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MINISTRY OF SKILL DEVELOPMENT  
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Transforming the skill landscape



# Facilitator Guide



Sector  
Retail

Sub-Sector  
Retail E-commerce; Retail Operations

Occupation  
Sales Operations; Store Operations

Reference ID: RAS/Q0303, Version 2.0  
NSQF level: 3

## Retail Order Fulfilment Assistant

**This book is sponsored by**

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**Shri Narendra Modi**  
Prime Minister of India

“ Skilling is building a better India.  
If we have to move India towards  
development then Skill Development  
should be our mission. ”



## Acknowledgements

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The preparation of this guidebook would not have been possible without the retail industry's support. Industry feedback has been extremely beneficial since inception to conclusion and it is with their guidance that we have tried to bridge the existing skill gaps in the industry. This facilitator guide is dedicated to the aspiring youth, who desire to achieve special skills that will be a lifelong asset for their future endeavours.

## About this Guide

The facilitator guide (FG) for Retail Order Fulfilment Assistant is primarily designed to facilitate skill development and training of people, who want to become professional Retail Order Fulfilment Assistants in various retail stores. The Facilitator Guide is aligned to the Qualification Pack (QP) and the National Occupational Standards (NOS) as drafted by the Retailers Association's Skill Council of India (RASCI) and ratified by National Skill Development Corporation (NSDC).

It includes the following National Occupational Standards (NOSs)-

1. RAS/N0101: To receive and store goods in retail operations
2. RAS/N0102: To deliver products to customers
3. RAS/N0112: To process customer orders for goods
4. RAS/N0116: To process cash and credit transactions
5. RAS/N0124: To Provide information and advice to customers
6. RAS/N0117: To process returned goods
7. RAS/N0121-v2: To maintain health and safety
8. RAS/N0137: To work effectively in a retail team
9. RAS/N0138: To work effectively in an organization
10. DGT/VSQ/N0102: Employability Skills

Post this training, the participants will be able to perform tasks as professional Retail Order Fulfilment Assistants. We hope that this Facilitator Guide provides a sound learning support to our young friends to build a lucrative career in the Retail Skill Sector of our country.

## Symbols Used



Ask



Explain



Elaborate



Notes



Objectives



Do



Demonstrate



Activity



Team Activity



Facilitation Notes



Practical



Say



Resources



Example



Summary



Role Play




Learning Outcomes

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# 1. Introduction

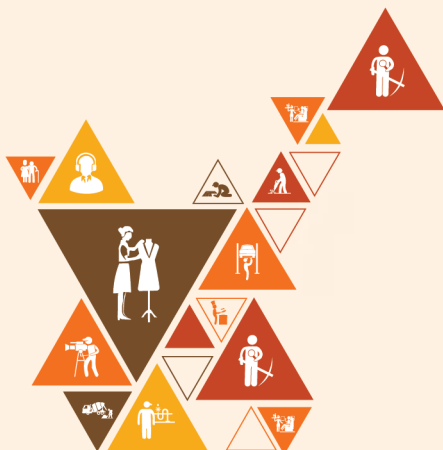
Unit 1.1 - Introduction and Ice Breaker

Unit 1.2 - Objective Settings

Unit 1.3 - Overview of the Role of Retail Order Fulfilment Assistant

Unit 1.4 - Significance of Backend Operations in Retail with Respect to Receiving, Storing, Processing and Delivering Goods/orders

Unit 1.5 - Career Progression of Retail Order Fulfilment Assistant



Additional  
Learning

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Describe the job role of a Retail Order Fulfilment Assistant.
2. List the objectives for studying the role of the Retail Order Fulfilment Assistant.
3. Explain the importance of backend operations in fulfilling all responsibilities of the Retail Order Fulfilment Assistant.
4. Describe the career progression of a Retail Order Fulfilment Assistant

## Unit 1.1: Introduction and Ice Breaker

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the basic definition of Retail Order Fulfilment Assistant
2. Describe the roles and responsibilities of the Retail Order Fulfilment Assistant by performing the activity

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Note

- This is the first session of the program.
- Introduce yourself, the program and its purpose in detail. Welcome the participants cordially to the session. Explain that you are going to put them at ease by playing a game. This game is meant to break the ice between everyone and get the participants interested in the class.

### Say

Good morning, participants and a very warm welcome to this training program on 'Retail Order Fulfilment Assistant'.

### Do

- Start by welcoming all the participants to the training program and conveying a message of encouragement
- Thank all the participants for joining and being a part of this training program
- Introduce yourself briefly to the participants, your name and background, and your role in the training program
- Explain the game rules you will play as an "Ice Breaker."

### Say

Before we start the training, let us spend some time introducing ourselves and knowing each other. We shall play a game. Each of us will tell the class their name, hometown, hobbies and special quality about themselves, starting with the 1st letter, and I will start with mine.

## Activity

### Icebreaker

1. **Objective:** This activity is focused on breaking the ice between the participants so that they can come up confidently in putting forward their opinion
2. **Type of activity:** Group activity
3. **Resources to be used:** Participant Handbook, Pen, Notebook, Writing Pad, etc.
4. **Duration of the activity:** 60 minutes
5. **Steps involved:**
  - Arrange the class in a semi-circle/circle
  - Say your name aloud and start playing the game with your name.
  - Say, “Now, each of you shall continue with the game with your names till the last person in the circle/ semi-circle participates”.
  - Listen to and watch the participants while they play the game.
  - Ask questions and clarify if you cannot understand or hear a trainee.
  - Discourage any queries related to one’s financial status, gender orientation or religious bias during the game
  - Try recognising each trainee by their name because it is not recommended for a trainer to ask the name of a trainee during every interaction
6. **Outcome:** This activity has focused on breaking the ice between the participants so that they can come up confidently putting forward their opinion

## Say

Did you all enjoy this activity? I hope you all had a good time during this icebreaker session. Now we are all well acquainted with each other. This will help us go ahead with our training session. Today we shall learn about who is a Retail Order Fulfilment Assistant and discuss about his roles and responsibilities.

## Ask

Ask the participants the following questions:

- Who is a Retail Order Fulfilment Assistant?
- What are role does a Retail Order Fulfilment Assistant play in the retail industry?

Write down the participants’ answers on a whiteboard/flipchart. Take appropriate cues from the solutions and start teaching the lesson.

## Elaborate

- The Retail Order Fulfilment Assistant is defined as the person who is supposed to provide all services at the retail store.
- The Retail Order Fulfilment Assistant is primarily indulged in sales-related operations.

## Activity

### Meeting the Retail Order Fulfilment Assistant

1. **Materials:** Whiteboard and markers, Participant handbook, Pen, Notebook
2. **Instructions:**
  - All participants of the class will visit a nearby retail store and note all activities that the Retail Order Fulfilment Assistants in the retail store are performing each day.
  - Break participants into small groups and ask each group to list down the skills and behavioural patterns that they notice in those executives.
  - After 10-15 minutes, ask each group to present their notes to the class.
  - Encourage discussion and feedback from the other groups, highlighting the importance of effective communication and collaboration in the service delivery process.
  - Finally, wrap up the activity by reviewing the key takeaways and reinforcing the importance of Retail Order Fulfilment Assistants in delivering high-quality customer service.

## Notes for Facilitation

- Ask the participants if they have any questions
- Answer all the questions/doubts raised by the participants

## Unit 1.2: Objective Settings

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the basic objectives attached to the study of Retail Order Fulfilment Assistant program

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. Today we will discuss about the objective of the Retail Order Fulfilment Assistant programme.

### Ask

What is the objective of the service fulfilment programme?

### Elaborate

Objective of Retail Order Fulfilment Assistant Program

### Activity

#### Group discussion

1. **Objective:** This activity is focused on the objective of the service fulfilment programme
2. **Type of activity:** Group activity
3. **Resources to be used:** Participant Handbook, Wide Screen or Laptop, overhead Screen, Projector, Internet Connection, etc.
4. **Duration of the activity:** 40 minutes
5. **Steps involved:**
  - Conduct a group discussion in the class on the objective of the service fulfilment programme
  - Ask the participants what they have learnt from this exercise
  - Ask if they have any questions related to what they have talked about so far
6. **Outcome:** This activity has focused on understanding the objectives and importance of industrial policies



**Do**

- Ensure that all the participants participate in the group discussion
- Ensure a friendly atmosphere during the group discussion
- Guide the students in identifying key points

**Notes for Facilitation**

- Encourage peer learning
- Answer all the doubts raised by the participants

## Unit 1.3: Overview of the Role of Retail Order Fulfilment Assistant

### Unit Objectives

1. Explain the meaning of service.
2. State the services that are provided by the Retail Order Fulfilment Assistant.

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. Today we will discuss about the role of Retail Order Fulfilment Assistant.

### Do

- Present the slides or handouts, guiding the participants through the topics and engaging them in discussions.
- Use real-life examples and case studies to illustrate the concepts and enhance understanding.
- Encourage participants to take notes and ask questions as you progress through the session.
- Conclude the session by summarizing the key points covered and open the floor for any final questions or comments.

### Ask

- What comes to mind when you hear the term “Retail Order Fulfilment Assistant”?
- Have you ever interacted with a Retail Order Fulfilment Assistant or worked in a similar role? If so, what were your experiences?
- What specific challenges or issues do you think a Retail Order Fulfilment Assistant may face in their day-to-day activities?

### Elaborate

- Role of Retail Order Fulfilment Assistant
- Importance of Customer Satisfaction

## Demonstrate

Demonstrate how a Retail Order Fulfilment Assistant interacts with different departments, collaborates with suppliers and vendors, and resolves customer issues effectively.

## Activity

### Case Study Analysis

1. **Objective:** Analyze a case study to understand the challenges and decision-making process of a Retail Order Fulfilment Assistant.
2. **Resources:** Case study handouts, pens, and paper.
3. **Time Duration:** 20 minutes
4. **Instructions:**
  - Divide participants into small groups of 3-4 members.
  - Distribute the case study handouts to each group.
  - Instruct the groups to read the case study and discuss the challenges faced by the Retail Order Fulfilment Assistant in the given scenario.
  - Encourage them to brainstorm possible solutions and make recommendations.
  - Allocate 15 minutes for group discussion and analysis.
  - Ask each group to present their findings and recommendations to the rest of the participants.
  - Facilitate a brief discussion on the different approaches and lessons learned from the case study.
5. **Outcome:** Participants will enhance their critical thinking skills and gain practical insights into the challenges faced by Retail Order Fulfilment Assistants. They will also learn how to analyze complex situations and develop effective solutions.

## Notes for Facilitation

- Create a safe and inclusive learning environment where participants feel comfortable sharing their thoughts and experiences.
- Encourage active participation and engage all participants in discussions and activities.
- Highlight the importance of effective communication and collaboration skills for Retail Order Fulfilment Assistants.
- Emphasize the need for attention to detail and problem-solving abilities in this role.
- Discuss the impact of service fulfilment on customer satisfaction and its connection to the organization's overall success.

