 - d) Avoiding customers

C. State whether the Following statements are True or False

1. All accidents must be reported.
2. Employees should confront shoplifters physically.
3. Fire exits must be clearly marked.
4. It is safe to use elevators during evacuation.
5. Faulty equipment should be reported immediately.
6. Awareness helps prevent accidents.

D. Match the Columns

S.No.	Column A	S.No.	Column B
1	PASS	A	Inventory loss
2	Shrinkage	B	Fire extinguisher
3	CCTV	C	Safety awareness
4	Evacuation	D	Surveillance
5	Situational awareness	E	Emergency exit
6	Fire alarm	F	Alert signal

E. Short Answer Questions

1. Define accidents and emergencies.
2. Why is it important to report incidents quickly?
3. What is shrinkage in retail?
4. Explain situational awareness.

5. List any three fire safety symbols.
6. How should employees handle irate customers?

F. Long Answer Questions

1. Explain the importance of safety in a retail workplace.
2. Describe the evacuation procedure in a retail store.
3. Discuss how employees should deal with workplace threats like shoplifting and robbery.
4. Explain safe lifting techniques and precautions.
5. Describe the correct method of using a fire extinguisher.
6. Write about handling money safely and preventing fraud in retail.

G. Check Your Performance

1. Identify fire safety symbols, alarm systems, and emergency signage in the store.
2. Demonstrate use of first-aid basics such as helping an injured person.
3. Spell out the ethical behavior such as avoiding confrontation with shoplifters.

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SESSION 3: SECURITY RISKS MANAGEMENT IN RETAIL

Retail stores are busy places, filled with people, products, and transactions happening constantly. With so much activity, it's essential to maintain proper security to ensure safety for both employees and customers, and to protect merchandise and company assets. Understanding the different types of security risks, the role of employees, and the company policies involved is key to managing a secure and trustworthy retail environment.

Common Security Risks Faced Within the Store

Retail stores face various security threats on a daily basis. Some of the most common risks include:

- **Shoplifting:** Theft of items by customers or even employees.
- **Employee Theft:** Misuse of discount policies, stealing cash, or merchandise.
- **Robbery:** Armed or unarmed individuals attempting to steal money or goods.
- **Unauthorized Access:** People entering restricted areas such as stockrooms or cash-handling zones.
- **Cybersecurity Risks:** Breaches involving payment systems, customer data, or internal operations.
- **Vandalism and Property Damage:** Intentional destruction of store fixtures or signage.
- **Customer Aggression:** Situations where customers become hostile or violent.

Employee Roles, Authority, and Responsibilities in Security

Every employee plays a critical role in maintaining the store's security. Staff are not just there to assist customers they are also the eyes and ears of the store. Employees are expected to:

- **Stay observant:** Watch for suspicious behavior, such as customers lingering in hidden corners or frequently picking up and putting down items.
- **Follow store policies:** Adhere to all access control, money handling, and equipment usage protocols.
- **Report incidents promptly:** Notify supervisors or security teams immediately if a risk is identified.
- **Avoid direct confrontation:** In case of theft or aggressive behavior, employees should not attempt to intervene physically unless trained. Instead, they should alert management or security.

- **Assist in maintaining records:** Properly document any security incident using the company's reporting procedures.

Employees have the authority to ask for identification in restricted areas, monitor surveillance footage if authorized, and deny access to suspicious individuals when required by policy.

Company Policies and Legal Requirements in Handling Security Risks

Retail companies have clear policies in place to manage security threats. These policies align with national laws and labor codes to ensure safety and compliance. Some of the typical legal and company requirements include:

- **Mandatory incident reporting:** Any security incident must be documented accurately and submitted to the concerned authority within the company.
- **Data protection laws:** Staff must follow guidelines on safeguarding customer data and personal information.
- **Confidentiality clauses:** Information about store security systems, alarm codes, or internal investigations must not be shared.
- **Cooperation with law enforcement:** Employees may be asked to provide statements or evidence if a legal investigation is launched.
- **Security audits and compliance checks:** Periodic checks are conducted to ensure staff follows all security procedures.