## Unit 1.4: Significance of Backend Operations in Retail with Respect to Receiving, Storing, Processing and Delivering Goods/orders

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the meaning of backend operations
2. State the difference between backend and front-end operations
3. Explain the operational services that are performed by the backend operations
4. Explain how the backend operations help the Retail Order Fulfilment Assistant in performing the retail functions

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”.
- Today we will discuss about the significance of backend operations in retail with respect to receiving, storing, processing and delivering goods/orders.

### Do

- Present the slides or handouts, guiding the participants through the topics and engaging them in discussions.
- Use real-life examples and case studies to illustrate the importance of backend operations in retail.
- Encourage participants to take notes and ask questions as you progress through the session.
- Summarize the key points covered at the end of each topic and facilitate discussions to reinforce understanding.

### Ask

- What are some of the backend operations you think are involved in the retail sector?
- How do you think the efficiency of backend operations can impact customer satisfaction and the overall success of a retail business?
- Can you share any personal experiences or observations related to backend operations in retail?

## Elaborate

Role of Backend Operations in Retail Sector

## Demonstrate

Demonstrate how backend operations interact with other departments, such as procurement, sales, and customer service, to ensure a smooth flow of goods/orders.

## Activity

### Process Mapping

1. **Objective:** Analyze and map the backend operations involved in the order fulfilment process.
2. **Resources:** Whiteboard, markers, pens, and paper.
3. **Time Duration:** 30 minutes
4. **Instructions:**
  - Divide participants into small groups of 3-4 members.
  - Assign each group a specific aspect of backend operations, such as receiving, storing, processing, or delivering.
  - Instruct the groups to collectively brainstorm and map out the steps involved in their assigned aspect of the order fulfilment process on the whiteboard or paper.
  - Encourage participants to consider different scenarios, challenges, and potential improvements during the mapping exercise.
  - Allocate 20 minutes for group discussion and process mapping.
  - Ask each group to present their process maps to the rest of the participants.
  - Facilitate a brief discussion on the similarities, differences, and key insights from the various process maps.
5. **Outcome:** Participants will gain a comprehensive understanding of the order fulfilment process and the interplay between different backend operations. They will also develop critical thinking skills by analyzing the process and identifying areas for improvement.

## Notes for Facilitation

- Foster a collaborative and inclusive learning environment where participants feel comfortable sharing their perspectives and ideas.
- Encourage active participation and engage all participants by asking open-ended questions and facilitating discussions.
- Highlight the importance of accuracy, efficiency, and timeliness in backend operations to ensure customer satisfaction and loyalty.
- Discuss the impact of effective inventory management on minimizing stockouts, reducing carrying costs, and optimizing overall profitability.
- Emphasize the significance of coordination and communication between different departments involved in backend operations.

## Unit 1.5: Career Progression of Retail Order Fulfilment Assistant

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the career progression map of the Retail Order Fulfilment Assistant

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”.
- Today, we will be discussing the exciting topic of career progression for Retail Order Fulfilment Assistants.
- This session aims to provide you with insights into the various growth opportunities, skills, and strategies that can help you advance in your career in service fulfilment.
- I encourage you to actively engage in the session, ask questions, and share your own experiences and aspirations.

### Do

- Present the slides or handouts, guiding the participants through the topics and encouraging interactive discussions.
- Use real-life examples and case studies of professionals who have progressed in their careers as Retail Order Fulfilment Assistants.
- Facilitate brainstorming sessions and encourage participants to reflect on their own career goals and aspirations.
- Summarize the key points covered at the end of each topic and allow time for questions and further discussions.

### Ask

- What are your current career goals or aspirations as a Retail Order Fulfilment Assistant?
- What skills or experiences do you think are essential for advancing in your career in service fulfilment?
- Can you share any examples of professionals who have successfully progressed in their careers in service fulfilment?

## Elaborate

Career Progression

## Demonstrate

Demonstrate through case studies and success stories how professionals have leveraged their skills and pursued growth opportunities to advance in their careers as Retail Order Fulfilment Assistants.

## Activity

### Personal Career Roadmap

1. **Objective:** Develop a personal career roadmap to identify goals and steps for career progression in service fulfilment.
2. **Resources:** Pen, paper, and career development resources (optional).
3. **Time Duration:** 30 minutes
4. **Instructions:**
  - Distribute pen and paper to each participant.
  - Instruct participants to reflect on their current career stage, identify their career goals, and consider the skills and experiences needed to achieve those goals.
  - Encourage participants to create a personal career roadmap, outlining specific steps and milestones for career progression in service fulfilment.
  - Provide optional career development resources, such as templates or guides, to assist participants in structuring their roadmap.
  - Allocate 20 minutes for individual reflection and roadmap development.
  - Ask participants to share their career roadmaps in pairs or small groups.
  - Facilitate a group discussion, allowing participants to share insights, ask questions, and provide feedback on each other's roadmaps.
5. **Outcome:** Participants will gain clarity on their career goals, develop a personalized roadmap for career progression in service fulfilment, and receive feedback and insights from peers.

## Notes for Facilitation

- Create a supportive and inclusive learning environment where participants feel comfortable sharing their aspirations and seeking advice.
- Encourage active participation and foster open dialogue among participants.
- Emphasize the importance of continuous learning and skill development in staying competitive and adaptable in the field of service fulfilment.
- Discuss the value of networking, mentorship, and seeking opportunities to gain diverse experiences in accelerating career progression.
- Highlight the significance of aligning personal values and interests with career goals to ensure long-term job satisfaction.

## Answers to Exercises for PHB

1. UNIT 1.1: Introduction and Ice Breaker  
Topic 1.1.1 Introduction
2. UNIT 1.3: Overview of the Role of Retail Order Fulfilment Assistant  
Topic 1.3.1 Role of Retail Order Fulfilment Assistant
3. UNIT 1.2: Objective Settings  
Topic 1.2.1 Objective of Retail Order Fulfilment Assistant Program
4. UNIT 1.1: Introduction and Ice Breaker  
Topic 1.1.1 Introduction
5. UNIT 1.4: Significance of Backend Operations in Retail with Respect to Receiving, Storing, Processing and Delivering Goods/orders  
Topic 1.4.1 Role of Backend Operations in Retail Sector
6. UNIT 1.4: Significance of Backend Operations in Retail with Respect to Receiving, Storing, Processing and Delivering Goods/orders  
Topic 1.4.1 Role of Backend Operations in Retail Sector
7. UNIT 1.4: Significance of Backend Operations in Retail with Respect to Receiving, Storing, Processing and Delivering Goods/orders  
Topic 1.4.1 Role of Backend Operations in Retail Sector
8. UNIT 1.4: Significance of Backend Operations in Retail with Respect to Receiving, Storing, Processing and Delivering Goods/orders  
Topic 1.4.1 Role of Backend Operations in Retail Sector
9. UNIT 1.5: Career Progression of Retail Order Fulfilment Assistant  
Topic 1.5.1 Career Progression

Scan the QR codes or click on the link to watch the related videos



[www.youtube.com/watch?v=FXHD-4VPWKrk](https://www.youtube.com/watch?v=FXHD-4VPWKrk)

Be a successful sales person



[www.youtube.com/watch?v=Gm-agMsfu0s&t=40s](https://www.youtube.com/watch?v=Gm-agMsfu0s&t=40s)

English phrases for sales person



<https://www.youtube.com/watch?v=x-OkRogadXqk>

Types of Retail Formats





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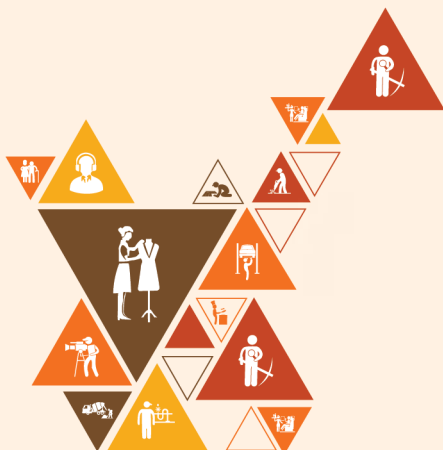
## 2. Receiving and Storing Goods

Unit 2.1 - Planning and Preparation Before Receiving Goods

Unit 2.2 - Receiving, Recording and Reporting Goods

Unit 2.3 - Accurately Storing Incoming Goods

Unit 2.4 - Knowledge, Understanding and Skills to Demonstrated while Completing the Task Effectively



RAS/N0101

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Demonstrate the preparations that are done before receiving goods
2. Explain the criterion of receiving goods
3. Explain the required conditions for storing goods
4. Develop the understanding and skills for doing these tasks efficiently

## Unit 2.1: Planning and Preparation Before Receiving Goods

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the stock control system.
2. Describe the methods used for controlling stock levels.
3. Discuss the ways of ensuring enough storage space in the storeroom.
4. List the equipment's that are important to check before receiving goods.

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, "Retail Order Fulfilment Assistant".
- In this session, we will be focusing on the important aspects of planning and preparation before receiving goods.
- Proper planning and preparation are essential for smooth and efficient operations in any organization. We will explore the concepts of stock control systems and storage space availability to ensure effective goods management.
- I encourage you to actively participate, ask questions, and share your own experiences related to stock control and storage management. Let's delve into the strategies and considerations for planning and preparing before receiving goods.

### Do

- Present the slides or handouts, guiding participants through the topics and engaging them in discussions.
- Use real-life examples and case studies to illustrate the importance of planning and preparation before receiving goods.
- Facilitate brainstorming sessions to encourage participants to share their own best practices and challenges in stock control and storage management.
- Summarize the key points covered at the end of each topic and facilitate discussions to reinforce understanding.

## Ask

- What are some of the challenges you have faced in stock control and storage management?
- How do you currently manage stock control and storage space availability in your organization?
- Can you share any successful strategies or practices you have implemented to improve stock control and storage management?

## Elaborate

- **Stock Control System:** A stock control system is a critical component of the retail industry that ensures that the right products are available in the right quantity at the right time. The system provides real-time data on stock levels, allowing retailers to manage inventory more effectively, reduce wastage, and improve customer satisfaction. The system includes procedures for receiving and processing stock, monitoring inventory levels, and replenishing stock as necessary. By implementing a stock control system, retailers can reduce the likelihood of overstocking, stock outs, and obsolescence, thereby optimizing their profits and improving their operational efficiency.
- **Storage Space Availability:** Storage space availability is a crucial factor in the retail industry, as it directly impacts a company's ability to manage inventory and meet customer demand. Retailers require sufficient storage space to house their products and ensure that they are readily available for purchase. Storage space availability also influences a company's ability to scale operations, as a lack of space can limit the amount of inventory that can be kept on hand. Retailers must regularly assess their storage capacity and optimize the use of available space to maximize efficiency and minimize costs. By efficiently utilizing storage space, retailers can ensure that products are available when customers need them, ultimately contributing to their overall success.

## Demonstrate

Demonstrate through visuals or case studies how organizations have implemented effective stock control systems and optimized storage space availability to enhance operational efficiency.