Types of Security Risks in the Workplace

Security threats can vary depending on the size and location of the store, the products sold, and the volume of foot traffic. Some types of security risks that commonly arise include:

- **Physical threats:** Such as break-ins, physical assaults, or suspicious packages.
- **Internal threats:** These include theft by employees, misuse of discounts, or altering inventory records.
- **External threats:** Customers trying to deceive at checkout, use of counterfeit money, or attempting to return stolen items.
- **Digital risks:** Cyber-attacks on POS systems, phishing emails targeting staff, or malware on store computers.
- **Inventory shrinkage:** A mix of theft, human error, and damage during handling or shipping.

Recognizing and categorizing these threats helps in taking appropriate preventive measures.

Company Policies and Procedures for Maintaining Security at Work

Maintaining security is not a one-time activity; it's a routine that employees follow throughout the day. Standard policies and procedures to ensure a secure workplace include:

- **Access control:** Only authorized personnel may enter stockrooms or staff-only areas.
- **Cash handling protocol:** Strict procedures for counting, transporting, and depositing cash to prevent loss or theft.
- **Surveillance system usage:** Security cameras must be monitored and maintained regularly.
- **Alarm systems and emergency exits:** These should be tested periodically and kept accessible.
- **Visitor management:** Any non-staff member entering back-end areas must sign in and be escorted.
- **Security training and drills:** Employees are trained on how to respond during emergencies like fire, robbery, or violent situations.

By following these procedures, employees contribute to a safer, more secure working environment for everyone.

Creating a Culture of Security

Security in retail is a shared responsibility. When every team member understands the risks and takes the right actions, the store becomes a safer place for customers and staff alike. Through awareness, training, and strict adherence to procedures, employees play a major role in preventing loss, protecting lives, and preserving trust.

PRACTICAL EXERCISES

Activity 1: Conducting a Workplace Safety Audit.

Material required: Pen, Pencil, Notepad, fire extinguishers, and safety signs.

Procedure:

1. Divide students into small groups (3–5 members).
2. Provide each group with a printed safety audit checklist.
3. Explain the purpose of a safety audit.
4. Visit a nearby store/office or create a simulated classroom workplace.
5. Observe all emergency exits and check if they are clearly marked.
6. Check whether fire extinguishers are available and accessible.
7. Inspect electrical wiring and plug points for damage.

8. Observe if safety signs are properly displayed.
9. Check if floors are clean and free from slipping hazards.
10. Inspect storage areas for proper stacking of goods.
11. Observe CCTV cameras and security alarms (if available).
12. Interview a staff member about emergency procedures.
13. Record all observations in the checklist.
14. Identify at least 5 safety improvements.
15. Present findings to the class with suggestions.

Activity 2: Emergency Response Role Play

Material required: Pen, Pencil, Notepad, Medical emergency, Theft/shoplifting, and Electrical short circuit

Procedure:

1. Divide the class into 4 groups.
2. Assign each group a different emergency:
 - Fire
 - Medical emergency
 - Theft/shoplifting
 - Electrical short circuit
3. Provide 10 minutes preparation time.
4. Ask students to identify roles (manager, staff, customer, security).
5. Write a short emergency response plan.
6. Demonstrate raising an alarm.
7. Show correct evacuation procedure.
8. Demonstrate use of fire extinguisher (theoretical demonstration).
9. Show how to call emergency services.
10. Practice crowd control techniques.
11. Maintain calm communication during the situation.
12. Complete an incident report format.
13. Perform the role play in front of class.
14. Teacher provides feedback on response quality.

Activity 3: Safety Sign Identification and Design

Material required: Pen, Pencil, Notepad, Props of safety signs Prohibition, Warning, Mandatory, and Emergency.

Procedure:

1. Explain types of safety signs (Prohibition, Warning, Mandatory, Emergency).
2. Show examples of safety signs.
3. Ask students to list signs seen in their surroundings.
4. Divide students into pairs.
5. Provide chart papers and markers.
6. Assign each pair one category of sign.
7. Research the meaning of assigned signs.
8. Design at least 3 safety signs manually.
9. Use proper color codes (Red, Yellow, Blue, Green).
10. Write the purpose of each sign below it.
11. Display the signs in classroom.
12. Conduct a short quiz to match signs with meanings.
13. Discuss why improper signage causes accidents.
14. Evaluate creativity and accuracy.
15. Report and submit it to the subject teacher.

Activity 4: Preparing an Incident Report.

Material required: Pen, Pencil, and Notepad.

Procedure:

1. Explain the importance of documentation in workplace safety.
2. Provide a sample incident scenario (e.g., customer slipping).
3. Distribute blank incident report formats.
4. Ask students to read the scenario carefully.
5. Identify date, time, and location of incident.
6. Record names of people involved.
7. Describe the incident clearly and briefly.
8. Mention possible causes.
9. Write immediate actions taken.
10. Suggest preventive measures.

11. Attach witness statement (imaginary if required).
12. Review the report for clarity and accuracy.
13. Submit report to teacher.
14. Conduct peer review for improvement.
15. Discuss importance of timely reporting.
16. Make a detailed report and submit it to the subject teacher.

CHECK YOUR PROGRESS

A. Fill in the Blanks

1. _____ is the act of stealing merchandise by customers or employees.
2. Employees should avoid _____ with shoplifters unless trained.
3. Only _____ personnel are allowed access to stockrooms or restricted areas.
4. Security cameras must be _____ and maintained regularly.
5. Customer data must be handled in accordance with _____ protection laws.

B. Multiple Choice Questions

1. What is considered an internal security threat in a retail environment?
 - a) Customer aggression
 - b) Employee theft
 - c) Robbery
 - d) Cyber attacks
2. How should employees respond when they notice a suspicious individual?
 - a) Physically confront them
 - b) Ignore them
 - c) Report to supervisor or security team
 - d) Take their photo
3. What is inventory shrinkage?
 - a) Sale of discounted products
 - b) Loss due to theft, errors, or damage
 - c) Increase in stock due to returns
 - d) Stolen items found and returned
4. Which of the following is a company policy for workplace security?
 - a) Open access to all store areas
 - b) Allowing cash to be kept overnight
 - c) Visitor sign-in and escort

- d) Sharing alarm codes with colleagues
5. What should employees do during an emergency like a robbery?
- Argue with the thief
 - Try to lock the doors
 - Follow store emergency procedures
 - Run out of the store

C. Match the Columns

S.No.	Column A	S.No.	Column B
1	Shoplifting	A	Confidentiality breach
2	Phishing emails	B	Attempted digital theft
3	Surveillance footage monitoring	C	Employee responsibility (if authorized)
4	Sharing alarm codes with outsiders	D	External physical threat
5	Break-ins	E	Theft by customer or employee

D. False State whether the Following statements are True or False

- Cyber threats are not relevant in retail environments.
- Employees should physically intervene during aggressive customer behavior.
- All security incidents must be properly reported and documented.
- Only security staff are responsible for maintaining store security.
- Surveillance systems should be checked regularly for proper functioning.

E. Short Answer Questions

- List two common physical threats in a retail store. Break-ins and customer aggression.
- What should employees do if they notice suspicious behavior? Report it immediately to a supervisor or security team without direct confrontation.
- Mention one internal and one external security threat. Internal: Employee theft. External: Use of counterfeit money.
- Why is it important to control access to restricted areas? To prevent theft, data breaches, or damage to sensitive items.
- What is the role of surveillance systems in retail security? They monitor activities, help in investigations, and act as a deterrent to theft.

F. Long Answer Questions

1. Explain the various types of security risks that retail stores face.
2. Describe the responsibilities of employees in ensuring store security.
3. What are the legal and company requirements for handling security risks?
4. Discuss the importance of creating a culture of security in a retail store.
5. How can digital threats affect a retail business, and how should they be managed?

G. Check Your Performance

1. Demonstrate the physical threats in a retail store.
2. Conduct a short quiz to match signs with meanings.

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SESSION 4: HIGH SECURITY RISKS AND RESPONDING PROPERLY

Retail stores are vibrant environments with a constant flow of people, products, and transactions. In such dynamic settings, ensuring the security of both people and merchandise is essential. Effective security measures help prevent losses, protect staff and customers, and uphold the store's reputation. To create a safe and trustworthy retail space, it is important to understand the common security risks, the responsibilities of employees, and the company policies in place.

Retail establishments face various security threats daily. These may include shoplifting by customers or even employees, misuse of discount policies or cash by staff, and robberies—whether armed or unarmed. Unauthorized access to restricted areas such as stockrooms or cash handling zones also poses significant risks. Furthermore, breaches in digital security, such as cyberattacks on payment systems or data leaks, are becoming increasingly common. Other challenges include vandalism, property damage, and customer aggression. Each of these incidents can lead to financial loss and compromise the safety and smooth functioning of the store.