## Activity

### Stock Control Simulation

1. **Objective:** Apply stock control principles and decision-making in a simulated scenario.
2. **Resources:** Pen, paper, stock control simulation scenario.
3. **Time Duration:** 30 minutes
4. **Instructions:**
  - Divide participants into small groups of 3-4 members.
  - Provide each group with the stock control simulation scenario, which includes details such as initial stock levels, customer demands, and reorder points.
  - Instruct each group to analyze the scenario and make decisions regarding stock replenishment, order quantities, and inventory management based on the given information.
  - Allocate 20 minutes for group discussion and decision-making.
  - Ask each group to present their decisions and reasoning to the rest of the participants.

- Facilitate a group discussion, comparing the different approaches taken by each group and identifying the pros and cons of their decisions.
5. **Outcome:** Participants will gain practical experience in applying stock control principles and making informed decisions in a simulated setting. They will also develop critical thinking and problem-solving skills related to stock control and inventory management.

## Notes for Facilitation

- Create a supportive and collaborative learning environment, encouraging participants to actively contribute and learn from each other's experiences.
- Maintain a balance between presenting information and facilitating discussions to ensure participant engagement.
- Emphasize the need for accurate data collection and analysis to support effective stock control decisions.
- Discuss the importance of regular stock audits and cycle counts to maintain stock accuracy and identify discrepancies.
- Highlight the significance of proper labeling, categorization, and organization of goods in storage areas to streamline operations and minimize errors.

## Unit 2.2: Receiving, Recording and Reporting Goods

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Demonstrate the steps performed in receiving goods.
2. Explain the concept of the delivery note.
3. Explain why the refusals should be recorded.

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. In this session, we will be focusing on the crucial steps involved in receiving, recording, and reporting goods.
- These steps are essential for maintaining accurate inventory records and ensuring efficient operations.
- We will explore the rituals followed during goods receiving, the importance of delivery notes, recording refusals, and updating the stock control system.
- It’s important to pay attention to detail during the receiving process and follow proper documentation procedures. This session will provide you with the knowledge and skills necessary to effectively manage the receiving and recording of goods.

### Do

- Present the slides or handouts, guiding participants through the topics and engaging them in discussions.
- Use real-life examples and case studies to illustrate the importance of following rituals during goods receiving and adhering to delivery note procedures.
- Provide clear instructions on how to record refusals and update the stock control system accurately.
- Facilitate discussions and encourage participants to share their own experiences and challenges related to receiving, recording, and reporting goods.
- Summarize the key points covered at the end of each topic and allow time for questions and clarifications.

### Ask

- What are some common rituals or practices followed during goods receiving in your organization?
- How do delivery notes help in ensuring accurate recording and reporting of goods received?
- Can you share any instances where recording refusals or updating the stock control system accurately has helped in improving inventory management?

## Elaborate

- Rituals Followed Out in Receiving Goods
- Receiving Goods with Respect to the Delivery Note
- Recording of Refusals
- Updating Stock Control System to Record Goods' Receipts

## Demonstrate

Demonstrate through visuals or case studies the proper procedures and documentation involved in receiving, recording, and reporting goods. Show examples of completed delivery notes and refusal recording forms to provide a clear understanding.

## Activity

### Delivery Note Analysis

1. **Objective:** Analyze delivery notes to identify discrepancies and practice accurate recording.
2. **Resources:** Sample delivery notes, pen, paper.
3. **Time Duration:** 20 minutes
4. **Instructions:**
  - Provide participants with sample delivery notes, either in printed format or projected on a screen.
  - Instruct participants to review the delivery notes and identify any discrepancies or inconsistencies compared to the goods received.
  - Ask participants to record their observations on paper, noting the discrepancies and potential actions to be taken.
  - Allocate 15 minutes for individual analysis and note-taking.
  - Facilitate a group discussion, allowing participants to share their findings and discuss the appropriate actions to be taken based on the identified discrepancies.
  - Summarize the discussion and emphasize the importance of accurate recording and communication.
5. **Outcome:** Participants will develop the ability to analyze delivery notes critically, identify discrepancies, and understand the significance of accurate recording.

## Notes for Facilitation

- Create a supportive and inclusive learning environment where participants feel comfortable sharing their thoughts and experiences.
- Encourage active participation and engagement through discussions, questions, and group activities.
- Emphasize the importance of accuracy and attention to detail during the goods receiving process, as errors can lead to inventory discrepancies and operational inefficiencies.
- Highlight the significance of effective communication and collaboration with the purchasing department and suppliers to resolve discrepancies and address refusals promptly.
- Provide practical tips and best practices for updating the stock control system accurately, such as using barcode scanners or digital inventory management tools.

## Unit 2.3: Accurately Storing Incoming Goods

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Describe the condition required for storage places
2. Explain the handling procedures of perishable and non-perishable goods.
3. Follow administrative procedures to ensure accurate completion of all tasks.
4. Explain how to rotate the stocks in order to avoid the costs of inventory wastage.

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. In this session, we will focus on the essential aspects of accurately storing incoming goods. Proper storage procedures are crucial for maintaining the quality and integrity of goods and optimizing inventory management.
- We will discuss confirming the conditions of storage places, handling procedures for perishable and non-perishable goods, adherence to organizational policies and procedures, and administrative procedures for stock rotation.
- It is vital to understand and follow the correct storage practices to ensure the longevity and availability of goods when needed. This session will provide you with the knowledge and skills necessary to store incoming goods accurately and efficiently.

### Do

- Present the slides or handouts, guiding participants through the topics and engaging them in discussions.
- Use real-life examples and case studies to illustrate the importance of confirming storage conditions, proper handling procedures, adherence to policies, and effective stock rotation.
- Provide clear instructions on how to implement and monitor storage practices according to organizational requirements.
- Facilitate discussions and encourage participants to share their own experiences and challenges related to accurately storing incoming goods.
- Summarize the key points covered at the end of each topic and allow time for questions and clarifications.



## Ask

- What are some challenges you have faced in maintaining proper storage conditions for incoming goods?
- How do you differentiate the handling procedures for perishable and non-perishable goods in your organization?
- Can you share an example of a stock rotation process that you have implemented to ensure inventory freshness and minimize waste?

## Elaborate

- Confirming the Conditions of Storage Places
- Handling Procedures of Perishable and Non-perishable Goods
- Adherence to Organizational Policies and Procedures
- Administrative Procedures for Stock Rotation

## Demonstrate

Demonstrate through visuals or case studies the proper procedures for confirming storage conditions, handling different types of goods, and following organizational policies and administrative procedures.

## Activity

### Storage Audit and Improvement Plan

1. **Objective:** Assess storage conditions and develop improvement strategies.
2. **Resources:** Storage area for inspection, pen, paper.
3. **Time Duration:** 30 minutes
4. **Instructions:**
  - Divide participants into small groups.
  - Assign each group a storage area within the facility to inspect (e.g., warehouse, stockroom).
  - Instruct each group to conduct a thorough audit of their assigned storage area, paying attention to cleanliness, organization, temperature control, and adherence to storage guidelines.
  - Ask participants to document their observations and identify any areas for improvement.
  - Allocate 20 minutes for the inspection and documentation.
  - Bring the groups together for a discussion, allowing each group to present their findings and proposed improvement strategies.
  - Facilitate a group discussion on the common challenges and potential solutions for accurately storing incoming goods.
  - Summarize the activity and emphasize the importance of regular storage audits and continuous improvement.
5. **Outcome:** Participants will gain practical experience in assessing storage conditions, identifying improvement opportunities, and developing strategies for accurately storing incoming goods.

## Notes for Facilitation

- Foster a collaborative and inclusive learning environment where participants feel comfortable sharing their insights and experiences.
- Encourage active participation and engage participants in discussions and activities.
- Use visual aids, case studies, and real-life examples to enhance understanding and applicability.
- Emphasize the importance of regularly inspecting and maintaining storage areas to ensure compliance with quality and safety standards.
- Highlight the significance of proper handling procedures, especially for perishable goods, to prevent damage or spoilage.
- Discuss the relevance of adherence to organizational policies and procedures for maintaining consistency and minimizing errors in the storage process.

## Unit 2.4: Knowledge, Understanding and Skills to Demonstrated while Completing the Task Effectively

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Demonstrate the knowledge and skills required for receiving and storing goods

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. In this session, we will focus on the knowledge, understanding, and skills required to effectively complete tasks. This includes the knowledge necessary for making preparations before receiving goods, the knowledge required for receiving goods, and the skills needed for receiving and storing goods.
- It is essential to have the right knowledge, understanding, and skills to carry out tasks effectively and efficiently. This session will provide you with insights into the knowledge required for preparations, receiving goods, and the skills necessary for receiving and storing goods.

### Do

- Present the slides or handouts, guiding participants through the topics and engaging them in discussions.
- Use examples or case studies to illustrate the knowledge, understanding, and skills required for effective task completion.
- Facilitate discussions and encourage participants to share their own experiences and challenges related to the topic.
- Provide clear explanations of the knowledge components and practical demonstrations of the skills involved.
- Summarize the key points covered at the end of each topic and allow time for questions and clarifications.

### Ask

- What do you think are the key knowledge areas required for making preparations before receiving goods?
- How would you differentiate the knowledge required for receiving goods versus the knowledge needed for other tasks?
- Can you identify and describe a skill that is crucial for effectively receiving and storing goods?

## Elaborate

- Knowledge Required for Making Preparations before Receiving Goods
- Knowledge Required for Receiving Goods
- Skills Required for Receiving and Storing Goods

## Demonstrate

Provide demonstrations or examples of how to effectively use knowledge and skills while completing tasks related to receiving and storing goods.

## Activity

### Task Simulation and Reflection

1. **Objective:** Apply knowledge and skills to a simulated task and reflect on the experience.
2. **Resources:** Simulation scenario, pen, paper.
3. **Time Duration:** 40 minutes
4. **Instructions:**
  - Divide participants into pairs or small groups.
  - Provide each group with a simulation scenario that involves receiving and storing goods.
  - Instruct the groups to work together to complete the task based on their knowledge and skills.
  - Allocate 30 minutes for task completion.
  - After the activity, facilitate a group discussion to reflect on the experience.
  - Ask participants to share challenges faced, successful strategies used, and lessons learned during the simulation.
  - Encourage participants to relate their experiences to the knowledge and skills discussed earlier in the session.
  - Summarize the key takeaways from the activity and highlight the importance of applying knowledge and skills to task completion effectively.
5. **Outcome:** Participants will apply their knowledge and skills in a simulated task, fostering a deeper understanding of the concepts and encouraging reflection on their experiences.

## Notes for Facilitation

- Create a supportive and inclusive learning environment that encourages active participation and collaboration.
- Use real-life examples and case studies to illustrate concepts and promote practical application.
- Emphasize the importance of continuous learning and updating knowledge to adapt to changing tasks and requirements.
- Discuss the significance of effective communication and coordination in tasks involving receiving and storing goods.

## Answers to Exercises for PHB

1. UNIT 2.1: Planning and Preparation Before Receiving Goods  
Topic 2.1.2 Storage Space Availability
2. UNIT 2.1: Planning and Preparation Before Receiving Goods  
Topic 2.1.1 Stock Control System
3. UNIT 2.4: Knowledge, Understanding and Skills to Demonstrated While Completing the Task Effectively  
Topic 2.4.1 Knowledge Required for Making Preparations before Receiving Goods
4. UNIT 2.1: Planning and Preparation Before Receiving Goods  
Topic 2.1.1 Stock Control System
5. UNIT 2.4: Knowledge, Understanding and Skills to Demonstrated While Completing the Task Effectively  
Topic 2.4.1 Knowledge Required for Making Preparations before Receiving Goods
6. UNIT 2.2: Receiving, Recording and Reporting Goods  
Topic 2.2.2 Receiving Goods with Respect to the Delivery Note
7. UNIT 2.2: Receiving, Recording and Reporting Goods  
Topic 2.2.2 Receiving Goods with Respect to the Delivery Note
8. UNIT 2.2: Receiving, Recording and Reporting Goods  
Topic 2.2.4 Updating Stock Control System to Record Goods' Receipts
9. UNIT 2.3: Accurately Storing Incoming Goods  
Topic 2.3.4 Administrative Procedures for Stock Rotation
10. UNIT 2.3: Accurately Storing Incoming Goods  
Topic 2.3.2 Handling Procedures of Perishable and Non-perishable Goods
11. UNIT 2.3: Accurately Storing Incoming Goods  
Topic 2.3.2 Handling Procedures of Perishable and Non-perishable Goods
12. UNIT 2.3: Accurately Storing Incoming Goods  
Topic 2.3.3 Adherence to Organizational Policies and Procedures
13. UNIT 2.3: Accurately Storing Incoming Goods  
Topic 2.3.4 Administrative Procedures for Stock Rotation
14. UNIT 2.4: Knowledge, Understanding and Skills to Demonstrated While Completing the Task Effectively  
Topic 2.4.1 Knowledge Required for Making Preparations before Receiving Goods
15. UNIT 2.4: Knowledge, Understanding and Skills to Demonstrated While Completing the Task Effectively  
Topic 2.4.1 Knowledge Required for Making Preparations before Receiving Goods
16. UNIT 2.4: Knowledge, Understanding and Skills to Demonstrated While Completing the Task Effectively  
Topic 2.4.1 Knowledge Required for Making Preparations before Receiving Goods

Scan the QR codes or click on the link to watch the related videos



<https://www.youtube.com/watch?v=-jxCG9MxIoK0&t=44s>

Stock management(FIFO/LIFO)



<https://www.youtube.com/watch?v=r-7FoV4XoAaw>

Maintain stock in the retail store  
RFID



<https://www.youtube.com/watch?v=7Ls47gOpNOA>

Rotation of stock



<https://www.youtube.com/watch?v=ehcjne9-Lto>

POS machine use



[www.bakercommunications.com/sales-training-videos.Htm](http://www.bakercommunications.com/sales-training-videos.Htm)

Sales training video

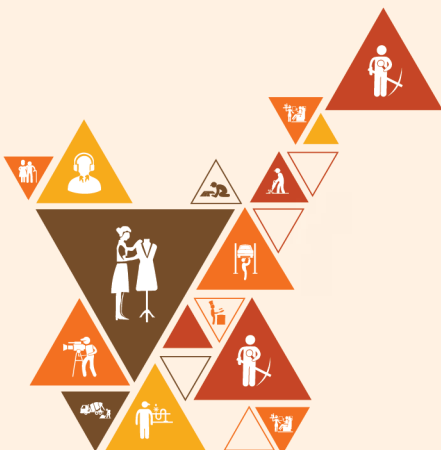


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## 3. Planning and Scheduling Delivery

- Unit 3.1 - Creating a Checklist of Equipment and Paperwork Required to Successfully Deliver Products to Customer
- Unit 3.2 - Scheduling Deliveries that Make the Best Use of Time and Other Resources
- Unit 3.3 - Receiving Legal Restrictions on who can Receive Delivery
- Unit 3.4 - Keeping Company Procedures in Check when Planning and Carrying Out Deliveries
- Unit 3.5 - Customer Satisfaction and Customer Experience during the Delivery Process
- Unit 3.6 - Building Rapport with Internal and External Customers



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## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. List the essential equipment and paperwork required for delivering products
2. Explain how the delivery schedule is prepared to save cost and time in delivering products
3. Determine the person who is legally authorized for collecting products' packages
4. Discuss the criterion of delivering products if the delivery person delivers products early or late
5. Demonstrate the scenario on handling refusal from customers for collecting product packages
6. Describe the Handling techniques while unloading product packages
7. Explain how to maintain rapport with customers and raise their satisfaction levels



## Unit 3.1: Creating a Checklist of Equipment and Paperwork Required to Successfully Deliver Products to Customer

### Unit Objectives

By the end of this unit, the participants will be able to:

1. List the equipment essential for delivering products
2. List the important papers required for delivering products
3. Identify the important details before going for delivering products
4. Explain the criterion of understanding the delivery address

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. In this session, we will focus on creating a checklist of equipment and paperwork necessary for successfully delivering products to customers. This includes understanding the required equipment, the paperwork involved, delivery details, obtaining delivery addresses, and the last mile role of a delivery person.
- A well-prepared checklist ensures smooth and efficient delivery processes. This session will provide you with insights into the equipment needed, the paperwork to be managed, and the key details related to product delivery.

### Do

- Present the slides or handouts, guiding participants through the topics and engaging them in discussions.
- Use examples of delivery checklists and paperwork to illustrate the concepts and emphasize their importance.
- Facilitate discussions and encourage participants to share their own experiences and challenges related to product delivery.
- Provide clear explanations of the equipment requirements, paperwork procedures, delivery details, obtaining addresses, and the role of delivery personnel.
- Summarize the key points covered at the end of each topic and allow time for questions and clarifications.

## Ask



- What are some essential equipment items required for successful product delivery?
- Can you identify and describe the paperwork involved in the delivery process?
- How does obtaining accurate delivery addresses contribute to efficient delivery operations?

## Elaborate



- Equipment Required in Products' Delivery
- Paperwork Required for Products' Delivery
- Delivery Details Relating to the Products' Delivery
- Ways of Getting Delivery Address
- Last Mile Role of a Delivery Boy

## Demonstrate



Provide demonstrations or examples of how to create a delivery checklist and manage the required paperwork effectively.

## Activity



### 1. Creating a Delivery Checklist

**2. Objective:** Develop a checklist of equipment and paperwork required for successful product delivery.

**3. Resources:** Pen, paper.

**4. Time Duration:** 30 minutes

### 5. Instructions:

- Divide participants into small groups.
- Instruct each group to create a checklist of equipment and paperwork required for product delivery.
- Allocate 20 minutes for group discussion and checklist creation.
- After the activity, ask each group to present their checklist and explain the reasoning behind their choices.
- Facilitate a group discussion to compare and consolidate the checklists, highlighting common elements and best practices.
- Summarize the key points and emphasize the importance of a comprehensive delivery checklist.

**6. Outcome:** Participants will collaboratively create a checklist of equipment and paperwork required for successful product delivery, fostering a deeper understanding of the topic and promoting practical application.

## Notes for Facilitation

- Create a supportive and inclusive learning environment.
- Encourage active participation and engagement from all participants.
- Emphasize the significance of thorough equipment preparation to ensure efficient and safe deliveries.
- Discuss the importance of accurate and well-organized paperwork for tracking deliveries, managing customer interactions, and meeting regulatory requirements.
- Highlight the role of effective communication and coordination in obtaining accurate delivery addresses and maintaining customer satisfaction.

## Unit 3.2: Scheduling Deliveries that Make the Best Use of Time and Other Resources

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the delivery schedule
2. Outline the criterion of drafting a delivery schedule
3. Explain the concept of fuel economy
4. Perform safe transportation and movement of products
5. Explain the concept of delivery management and key performance indicators of delivery management
6. Carry out the delivery of products at the agreed times

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. In this session, we will focus on scheduling deliveries to optimize time and other resources. We’ll cover important aspects such as delivery schedules, fuel economy, safe transportation, different types of retail deliveries, and the importance of delivering products at the agreed times.
- Efficient delivery scheduling plays a vital role in customer satisfaction, cost savings, and resource utilization. This session will provide you with insights and strategies to create effective delivery schedules and make the best use of time and other resources.

### Do

- Present the slides or handouts, guiding participants through the topics and facilitating discussions.
- Use examples of delivery schedules, fuel efficiency tips, and different retail delivery scenarios to illustrate the concepts and engage participants.
- Encourage participants to share their own experiences and challenges related to delivery scheduling and resource optimization.
- Provide clear explanations of delivery schedules, fuel economy strategies, safe transportation practices, different types of retail deliveries, and the importance of timeliness in delivery.
- Summarize the key points covered at the end of each topic and allow time for questions and clarifications.

## Ask

- How does effective delivery scheduling contribute to resource optimization and customer satisfaction?
- What are some strategies for achieving fuel economy in product deliveries?
- Why is safe transportation of goods crucial in the delivery process?

## Elaborate

- Delivery Schedule
- Fuel Economy for Delivering Products
- Safe Transportation and Delivery of Goods
- Different Types of Retail Deliveries
- Delivery of Products at the Agreed Times

## Activity

### 1. Optimizing Delivery Schedules

2. **Objective:** Develop an optimized delivery schedule considering various factors and constraints.

3. **Resources:** Pen, paper, delivery scenario handouts.

4. **Time Duration:** 45 minutes

### 5. Instructions:

- Divide participants into small groups.
  - Distribute delivery scenario handouts to each group, outlining delivery requirements, time windows, and constraints.
  - Instruct each group to create an optimized delivery schedule for the given scenario, considering factors such as delivery windows, order priority, route optimization, and resource utilization.
  - Allocate 30 minutes for group discussion and schedule creation.
  - After the activity, ask each group to present their optimized delivery schedule and explain the rationale behind their decisions.
  - Facilitate a group discussion to compare and analyze the different approaches, highlighting effective strategies and potential improvements.
6. **Outcome:** Participants will gain practical experience in creating delivery schedules and considering various factors to optimize time and resources.

## Notes for Facilitation

- Emphasize the significance of considering factors such as time windows, delivery priorities, and available resources in scheduling deliveries
- Encourage participants to share their experiences and insights during the group presentations
- Facilitate a discussion on best practices and strategies for efficient delivery scheduling
- Highlight the impact of effective scheduling on customer satisfaction and overall business efficiency

## Unit 3.3: Receiving Legal Restrictions on who can Receive Delivery

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Describe the process for determining a customer's eligibility to pick up the product packages lawfully
2. Follow the company procedures for identifying the correct delivery recipient

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, "Retail Order Fulfilment Assistant". In this session, we will explore the legal restrictions associated with receiving deliveries. We'll discuss the importance of complying with these restrictions and the potential consequences of non-compliance.
- Understanding legal restrictions on who can receive deliveries is crucial for businesses to ensure compliance with laws and regulations. This session will provide you with knowledge and awareness of the legal framework surrounding delivery reception.