Employees play a crucial role in retail security. Besides their responsibilities in customer service, they are also expected to stay alert and monitor their surroundings for suspicious behavior. This might include observing customers who linger in concealed areas or handle products unusually. Staff must strictly follow store protocols related to access control, cash handling, and equipment usage. If a security threat is identified, they should report it promptly to supervisors or the security team. It is important that employees avoid direct confrontation, especially in theft or aggressive situations, unless they are trained to intervene. Instead, they should alert the relevant authorities within the store. Employees may also need to help document incidents properly according to company procedures. In some cases, they are authorized to request identification in restricted zones, monitor surveillance feeds, or deny access to individuals behaving suspiciously.

Retail organizations have well-defined policies that align with national laws and ensure compliance. For instance, all security incidents must be documented and reported promptly. Employees are required to protect customer data and handle it according to data protection regulations. Confidential details such as alarm codes and security procedures should not be disclosed to unauthorized individuals. In legal matters, employees may need to cooperate with law enforcement by giving statements or sharing evidence. Security audits and compliance checks are conducted routinely to ensure that policies are being properly followed.

Security threats vary depending on the store's size, product range, and customer traffic. Common physical threats include break-ins, assaults, or unattended packages. Internal risks may stem from employee theft or manipulation of inventory records. External threats often come from fraudulent customers attempting returns of stolen goods, using counterfeit money, or committing checkout scams. Digital threats such as phishing emails, point-of-sale system breaches, or malware infections also pose major concerns. Inventory shrinkage—caused by theft, handling errors, or damage—remains one of the most persistent issues in retail. Identifying these different types of risks helps in developing targeted responses.

Security is not a one-time task but a daily responsibility shared by all staff. Several procedures support workplace safety. Access to sensitive areas should be restricted to authorized personnel only. Cash handling must follow strict protocols to avoid theft or errors. Surveillance equipment must be regularly checked and monitored. Emergency exits and alarm systems need to be kept functional and unobstructed. Visitors accessing non-public areas should be logged and supervised. Security training sessions and emergency drills should be conducted regularly so employees are prepared to respond effectively during critical incidents such as robberies or fires.

In conclusion, building a culture of security in a retail store requires active participation from every team member. When employees understand the risks and consistently follow safety protocols, they help create an environment where both people and property are protected. Through ongoing awareness, clear communication, and firm adherence to policies, a retail business can successfully manage risks and build customer trust.

PRACTICAL EXERCISES

Activity 1: Emergency Response Role Play.

Materials Required: Incident report format, Chart paper (for action plan), Whistle/bell (optional), Dummy fire extinguisher image (if available).

Assessment Criteria (Rubric):

Procedure:

1. Arrange the classroom to simulate a workplace environment (store/office/front desk).
2. Divide the class into 4 groups (4–6 students in each group).
3. Assign each group one emergency situation:
 - Group 1: Fire outbreak
 - Group 2: Medical emergency (customer fainting)
 - Group 3: Theft/shoplifting

- Group 4: Electrical short circuit
4. Provide 10–15 minutes for group discussion and planning.
5. Ask each group to assign roles such as:
 - Manager
 - Staff member
 - Customer
 - Security guard
 - First aid helper
6. Instruct students to prepare a short action plan for handling the emergency.
7. Demonstrate how to raise an alarm properly (verbal alert or emergency bell simulation).
8. Practice informing emergency services (police/fire brigade/ambulance) using correct communication format.
9. Show correct evacuation procedure (forming line, guiding customers, avoiding panic).
10. Demonstrate theoretical use of fire extinguisher (PASS technique – Pull, Aim, Squeeze, Sweep).
11. Practice providing basic first aid steps (theoretical explanation only).
12. Ensure students maintain calm body language and professional communication.
13. After handling the situation, complete a written incident report format.
14. Each group performs their role play in front of the class (5–7 minutes).
15. Teacher evaluates performance based on:
 - Quick response
 - Team coordination
 - Communication clarity
 - Safety compliance
 - Documentation accuracy
16. Conduct a feedback and reflection session after all performances.