### Do

- Present the slides or handouts, guiding participants through the topic of legal restrictions on delivery, including relevant laws, regulations, and specific restrictions that may apply.
- Use examples and case studies to illustrate the consequences of non-compliance with legal restrictions on delivery reception.
- Encourage participants to share their own experiences or challenges related to legal restrictions on delivery in their respective industries or regions.
- Provide clear explanations of the legal requirements and responsibilities when receiving deliveries, emphasizing the importance of verifying recipient eligibility.
- Summarize the key points covered at the end of the session and allow time for questions and clarifications.

## Ask

- What are some potential legal restrictions on who can receive deliveries in your industry or region?
- Why is it important for businesses to comply with legal restrictions on delivery reception?
- How can non-compliance with legal restrictions on delivery reception impact a business?

## Elaborate

Legal Restrictions on Delivery

## Demonstrate

Provide examples or case studies that highlight the potential consequences of non-compliance with legal restrictions on delivery reception.

## Activity

### Analyzing Legal Restrictions

1. **Objective:** Analyze legal restrictions on delivery reception and their implications.
2. **Resources:** Pen, paper, legal documents or regulations.
3. **Time Duration:** 30 minutes
4. **Instructions:**
  - Divide participants into small groups.
  - Provide each group with copies of relevant legal documents or regulations related to delivery restrictions.
  - Instruct each group to analyze the legal restrictions and identify the implications for businesses in terms of recipient eligibility, verification processes, and potential consequences of non-compliance.
  - Allocate 20 minutes for group discussion and analysis.
  - Ask each group to present their findings and insights to the larger group.
  - Facilitate a group discussion to compare and discuss the different legal restrictions identified, as well as the implications and challenges they present.
5. **Outcome:** Participants will gain a deeper understanding of the legal restrictions on delivery reception and their significance for businesses.

## Notes for Facilitation

- Encourage active participation and create a supportive learning environment.
- Be attentive to participants' questions and concerns, providing clear explanations and examples.

## Unit 3.4: Keeping Company Procedures in Check when Planning and Carrying Out Deliveries

### Unit Objectives

By the end of this unit, the participants will be able to:

1. State the importance of on-time delivery of products
2. Discuss the impacts of early delivery of products
3. Identify the scenarios of late delivery of products
4. List the potential causes of late delivery of products
5. Discuss the impacts of late delivery of products
6. Describe the method of dealing with the late deliveries of products

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. In this session, we will focus on the importance of keeping company procedures in check when planning and carrying out deliveries. It is crucial to follow the established protocols to ensure smooth and efficient delivery operations.
- Our goal today is to understand the key aspects of planning and executing deliveries, dealing with early or late deliveries, and managing customer refusals for packaged orders. By the end of this session, you will be equipped with the knowledge and skills to uphold company procedures effectively.

### Do

- Begin the session by introducing the topics of planning and carrying out deliveries, early delivery of goods, late delivery of products, and customer refusals for packaged orders.
- Present the content using visual aids such as slides or handouts. Explain each topic in detail, highlighting the relevant company procedures and their importance.
- Encourage participants to take notes and ask questions throughout the session.

### Ask

- What are some challenges you have faced when planning and carrying out deliveries?
- How do early or late deliveries impact the overall delivery process?
- How would you handle a situation where a customer refuses to collect a packaged order?



## Elaborate

- Planning and Carrying-out Deliveries
- Early Delivery of Goods
- Late Delivery of Products
- Customer's Refusal for Collecting Packaged Orders

## Activity

- 1. Delivery Scenario Simulation**
- 2. Objective:** To apply knowledge of company procedures when planning and carrying out deliveries.
- 3. Resources:** Scenario cards, pen and paper.
- 4. Time Duration:** 30 minutes.
- 5. Instructions:**
  - Divide participants into pairs or small groups.
  - Distribute scenario cards to each group.
  - Instruct participants to read the scenarios and discuss how they would handle the delivery situation while following company procedures.
  - Encourage participants to consider possible challenges, decision-making processes, and actions to resolve the scenario effectively.
  - Allocate sufficient time for group discussions.
  - After the activity, ask each group to share their approaches and discuss the outcomes.
  - Facilitate a debriefing session, highlighting the importance of adhering to company procedures and identifying key learnings from the activity.
- 6. Outcome:** Participants will demonstrate their understanding of company procedures by applying them to realistic delivery scenarios, fostering critical thinking and problem-solving skills.

## Notes for Facilitation

- Create an inclusive and participatory learning environment.
- Encourage open discussion and active engagement from all participants.
- Provide clear instructions and clarify any doubts or questions raised.
- Emphasize the significance of following company procedures to ensure consistency and customer satisfaction in the delivery process.
- Discuss the potential consequences of deviating from established company procedures and highlight the benefits of adherence.
- Address any concerns or questions related to specific company procedures and provide clarifications as needed.

## Unit 3.5: Customer Satisfaction and Customer Experience during the Delivery Process

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the concept of customer satisfaction
2. List the ways to satisfy the customers
3. Explain the concept of unloading process
4. Discuss the appropriate ways of unloading products from the delivery truck
5. Explain how to protect the products from the potential damages while unloading products

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. In this session, we will delve into the importance of customer satisfaction and customer experience during the delivery process. We will explore ways to enhance customer satisfaction, particularly focusing on the unloading process and preventing damage to packages.
- Our objective today is to understand the basics of customer satisfaction, recognize its significance, and learn strategies to satisfy customers throughout the delivery process. By the end of this session, you will be equipped with knowledge and skills to create a positive customer experience during deliveries.

### Do

- Begin the session by introducing the topics of basic insights into customer satisfaction, the importance of customer satisfaction, ways of satisfying customers, the unloading process, guidelines for the unloading process, the relationship between customer satisfaction and unloading of packages, and ways of preventing damage to packages.
- Present the content using visual aids such as slides or handouts. Explain each topic in detail, emphasizing the impact of customer satisfaction on overall business success.
- Encourage participants to take notes and ask questions throughout the session.

## Ask

- What do you believe are the key elements of customer satisfaction during the delivery process?
- How does customer satisfaction contribute to long-term business success?
- What are some strategies you can think of to prevent damage to packages during the unloading process?

## Elaborate

- Basic Insights into Customer Satisfaction
- Importance of Customer Satisfaction
- Ways of Satisfying the Customers
- Unloading Process
- Guidelines for Unloading Process
- Relationship Between Customer Satisfaction and Unloading of Packages
- Ways of Preventing the Damage to Packages due to Unloading Packages

## Demonstrate

Conduct a demonstration of the proper unloading process, highlighting key steps and techniques for ensuring customer satisfaction and preventing damage to packages. Use visual aids or props to enhance understanding.

## Activity

- 1. Customer Satisfaction Scenario Analysis**
- 2. Objective:** To analyze customer satisfaction scenarios and identify strategies for improving the customer experience during the delivery process.
- 3. Resources:** Scenario cards, pen and paper.
- 4. Time Duration:** 30 minutes.
- 5. Instructions:**
  - Divide participants into small groups.
  - Distribute scenario cards to each group.
  - Instruct participants to read the scenarios and discuss within their groups.
  - Ask groups to identify the main customer satisfaction issues in each scenario and brainstorm strategies for improving the customer experience.
  - Allocate sufficient time for group discussions.
  - After the activity, ask each group to share their findings and strategies.
  - Facilitate a group discussion, highlighting common themes and best practices for enhancing customer satisfaction during the delivery process.
- 6. Outcome:** Participants will gain a deeper understanding of customer satisfaction by analyzing real-life scenarios and collaboratively developing strategies for improving the customer experience.

## Notes for Facilitation

- Encourage active participation and open dialogue among participants.
- Be attentive to participants' questions and provide clear explanations.
- Create a supportive and inclusive learning environment.
- Emphasize the significance of customer satisfaction in building long-term customer relationships.
- Encourage participants to share personal experiences or examples related to customer satisfaction during deliveries.

## Unit 3.6: Building Rapport with Internal and External Customers

### Unit Objectives

1. Explain the differences between internal and external customers
2. Explain the concept of rapport
3. Explain why it is essential to build rapport with the internal and external customers
4. Recognize the best ways to establish a rapport with every consumer so that you are able to treat them appropriately

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. Today, we will focus on the essential skill of building rapport with both internal and external customers. Building rapport lays the foundation for positive relationships and enhances customer satisfaction.
- Our objective is to understand the difference between internal and external customers, grasp the basic insights of rapport, recognize the importance of building rapport, and learn effective strategies to build rapport with both internal and external customers.

### Do

- Begin the session by explaining the topics to be covered: the difference between internal and external customers, the basic insights of rapport, the importance of building rapport with both customer types, and the ways to build rapport.
- Use visual aids such as slides or handouts to present the content. Provide examples and real-life scenarios to illustrate the concepts and engage participants.
- Encourage participants to take notes and ask questions throughout the session. Promote an interactive learning environment by inviting participants to share their experiences or insights related to building rapport.

### Ask

- What is the difference between internal and external customers? Can you provide examples of each?
- Why do you think building rapport is important for fostering positive relationships with customers?
- Can you share any strategies or techniques you have used to successfully build rapport with customers in the past?

## Elaborate

- Difference Between Internal and External Customers
- Basic Insights of Rapport
- Importance of Building Rapport with Internal and External Customers
- Ways of Building Rapport with Internal and External Customers

## Demonstrate

Conduct a role-playing demonstration to showcase effective rapport-building techniques. Select participants to play the roles of a customer and a customer service representative, illustrating various stages of building rapport.

## Activity

### Case Study Analysis

1. **Objective:** To analyze case studies and identify effective strategies for building rapport with internal and external customers.
2. **Resources:** Case studies or scenarios, pen and paper.
3. **Time Duration:** 30 minutes.
4. **Instructions:**
  - Divide participants into small groups.
  - Distribute case studies or scenarios to each group.
  - Instruct participants to read the case studies and discuss within their groups.
  - Ask groups to identify the key challenges in each case and brainstorm strategies for building rapport with the customers involved.
  - Allocate sufficient time for group discussions.
  - After the activity, ask each group to share their findings and strategies.
  - Facilitate a group discussion, highlighting common themes and best practices for building rapport with internal and external customers.
5. **Outcome:** Participants will gain insights into practical strategies for building rapport with both internal and external customers through the analysis of case studies.

## Notes for Facilitation

- Foster an inclusive and respectful learning environment.
- Encourage active participation and engage participants in discussions.
- Provide clear explanations and examples to enhance understanding.
- Emphasize the significance of rapport in developing strong relationships and promoting customer loyalty.
- Encourage participants to share their own experiences and challenges related to building rapport.
- Highlight the importance of adaptability and tailoring communication approaches to suit the needs of different customers.

## Answers to Exercises for PHB

1. UNIT 3.1: Creating a Checklist of Equipment and Paperwork Required to Successfully Deliver Products to Customer  
Topic 3.1.1 Equipment Required in Products' Delivery
2. UNIT 3.1: Creating a Checklist of Equipment and Paperwork Required to Successfully Deliver Products to Customer  
Topic 3.1.1 Equipment Required in Products' Delivery
3. UNIT 3.1: Creating a Checklist of Equipment and Paperwork Required to Successfully Deliver Products to Customer  
Topic 3.1.2 Paperwork Required for Products' Delivery
4. UNIT 3.4: Keeping Company Procedures in Check when Planning and Carrying Out Deliveries  
Topic 3.4.1 Planning and Carrying-out Deliveries
5. UNIT 3.1: Creating a Checklist of Equipment and Paperwork Required to Successfully Deliver Products to Customer  
Topic 3.1.3 Delivery Details Relating to the Products' Delivery
6. UNIT 3.2: Scheduling Deliveries that Make the Best Use of Time and Other Resources  
Topic 3.2.1 Delivery Schedule
7. UNIT 3.2: Scheduling Deliveries that Make the Best Use of Time and Other Resources  
Topic 3.2.1 Delivery Schedule
8. UNIT 3.5: Customer Satisfaction and Customer Experience during the Delivery Process  
Topic 3.5.5 Guidelines for Unloading Process
9. UNIT 3.5: Customer Satisfaction and Customer Experience during the Delivery Process  
Topic 3.5.6 Relationship Between Customer Satisfaction and Unloading of Packages
10. UNIT 3.3: Receiving Legal Restrictions on Who can Receive Delivery  
Topic 3.3.1 Legal Restrictions on Delivery
11. UNIT 3.5: Customer Satisfaction and Customer Experience during the Delivery Process  
Topic 3.5.6 Relationship Between Customer Satisfaction and Unloading of Packages
12. UNIT 3.5: Customer Satisfaction and Customer Experience during the Delivery Process  
Topic 3.5.6 Relationship Between Customer Satisfaction and Unloading of Packages
13. UNIT 3.4: Keeping Company Procedures in Check when Planning and Carrying Out Deliveries  
Topic 3.4.1 Planning and Carrying-out Deliveries
14. To calculate the customer acquisition cost in this case, we need to divide the total amount spent on acquiring customers by the number of customers acquired.  
Customer acquisition cost = Total amount spent / Number of customers acquired  
In this case, the Retail Order Fulfilment Assistant spent Rs. 5000 to acquire 125 customers.  
Customer acquisition cost =  $5000 / 125 = \text{Rs. } 40$   
Therefore, the customer acquisition cost in this case is Rs. 40 per customer.
15. UNIT 3.4: Keeping Company Procedures in Check when Planning and Carrying Out Deliveries  
Topic 3.4.4 Customer's Refusal for Collecting Packaged Orders

16. UNIT 3.4: Keeping Company Procedures in Check when Planning and Carrying Out Deliveries  
Topic 3.4.4 Customer's Refusal for Collecting Packaged Orders
17. UNIT 3.5: Customer Satisfaction and Customer Experience during the Delivery Process  
Topic 3.5.3 Ways of Satisfying the Customers
18. UNIT 3.4: Keeping Company Procedures in Check when Planning and Carrying Out Deliveries  
Topic 3.4.3 Late Delivery of Products
19. UNIT 3.5: Customer Satisfaction and Customer Experience during the Delivery Process  
Topic 3.5.7 Ways of Preventing the Damage to Packages due to Unloading Packages
20. UNIT 3.6: Building Rapport with Internal and External Customers  
Topic 3.6.1 Difference Between Internal and External Customers
21. UNIT 3.6: Building Rapport with Internal and External Customers  
Topic 3.6.3 Importance of Building Rapport with Internal and External Customers
22. UNIT 3.6: Building Rapport with Internal and External Customers  
Topic 3.6.4 Ways of Building Rapport with Internal and External Customers





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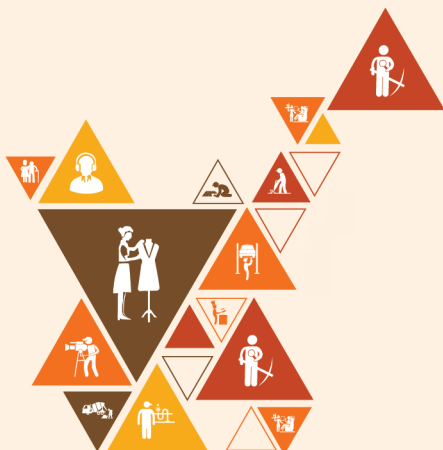


## 4. Processing Cash, Returns and Customer's Orders

Unit 4.1 - Processing Cash and Credit Transactions

Unit 4.2 - Processing Returned Goods

Unit 4.3 - Processing Customer Orders in a Retail Environment (Multi-channel/  
Omni channel)



RAS/N0112,  
RAS/N0116 &  
RAS/N0117

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Carryout cash and credit transaction
2. Recognize modes of payment
3. Explain about credit transactions
4. Identify the management of credit transaction
5. Role of Retail Order Fulfilment Assistant in procession in cash and credit transaction

## Unit 4.1: Processing Cash and Credit Transactions

### Unit Objectives

By the end of this unit, the participants will be able to:

1. List the types of payment
2. Identify the mode of payments
3. Describe the steps in processing of cash and credit transaction
4. Explain the CODs and pre-paid processing in e-commerce
5. Explain the ways how to manage customer credit accounts
6. Identify the features and functions of credit sales
7. List the conditions that are used for credit sales
8. Elaborate end of the day reconciliation report
9. Explain the importance of the cash handling process
10. List the skills, roles, and responsibilities of the Retail Order Fulfilment Assistant

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. In this session, we will learn about the various processes involved in handling cash and credit transactions, as well as the responsibilities and skills required of a Retail Order Fulfilment Assistant.
- Throughout the session, feel free to ask questions and participate in discussions. Let’s begin by understanding the importance of efficient transaction processing and its impact on customer satisfaction.

### Do

- Engage the participants in a brief discussion on their experiences with cash and credit transactions, encouraging them to share any challenges or best practices they have encountered.
- Present the content using visual aids, case studies, and real-life examples to enhance understanding and practical application.
- Encourage active participation by asking questions, facilitating group discussions, and sharing relevant anecdotes.
- Conduct activities or exercises to reinforce key concepts and provide hands-on learning opportunities.

- Summarize each topic before moving on to the next one to ensure understanding and address any questions or concerns raised by participants.
- Conclude the session by summarizing the key takeaways and providing additional resources for further self-study.

## Ask

- What are some common challenges or issues you have encountered while processing cash and credit transactions?
- How do you currently manage customer credit accounts or handle COD transactions in your organization?
- Can you share an example of a situation where efficient transaction processing positively impacted customer satisfaction?

## Elaborate

- Introduction to Processing Transaction
- Payment Transaction
- Cash Transaction Process
- CODs or Prepaid Processing in E-commerce
- Credit or Custom Payment Transaction Process
- Managing Customer Credit Accounts
- Retail Order Fulfilment Assistant's End of Day Reconciliation and Report
- Skill Requirement for a Retail Order Fulfilment Assistant
- Roles and Responsibilities of Retail Order Fulfilment Assistant

## Demonstrate

- Demonstrate the proper handling of cash transactions, including verification, counting, and issuing receipts.
- Show examples of credit transaction processing, such as credit checks and invoicing.
- Use role-playing scenarios to demonstrate effective communication and conflict resolution in customer credit account management.

## Activity

### Case Study Analysis - "Managing Credit Transactions"

1. **Objective:** Apply knowledge of credit transaction processes and customer account management to analyze and resolve real-life scenarios.
2. **Resources:** Case study handouts, whiteboard or flip chart, pens
3. **Time Duration:** 30 minutes

**4. Instructions:**

- Divide participants into small groups.
- Distribute the case study handouts to each group.
- Instruct the groups to read and analyze the case study, identifying the key issues, challenges, and potential solutions related to credit transaction processing and customer account management.
- Give participants 15-20 minutes to discuss and develop their solutions.
- Ask each group to present their findings and recommendations to the larger group.
- Facilitate a discussion to compare and contrast different approaches and encourage participants to share their insights and experiences.

**5. Outcome:** Participants will gain a deeper understanding of credit transaction processes and customer account management through the analysis of real-life scenarios.

**Notes for Facilitation**

- Encourage active participation and create a safe and inclusive learning environment.
- Use a variety of teaching methods to accommodate different learning styles.
- Monitor the pace of the session and allow time for questions and discussions.
- Emphasize the importance of accuracy, confidentiality, and adherence to company policies and procedures when handling cash and credit transactions.
- Discuss the potential risks and security measures associated with different payment methods, such as fraud prevention and PCI compliance.
- Highlight the significance of effective communication and interpersonal skills in building trust and rapport with customers during the transaction process.

## Unit 4.2: Processing Returned Goods

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Why returns occur
2. What all to include in the return and refund policy
3. Steps of processing returned goods
4. List the constituents of return and refund policies
5. Explain the return and refund processing of CODs and pre-paid
6. Explain how to process the return of orders

### Resources to be Used

participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. In this session, we will explore the importance of effectively managing returns, understanding company policies, and assisting customers during the return process.
- Throughout the session, feel free to ask questions and participate in discussions. Let’s begin by discussing the significance of handling returns and its impact on customer satisfaction.

### Do

- Engage the participants in a brief discussion on their experiences with processing returned goods, encouraging them to share any challenges or best practices they have encountered.
- Present the content using visual aids, case studies, and real-life examples to enhance understanding and practical application.
- Encourage active participation by asking questions, facilitating group discussions, and sharing relevant anecdotes.
- Discuss the importance of following company policies for return, replacement, and refund, and provide examples of common constituents of such policies.
- Explain the procedures for assisting customers effectively during the return process, including communication techniques, problem-solving approaches, and empathy.
- Describe the specific considerations and procedures for processing returns of cash-on-delivery (COD) orders and prepaid transactions.
- Discuss the steps involved in processing returned goods, including inspection, documentation, inventory management, and refund or replacement.

- Summarize each topic before moving on to the next one to ensure understanding and address any questions or concerns raised by participants.
- Conclude the session by summarizing the key takeaways and providing additional resources for further self-study.

## Ask

- What are some common challenges or issues you have encountered while assisting customers with returns?
- How do you currently handle return and refund requests in your organization? Are there any specific policies or procedures in place?
- Can you share an example of a situation where effective handling of returns positively impacted customer satisfaction?

## Elaborate

- Assisting Customers while Returning Purchased Goods
- Importance of Managing Returns
- Ways of Assisting Customers Effectively while Returning Purchased Goods
- Following Company Policies for Return, Replacement, and Refund
- Constituents of Return and Replacement Policy
- Return and Refund Procedure of COD Orders and Prepaid Processing
- Processing of Returned Goods

## Demonstrate

Demonstrate effective customer service skills by role-playing scenarios where participants act as service representatives assisting customers with return requests. Highlight key communication techniques, problem-solving approaches, and empathy.