S. No.	Criteria	Marks
1	Emergency Identification	5
2	Correct Procedure Followed	5
3	Teamwork	5
4	Communication Skills	5
5	Documentation	5

17. Prepare a Feedback report and submit to the subject Teacher

CHECK YOUR PROGRESS

A. Fill in the Blanks

- Retail stores face various security threats such as _____, misuse of discount policies, and robberies.
- Unauthorized access to _____ or cash handling zones poses a serious security risk.
- Employees should report security threats promptly to _____ or the security team.
- _____ threats in retail include phishing emails and malware attacks.
- Surveillance equipment must be regularly _____ and monitored to ensure functionality.

B. Multiple Choice Questions

- Which of the following is a digital threat in a retail environment?
 - Shoplifting
 - Break-ins
 - Phishing emails
 - Vandalism
- What should employees do if they identify a security threat?
 - Confront the individual
 - Ignore the situation
 - Report to their supervisor or security team
 - Take photos for social media
- Who is responsible for maintaining daily security in a retail store?
 - Only the security guards
 - The store manager
 - All staff members
 - IT department
- Which of these is considered an internal security risk?
 - Customer aggression

- b) Armed robbery
 - c) Employee theft
 - d) Digital payment breach
5. What should be done with emergency exits in a retail store?
- a) Keep them locked at all times
 - b) Use them for deliveries
 - c) Keep them functional and unobstructed
 - d) Keep them hidden from customers

C. Match the Columns

S.No.	Column A	S.No.	Column B
1	Phishing emails	A	Customer aggression and vandalism
2	Access control	B	Limits entry to restricted areas
3	Digital security threat	C	Unauthorized access to data
4	External threat	D	Suspicious return of stolen goods
5	Physical security challenge	E	Surveillance of store areas

D. State whether the following statement True or False

1. Only security personnel are responsible for reporting security threats.
2. Shoplifting can be committed by both customers and employees.
3. It is acceptable for employees to share alarm codes with trusted customers.
4. Regular security audits help ensure policies are followed.
5. All security incidents must be documented and reported promptly.

E. Short Answer Questions

1. What is the importance of employee vigilance in retail security?
2. Name any two digital security threats faced by retail stores.
3. Why should emergency drills be conducted regularly in retail stores?
4. What is inventory shrinkage and what causes it?
5. How can employee theft be prevented in retail?

F. Long Answer Questions

1. Explain the various types of security threats faced by retail stores.
2. Describe the role of employees in maintaining retail security.
3. How can digital security be strengthened in retail businesses?

G. Check Your Performance

1. What are the key security policies retail employees must follow?
2. Discuss the importance of security awareness training in retail.

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ANSWER KEY

MODULE 1: POINT OF SALE (POS)

Session 1: Manage Point of Sale Procedure in Retail

A. Fill in the Blanks

1. Point of Sale (POS)
2. Cash
3. Wallets
4. Crypto currency
5. Buy Now Pay Later (BNPL)

B. Multiple Choice Questions

1. d) All of the above
2. b) Buy Now Pay Later
3. c) Both a and b
4. b) Barcode scanner
5. b) Electronic signature pad

C. True or False

1. False
2. True
3. False
4. True
5. True

D. Match the Following

- 1 - E
- 2 - B
- 3 - A
- 4 - D
- 5 - C

Session 2: Age Restricted Products in Retail

A. Fill in the Blanks

1. Verification
2. Businesses
3. Commerce
4. Biometric
5. Minors

B. Multiple Choice Questions

1. d
2. c
3. d
4. b
5. d

C. True or False

1. True
2. False
3. True
4. True
5. True

Session 3: Consumer Protection and Product Liability**A. Fill in the Blanks**

1. Damage
2. Consumer Protection
3. CCPA
4. Manufacturer
5. Recall

B. Multiple Choice Questions

1. d
2. d
3. d
4. b

C. True or False

1. False
2. True
3. True
4. True
5. False

Session 4: Maintain Payment Laws for Retail Products**A. Fill in the Blanks**

1. RTGS (Real Time Gross Settlement)
2. RBI
3. 2006
4. Maximum

5. GST

B. Multiple Choice Questions

1. b
2. a
3. d
4. b
5. c

C. True or False

1. True
2. True
3. False
4. True
5. False

MODULE 2: RETAIL SALES PROCESS**Session 1: Introduction to Retail Selling Process****A. Fill in the Blanks**