## Activity

### Processing Returned Goods

1. **Objective:** This activity aims to provide participants with hands-on experience and understanding of the process involved in processing returned goods.
2. **Type of activity:** Group activity
3. **Resources to be used:** Participant Handbook, returned goods (can be simulated or real), tables or workstations for each group, pens, notepads, worksheets.
4. **Duration of the activity:** 60 minutes

## 5. Steps involved:

- Divide participants into small groups of 3-5 people and provide each group with a workstation equipped with returned goods and the necessary materials.
- Distribute the Participant Handbook, which includes guidelines and instructions for processing returned goods.
- Instruct each group to follow the step-by-step process outlined in the Handbook to process the returned goods at their workstation.
- Each group should carefully inspect the returned goods, check for any damages or defects, and determine the reason for the return (e.g., wrong item, size issue, product malfunction).
- Ask participants to document their findings on the provided worksheets, including the condition of the returned goods and the reason for the return.
- Instruct the groups to follow the appropriate procedures for either restocking the returned goods or initiating the return/refund process.
- Encourage participants to discuss and share their experiences, challenges faced, and any recommendations for improving the return process.
- Facilitate a group discussion to review the steps involved in processing returned goods and address any questions or concerns.
- Conclude the activity by summarizing the key takeaways, emphasizing the importance of accurate inspection, proper documentation, and efficient handling of returned goods to maintain customer satisfaction.

- 6. Outcome:** This activity enables participants to gain practical knowledge and understanding of the process involved in processing returned goods. Participants will develop skills in inspecting, documenting, and making decisions regarding restocking or initiating returns/refunds. The activity also promotes collaboration and problem-solving as participants discuss challenges and share best practices.

## Notes for Facilitation

- Encourage active participation and create a safe and inclusive learning environment.
- Use a variety of teaching methods to accommodate different learning styles.
- Monitor the pace of the session and allow time for questions and discussions.
- Emphasize the importance of accuracy, confidentiality, and adherence to company policies and procedures when handling cash and credit transactions.
- Discuss the potential risks and security measures associated with different payment methods, such as fraud prevention and PCI compliance.
- Highlight the significance of effective communication and interpersonal skills in building trust and rapport with customers during the transaction process.



## Unit 4.3: Processing Customer Orders in a Retail Environment (Multi-channel/Omni channel)

### Unit Objectives

By the end of this unit, the participants will be able to:

1. How to process the customers' orders
2. Explain the backend processing of customers' orders
3. How to share information with the customers
4. List the communication methods that facilitate in sharing of information with the customers

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, "Retail Order Fulfilment Assistant". In this session, we will explore the process of handling customer orders, including the backend processing of e-commerce orders and keeping the customer informed throughout the process.
- During the session, feel free to ask questions and share your experiences related to order processing. Let's begin by discussing the importance of efficient order processing and its impact on customer satisfaction.

### Do

- Engage the participants in a brief discussion about their experiences with customer orders, different channels of order placement, and challenges they have encountered.
- Present the content using visual aids, examples, and case studies to enhance understanding and practical application.
- Explain the process of processing customer orders for goods, including order capture, verification, fulfilment, and shipment.
- Discuss the concept of a customer order, its components, and the importance of accurate and complete order information.
- Describe the backend processing of e-commerce orders, covering aspects such as inventory management, picking, packing, and shipping.
- Explore different methods of keeping the customer informed throughout the order process, including order confirmation, status updates, and shipment tracking.
- Demonstrate the use of a multi-channel order management system (if available) to showcase how orders are received, processed, and tracked across various channels.

- Facilitate discussions on best practices for managing customer orders in a retail environment, including addressing order discrepancies, handling returns and exchanges, and managing customer expectations.
- Summarize each topic before moving on to the next one to ensure understanding and address any questions or concerns raised by participants.
- Conclude the session by summarizing the key takeaways and providing additional resources for further self-study.

## Ask



- What are some of the challenges you have faced when processing customer orders across multiple channels?
- How do you currently keep customers informed about their orders? What methods or systems are in place?
- Can you share an example of a situation where effective order processing positively impacted customer satisfaction?

## Elaborate



- Processing Customer Orders for Goods
- Customer Order
- Backend Processing of E-commerce Orders
- Keeping the Customer Informed

## Demonstrate



Demonstrate effective customer service skills by role-playing scenarios where participants act as service representatives assisting customers with return requests. Highlight key communication techniques, problem-solving approaches, and empathy.

## Activity



### Processing Customer Orders in a Retail Environment (Multi-channel/Omni channel)

1. **Objective:** The objective of this activity is to understand the process of processing customer orders in a retail environment with a focus on multi-channel/Omni-channel operations.
2. **Type of Activity:** Group activity
3. **Resources to be Used:** Participant Handbook, Pen, Notebook, Writing Pad, Online Retail Platform (simulated or real), Order Forms (simulated or real)
4. **Duration of the Activity:** 45 minutes

**5. Steps involved:**

- Divide participants into small groups of 3-5 people.
- Provide each group with a scenario where customers can place orders through different channels, such as in-store, website, mobile app, or phone.
- Ask each group to discuss and identify the key steps involved in processing customer orders in a multi-channel/Omni-channel retail environment. This may include receiving the order, verifying customer information, checking product availability, assigning inventory, preparing the order for shipment, and updating the order status.
- Provide each group with an order form (simulated or real) that represents a customer order from one of the channels.
- Ask each group to fill out the order form, following the process they identified in the previous step. They should consider how the order is received, how customer information is verified, how inventory is allocated, and any other necessary steps.
- Once the groups have completed filling out the order forms, facilitate a discussion where each group shares their approach and highlights any challenges or considerations they encountered.
- Encourage participants to exchange feedback and suggestions on how the process can be further improved or streamlined to enhance customer satisfaction and operational efficiency.
- Summarize the key learnings from the activity, emphasizing the importance of a well-defined and efficient order processing system in a multi-channel/Omni-channel retail environment.
- Provide participants with additional insights and best practices related to processing customer orders in a multi-channel/Omni-channel environment.
- Conclude the activity by answering any questions and addressing any remaining doubts or concerns.

- 6. Outcome:** This activity helps participants gain a practical understanding of the process involved in processing customer orders in a multi-channel/Omni-channel retail environment. It allows them to explore the complexities and challenges associated with order processing and provide an opportunity to exchange ideas and best practices to improve the overall customer experience and operational efficiency

**Notes for Facilitation**

- Reinforce the importance of customer satisfaction and the role of the return process in maintaining customer loyalty
- Encourage participants to share real-life scenarios or experiences related to processing returned goods for further discussion and learning

## Answers to Exercises for PHB

1. (d) All of the above
2. UNIT 4.1: Processing Cash and Credit Transactions  
Topic 4.1.3 Cash Transaction Process
3. In such a situation, Bhumika has a few options:
  - **Use a Debit or Credit Card:** If the supermarket accepts card payments, Bhumika can use her debit or credit card to make the payment. She can provide the card details to the cashier or use a card payment terminal if available.
  - **Mobile Payment Apps:** Bhumika can check if the supermarket accepts payments through mobile payment apps such as Google Pay, Apple Pay, or other similar apps. She can use her smartphone to make the payment by linking her bank account or credit card to the app.
  - **Contactless Payments:** If the supermarket supports contactless payments, Bhumika can use methods such as contactless cards, mobile wallets, or wearable devices (like smartwatches) to make the payment without the need for cash.
  - **Payment Apps or Wallets:** Some supermarkets may have their own payment apps or wallets. Bhumika can inquire with the cashier if such options are available and make the payment using the specific app or wallet provided by the supermarket.
  - **Return Later with Cash:** If none of the above options are available or feasible, Bhumika can explain her situation to the supermarket staff and request to return later with the cash to settle the payment. The supermarket may provide her with a timeframe within which she needs to return and make the payment.
4. In such a situation, where Sohan's bill is Rs. 10000 but he only has Rs. 5000 in hand, I would suggest the following options:
 

Payment Options:

  - **Use a Debit or Credit Card:** Sohan can check if the store accepts card payments and use his debit or credit card to pay the remaining amount. He can provide the card details to the cashier or use a card payment terminal if available.
  - **Mobile Payment Apps:** Sohan can inquire if the store accepts payments through mobile payment apps such as Google Pay, Apple Pay, or other similar apps. He can use his smartphone to make the payment by linking his bank account or credit card to the app.
  - **Split Payment:** Sohan can ask the store if they allow split payments, where he can pay a portion of the bill in cash and the remaining balance through another payment method like a card or mobile app.
5. If Ram made a payment with his debit card at the billing counter of a supermarket, but the POS machine showed the transaction as failed despite the amount being deducted from his account, he can take the following steps to deal with this situation:
 

Check for Transaction Confirmation:

  - **Ask for a Receipt:** Ram should request a printed receipt from the cashier to confirm that the transaction was indeed processed and the amount deducted from his account. The receipt will serve as proof of payment.
  - **Verify Bank Statement:** Ram can check his bank statement, either through online banking or by contacting his bank, to see if the transaction is recorded and the amount has been debited from his account. This will provide additional evidence of the payment.
6. Based on the given information, it seems that Ram is working as a cashier at the cashpoint. As a cashier, his responsibilities include scanning barcodes, accepting payments in cash, and processing credit and debit card transactions.

7. Based on the mentioned tasks, the store has certain expectations from Mohan. Here are some expectations they might have:
  - **Product Knowledge:** Mohan should have a deep understanding of the store's products, including details about in-store promotions, pricing specials, and refund policies. This knowledge enables him to effectively communicate with customers and answer their questions.
  - **Communication Skills:** Mohan should be able to clearly and confidently convey information about in-store promotions and pricing specials to customers. He should possess excellent verbal communication skills to engage customers and create awareness about ongoing offers.
  - **Customer Service:** Mohan should prioritize customer satisfaction by providing exceptional service. This includes being polite, attentive, and patient while addressing customer queries or issues regarding refunds. He should strive to resolve problems efficiently and maintain a positive attitude throughout the interaction.
  - **Problem-Solving Abilities:** Since Mohan is responsible for managing refund issues, the store expects him to handle such situations effectively. He should have the ability to assess each situation, understand the customer's concern, and find appropriate solutions within the store's refund policies.
  - **Organization and Multitasking:** Given that Mohan is handling multiple tasks simultaneously, the store expects him to be well-organized and efficient in managing his time. He should prioritize tasks, handle customer inquiries promptly, and process refunds accurately without compromising on quality.
  - **Salesmanship:** Mohan should actively promote in-store promotions and pricing specials to customers. He should possess persuasive skills to encourage customers to take advantage of the offers and make additional purchases. The store expects him to contribute to achieving sales targets by effectively communicating the value of these promotions.
8. UNIT 4.2: Processing Returned Goods  
Topic 4.2.7 Processing of Returned Goods
9. UNIT 4.2: Processing Returned Goods  
Topic 4.2.4 Following Company Policies for Return, Replacement, and Refund
10. UNIT 4.2: Processing Returned Goods  
Topic 4.2.7 Processing of Returned Goods
11. e) Store redesigning
12. UNIT 4.3: Processing Customer Orders in a Retail Environment (Multi-channel/Omnichannel)  
Topic 4.3.1 Processing Customer Orders for Goods
13. UNIT 4.3: Processing Customer Orders in a Retail Environment (Multi-channel/Omnichannel)  
Topic 4.3.2 Customer Order
14. To assist SBZ store in sharing the information about the 'week of bumper sale offer' among its existing customers, here are some effective methods:
  - **Email Marketing:** Send out a targeted email campaign to the store's existing customers, notifying them about the upcoming 'week of bumper sale offer'. Include details such as the start and end dates, discounts or promotions available, and any specific terms or conditions. Encourage customers to visit the store during the sale period and make sure to provide clear instructions on how to avail of the offers.
  - **SMS Notifications:** Utilize SMS marketing to send short and concise messages to customers' mobile phones. Send out a series of messages leading up to the sale week, reminding customers about the upcoming bumper sale offer and building anticipation. Include key information like the sale dates, discounts, and any unique selling points.