1. Cross-selling
2. Observation
3. Communication
4. Demonstration

B. Multiple Choice Questions

1. a
2. d
3. c
4. b
5. c

C. True or False

1. True
2. False
3. True
4. True
5. True
6. False

D. Match the Columns

- 1 – C
- 2 – A

- 3 – E
- 4 – B
- 5 – D

Session 2: Sales Maximization Techniques in Retail

A. Fill in the Blanks

- 1. Up-selling
- 2. Bundle
- 3. Offer
- 4. Data
- 5. Short

B. Multiple Choice Questions

- 1. c
- 2. d
- 3. c
- 4. c

C. True or False

- 1. False
- 2. True
- 3. False
- 4. True

D. Match the Columns

- 1 – B
- 2 – C
- 3 – A
- 4 – E
- 5 – D

Session 3: Personalized Services

A. Fill in the Blanks

- 1. Data analysis
- 2. Tangibility
- 3. Responsiveness
- 4. Satisfaction
- 5. Security

B. Multiple Choice Questions

- 1. c
- 2. b

3. c
4. c
5. d

C. True or False

1. False
2. True
3. False
4. True
5. True

D. Match the Columns

- 1 – B
- 2 – D
- 3 – A
- 4 – E
- 5 – C

Session 4: Maintain Post-Sale Service Support in Retailing**A. Fill in the Blanks**

1. Installation
2. Warranty
3. AMC
4. Data
5. Complaint resolution

B. Multiple Choice Questions

1. c
2. c
3. b
4. a
5. b

C. True or False

1. True
2. True
3. False
4. True
5. True

D. Match the Columns

- 1 – B
- 2 – E
- 3 – D

4 – A

5 – C

MODULE 3: RETAIL CUSTOMER SERVICE AND CONCERNS

Session 1: Retail Customer Services and Concerns

A. Fill in the Blanks

1. Satisfied
2. Customer satisfaction
3. Properly
4. Effective
5. Satisfied
6. Relationship

B. Multiple Choice Questions

1. b
2. d
3. d
4. d
5. b

C. True or False

1. True
2. True
3. True
4. True
5. False
6. False
7. True

Session 2: Identifying and Listening to Customer's Problems

A. Fill in the Blanks

1. Listen
2. Increase
3. Satisfied
4. Closed-ended
5. Argument

B. Multiple Choice Questions

1. b
2. d
3. a

4. c
5. c

C. True or False

1. True
2. False
3. True
4. True
5. False

D. Match the Columns

- 1 – E
- 2 – C
- 3 – F
- 4 – A
- 5 – B
- 6 – D

Session 3: Organizational Procedures to Deal with Customers' Problems**A. Fill in the Blanks**

1. Loyalty
2. Fair
3. Name
4. Changing
5. Business
6. Product
7. Successful
8. Resolve

B. Multiple Choice Questions

1. d
2. d
3. b
4. c
5. a
6. a
7. d
8. a

C. True or False

1. False
2. True
3. False
4. True

5. True
6. False
7. True

D. Match the Columns

- 1 – B
- 2 – D
- 3 – A
- 4 – F
- 5 – C
- 6 – E

Session 4: Negotiate to Reassure Customers**A. Fill in the Blanks**

1. Problem
2. Informed
3. Policy
4. Listen to
5. Distracted
6. Responsibility
7. Together
8. Fair

B. Multiple Choice Questions

1. d
2. a
3. d
4. d
5. a

C. True or False

1. True
2. False
3. True
4. True
5. False

D. Match the Columns

- 1 – C
- 2 – E
- 3 – A
- 4 – B
- 5 – D

MODULE 4: SPECIALIST SUPPORT TO CUSTOMERS**Session 1: Specialist Support to Customers for Facilitating Purchases****A. Fill in the Blanks**

1. Closing
2. Assumptive
3. Billing
4. Summary
5. Support
6. Non-verbal

B. Multiple Choice Questions

1. b
2. b
3. c
4. b
5. c

C. True or False

1. False
2. True
3. True
4. False
5. False
6. True
7. False

D. Match the Columns

- 1 - A
- 2 - B
- 3 - C
- 4 - D
- 5 - E
- 6 - F

Session 2: Promote the Continuous Improvement in Service**A. Fill in the Blanks**

1. Feedback
2. Loyalty
3. Customer Service Meter
4. Systematic
5. Trust

B. Multiple Choice Questions

1. c
2. c
3. c
4. b
5. c
6. a

C. True or False

1. False
2. True
3. False
4. True
5. False
6. True

D. Match the Columns

- 1 – A
- 2 – B
- 3 – C
- 4 – D
- 5 – E

Session 3: Organize the Delivery of Reliable Service to the Customers**Fill in the Blanks**

1. Positive
2. Improving
3. Polite
4. Contact number
5. Follow-up
6. Loyal

B. Multiple Choice Questions

1. c
2. a
3. c
4. d
5. a

C. True or False

1. True
2. False
3. True

4. False
5. True
6. False
7. True

D. Match the Columns

- 1 – C
- 2 – B
- 3 – A
- 4 – D
- 5 – E
- 6 – F
- 7 – G
- 8 – H
- 9 – I
- 10 – J

Session 4: Build the Long-Term Customer Relationship for Closing Sale**A. Fill in the Blanks**

1. Loyalty
2. Email
3. Loyalty
4. Surprise
5. Trust

B. Multiple Choice Questions

1. c
2. c
3. b
4. b
5. c

C. True or False

1. False
2. True
3. False
4. True
5. False

MODULE 5: MAINTAIN HEALTH, HYGIENE, SAFETY AND SECURITY IN RETAIL STORE**Session 1: Introduction to Workplace Security and Safety****A. Fill in the Blanks**

1. Floors
2. Hairnets
3. FIFO (First In First Out)
4. Contactless
5. Temperature

B. True or False

1. False
2. False
3. True
4. False
5. True

C. Match the Columns

- 1 - A
- 2 - B
- 3 - C
- 4 - E
- 5 - D

Session 2: Safety Requirements in Retailing**A. Fill in the Blanks**

1. Shoplifting
2. Confrontation
3. Authorized
4. Installed
5. Data

B. Multiple Choice Questions

1. b
2. c
3. b
4. c
5. c

C. Match the Columns

- 1 - E
- 2 - B
- 3 - C
- 4 - A
- 5 - D

D. True or False

1. False

2. False
3. True
4. False
5. True

Session 3: Security Risk Management in Retail

A. Fill in the Blanks

1. Shoplifting
2. Confrontation
3. Authorized
4. Installed
5. Data

B. Multiple Choice Questions

1. b
2. c
3. b
4. c
5. c

C. Match the Columns

- 1 – E
- 2 – B
- 3 – C
- 4 – A
- 5 – D

D. True or False

1. False
2. False
3. True
4. False
5. True

Session 4: High Security Risks and Respond Properly

A. Fill in the Blanks

1. Shoplifting
2. Stockrooms
3. Supervisor
4. Cyber
5. Maintained

B. Multiple Choice Questions

1. c
2. c
3. c
4. c
5. c

C. Match the Columns

- 1 – C
- 2 – B
- 3 – C
- 4 – A
- 5 – E

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GLOSSARY

Age-Restricted Products – Goods that can only be sold to customers above a legally specified age (e.g., alcohol, tobacco).

Authorization – Official approval required before processing certain transactions such as refunds or card payments.

Barcode Scanner – A device used to scan product barcodes and retrieve item details automatically.

Business License – Legal permission required to operate a retail business.

Cash Handling – The process of receiving, counting, recording, and safeguarding cash.

Cash Point – The location in a store where customers make payments; also called POS.

Cash Register – A machine used to record sales transactions and store cash securely.

Connectivity Issues – Network or internet problems that interrupt POS operations.

Consumer Protection – Laws and policies designed to protect customer rights.

Data Breach – Unauthorized access to confidential business or customer data.

Data Privacy – Protection of personal and transactional information.

Debit/Credit Card Payment – Electronic payment made using bank-issued cards.

Digital Payments – Transactions made through electronic systems such as UPI or mobile wallets.

E-Cheque – An electronic version of a paper cheque used for digital fund transfer.

Encryption – A method of securing sensitive data by converting it into coded form.

Fraud – Illegal or dishonest activity intended to deceive or gain financial benefit.

Hardware (POS) – Physical components like barcode scanners, printers, and terminals.

Inventory Management – The process of tracking and managing stock levels.

IT Act, 2000 – Indian law governing electronic transactions and cybersecurity.

Loyalty Program – A system that rewards customers for repeat purchases.

Mobile Wallet – A digital application used for making payments (e.g., Google Pay).

MSMED Act, 2006 – Law regulating Micro, Small, and Medium Enterprises in India.

NFC (Near Field Communication) – Technology enabling contactless payments by tapping devices.

Payment Gateway – A system that processes online and card payments securely.

Payment and Settlement Systems Act, 2007 – Law regulating payment systems in India.

PCI DSS – Security standard for protecting cardholder data.

Point of Sale (POS) – The place/system where a transaction between customer and retailer occurs.

POS Software – Application used to process sales, manage inventory, and generate reports.

Pricing Discrepancy – A mismatch between displayed and billed price.

Receipt – A document that confirms a completed transaction.

Refund – Returning money to a customer for a product or service.

Returns and Exchanges – The process of replacing or returning purchased goods.

Security Procedures – Measures taken to protect cash, data, and transactions.

Software Issues – Errors or malfunctions in POS applications.

Standard Operating Procedures (SOPs) – Step-by-step instructions for performing tasks.

Transaction – The process of buying or selling goods or services.

Troubleshooting – Identifying and resolving technical or operational problems.

Underage Sales Prevention – Measures to stop the sale of restricted goods to minors.

Workplace Safety – Practices ensuring a safe and secure work environment.

Customer Problem – Any issue, dissatisfaction, or complaint raised by a customer regarding a product, service, or experience.

Customer Complaint – A formal expression of dissatisfaction by a customer.

Service Provider – A retailer or organization that offers products or services to customers.

Customer Expectations – The level of quality, service, or value customers anticipate before purchase.

Service Gap – The difference between expected service and actual service delivered.

Customer Dissatisfaction – A state where customer expectations are not met.

Customer Feedback – Information provided by customers about their experience, used for improvement.

Customer Trust – Confidence customers have in a retailer's reliability and service quality.

Customer Relationship – The ongoing interaction and connection between a customer and a retailer.

Customer Advocacy – When satisfied customers recommend or support a retailer.

Harshness – Aggressive or strong behavior shown by customers while expressing problems.

Uneasiness – A feeling of discomfort or anxiety experienced by customers.

Rudeness – Impolite or disrespectful behavior during communication.

Unreasonableness – Customer demands or expectations that are not practical.

Excitement (Emotional State) – High emotional intensity, sometimes due to frustration or anger.

Lack of Communication Skills – Difficulty in clearly expressing problems.

Empathy – The ability to understand and share the feelings of the customer.

Apology – A polite expression of regret for inconvenience caused to the customer.

Active Listening – Carefully hearing and understanding customer concerns.

Customer Attention – Giving full focus to the customer during interaction.

Problem Resolution – The process of solving a customer's issue effectively.

Follow-up – Contacting the customer after providing a solution to ensure satisfaction.

Customer Satisfaction – Fulfillment of customer expectations through service.

Complaint Handling – The process of receiving, managing, and resolving customer complaints.

Non-Defensive Approach – Responding calmly without arguing or blaming the customer.

Positive Communication – Using polite, respectful, and solution-oriented language.

Strategic Plan (Complaint Handling) – A structured approach to manage customer problems effectively.

Front-Line Staff – Employees who interact directly with customers (e.g., sales executives).

Training and Development – Programs designed to improve employees' skills in handling customers.

Continuous Improvement – Ongoing effort to improve products, services, and processes.

Standard Operating Procedures (SOPs) – Predefined guidelines for handling customer problems.

Systematic Process – A step-by-step organized method for resolving issues.

Service Recovery – Actions taken to correct a service failure and regain customer trust.

Overpricing – Charging more than the perceived or fair value of a product/service.

Poor Customer Service – Inadequate or unsatisfactory support provided to customers.

Delay in Service – Slow response or waiting time in service delivery.

Non-Responsive Service – Failure to respond to customer queries or issues.

Incorrect Information – Providing wrong or misleading details to customers.

Problem as Opportunity – Viewing customer complaints as chances to improve service and build trust.

Customer Retention – Ability of a retailer to keep customers returning.

Customer Experience – Overall impression formed by a customer during interaction with a retailer.

Conflict Management – Handling disagreements between customers and staff effectively.

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