- **Social Media Announcements:** Leverage the store's social media accounts (e.g., Facebook, Twitter, Instagram) to make announcements about the 'week of bumper sale offer'. Create engaging posts, graphics, or videos that highlight the sale's duration, the variety of products on sale, and the potential savings. Encourage customers to share the posts with their friends and followers to expand the reach of the announcement.
- **Store Signage and Displays:** Place eye-catching banners, posters, or signs at prominent locations within the store premises to inform existing customers about the upcoming bumper sale offer. Display the sale dates prominently and highlight the key promotions or discounts customers can expect during the week. This ensures that customers who visit the store prior to the sale week are aware of the upcoming event.
- **Loyalty Program Notifications:** If the store has a loyalty program in place, utilize the customer database to send personalized notifications to program members. This can be done via email, SMS, or through the loyalty program's mobile app. Offer exclusive perks or early access to the bumper sale offer for loyalty program members to enhance their engagement and increase the chances of their participation.
- **Website Announcement:** Update the store's website homepage with a prominent banner or pop-up message highlighting the 'week of bumper sale offer'. Provide detailed information about the sale, including start and end dates, discounts, and any special terms. Ensure the announcement is visible and easily accessible to existing customers who visit the website.



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# 5. Creating a Positive and Lasting Impression of Self and the Organization in the Customers' Minds

Unit 5.1 - Sharing Correct Information with Customers and Staying Up to Date with Product Information

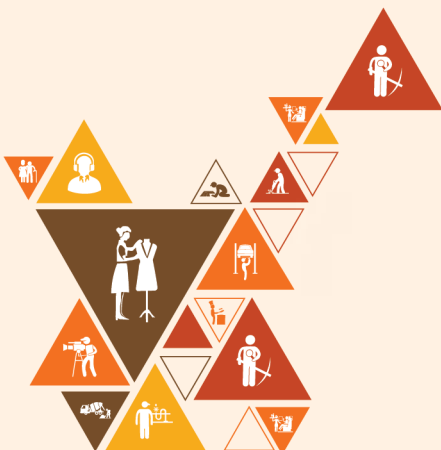
Unit 5.2 - Importance of Maintaining Records and Staying Relevant

Unit 5.3 - Understanding Customer Needs

Unit 5.4 - Communicating Effectively

Unit 5.5 - Address Customer Complaints

Unit 5.6 - Taking Actions to Resolve Customer Service Problems



RAS/N0124

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Explain the need to establish an organizational image
2. Demonstrate customer Handling process
3. Explain complex information to customers
4. Build relationships with internal and external customers
5. Create customer database



## Unit 5.1: Sharing Correct Information with Customers and Staying Up to Date with Product Information

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Identify the basic meaning of communication
2. Explain the appropriate criterion for sharing the correct information with customers

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. Today, we will be exploring the topic of Sharing Correct Information with Customers and Staying up to Date with Product Information. This class aims to help you understand the importance of effective communication in building good customer relations, as well as the significance of staying informed about your products or services.
- Throughout this session, we will discuss strategies for sharing accurate information with customers, tips for effective communication, and the importance of staying up to date with product knowledge. By the end, you will have a better understanding of how these practices contribute to positive customer experiences.

### Do

- Begin the session by introducing the topic of sharing correct information and staying up to date with product knowledge.
- Present the key concepts and strategies using visual aids or slides.
- Engage participants in discussions, role plays, and case study analyses to encourage active learning.
- Provide practical tips for effective communication and techniques to share accurate information with customers.
- Discuss methods to stay informed about product updates and maintain up-to-date knowledge.
- Allow time for questions, clarifications, and personal experiences related to customer interactions.
- Summarize the main takeaways at the end of each topic covered.
- Distribute handouts or worksheets to reinforce learning and provide reference material.

## Ask



- How do you currently ensure that you share correct information with customers?
- Can you share any experiences where inaccurate information led to customer dissatisfaction?
- What strategies do you use to stay up to date with product information in your industry?

## Elaborate



- **Effective Communication for Building Good Relations:** Exploring communication techniques, active listening, and empathy to establish trust and rapport with customers.
- **Staying up to Date with Product Information:** Understanding the importance of ongoing learning, accessing accurate product information, and keeping abreast of updates to provide reliable and up-to-date assistance to customers.

## Demonstrate



You may consider demonstrating the following during the session:

- Active listening techniques when engaging with customers and seeking clarification to provide accurate information.
- Clear and concise communication when explaining product features, benefits, and specifications.
- Utilizing online resources or product manuals to access accurate information.

## Activity



### Product Knowledge Quiz

1. **Objective:** To assess participants' understanding of product information and promote learning.
2. **Resources:** Quiz questions, pen and paper for participants.
3. **Time Duration:** 20-30 minutes.
4. **Instructions:**
  - Prepare a set of quiz questions related to the products or services offered by your organization or industry.
  - Distribute the quiz questions and ask participants to individually answer each question.
  - After participants have completed the quiz, collect their answers.
  - Facilitate a group discussion to review the quiz questions and provide explanations for the correct answers.
  - Encourage participants to ask questions, share additional insights, or discuss any challenges they faced while answering the questions.
  - Summarize the key points regarding the importance of product knowledge and accuracy in customer interactions.
5. **Outcome:** Participants assess their product knowledge, identify areas for improvement, and gain insights into the significance of staying up to date with product information.

## Notes for Facilitation

- Create a positive and inclusive learning environment that encourages active participation and open discussion.
- Foster a culture of continuous learning and emphasize the value of accurate information in customer interactions.
- Provide real-life examples and case studies to illustrate the impact of sharing correct information on customer satisfaction.
- Highlight the importance of active listening, empathy, and clear communication in effective customer communication.
- Encourage participants to develop personal strategies for staying up to date with product information, such as attending training sessions, reading industry publications, or participating in product demonstrations.

## Unit 5.2: Importance of Maintaining Records and Staying Relevant

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Describe the creation and analysis of database
2. Identify the uses of creating a customer database
3. Explain the ways to create a database

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. In today’s session, we will explore the importance of maintaining records and staying relevant in business. Specifically, we will focus on creating and analyzing databases, understanding the uses of customer databases, and exploring ways to create them effectively.
- Throughout this session, we will discuss how maintaining records and staying relevant can contribute to business success. By the end, you will have a better understanding of the value of databases and how to create and utilize them in your organization.

### Do

- Begin the session by introducing the topic of maintaining records and staying relevant in business.
- Present the key concepts and strategies using visual aids or slides.
- Engage participants in discussions, case study analyses, and group activities to encourage active learning.
- Provide practical tips for creating and analyzing databases, and explain the uses of customer databases.
- Discuss various ways to create customer databases, such as through data collection, segmentation, and CRM systems.
- Share examples of successful database utilization and the benefits it can bring to a business.
- Allow time for questions, clarifications, and personal experiences related to database management and staying relevant.
- Summarize the main takeaways at the end of each topic covered.
- Distribute handouts or worksheets to reinforce learning and provide reference material.

## Ask

- What methods does your organization currently use to maintain records and stay relevant in your industry?
- How can maintaining a customer database benefit a business? Can you think of any specific examples?
- What challenges might arise when creating and managing a customer database, and how can they be addressed?

## Elaborate

- **Creating and Analyzing Database:** Exploring the process of collecting and organizing customer data, and the importance of analyzing it for insights and decision-making.
- **Uses of Creating Customer Database:** Understanding how customer databases can be used for targeted marketing, personalization, customer segmentation, and improving customer relationships.
- **Ways of Creating Customer Database:** Examining various methods of data collection, including online forms, surveys, customer interactions, and integration with CRM systems.

## Demonstrate

Consider demonstrating the following during the session:

- How to collect and organize customer data effectively.
- Techniques for analyzing and utilizing database information to make informed business decisions.
- Best practices for maintaining data accuracy and security.

## Activity

### Customer Segmentation Exercise

1. **Objective:** To practice creating customer segments based on database information.
2. **Resources:** Sample customer data (can be fictional or anonymized), flipchart or whiteboard, pens.
3. **Time Duration:** 30-40 minutes.
4. **Instructions:**
  - Divide participants into small groups.
  - Provide each group with a sample customer database containing relevant information (e.g., demographics, purchase history, preferences).
  - Instruct participants to analyze the database and identify potential customer segments based on common characteristics or behaviors.
  - Ask each group to present their customer segments, explaining the rationale behind their choices.
  - Facilitate a group discussion to compare and contrast the different segmentations and discuss the potential marketing strategies for each segment.
  - Summarize the key insights and learnings from the activity.
5. **Outcome:** Participants practice analyzing customer databases and gain insights into the value of customer segmentation for targeted marketing.

## Notes for Facilitation



- Highlight the potential benefits of maintaining digital records and utilizing relevant technological tools for record-keeping
- Encourage participants to set SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals related to record-keeping and professional development
- Discuss the importance of maintaining records ethically and in compliance with relevant laws and regulations
- Emphasize the value of lifelong learning and adaptability in staying relevant in today's dynamic work environment

## Unit 5.3: Understanding Customer Needs

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Identify Customer Needs for Products
2. Process Customer Orders for Goods
3. Inform the customers

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. In today’s session, we will explore the critical topic of understanding customer needs. By understanding what our customers truly need, we can better serve them and build stronger relationships.
- Throughout this session, we will cover the introduction to customer needs, different types of customer needs, and effective ways to identify customer needs for our products.
- By the end of this session, you will have a deeper understanding of the importance of customer needs, different categories of customer needs, and strategies for identifying and fulfilling those needs. Let’s engage in discussions, activities, and examples to make this session interactive and practical.

### Do

- Begin the session by introducing the concept of customer needs and its significance in business.
- Present the key topics using visual aids or slides, explaining the importance of understanding customer needs for business success.
- Engage participants in discussions and encourage them to share their experiences and insights regarding customer needs.
- Explain the different types of customer needs, such as functional needs, emotional needs, and social needs, with relevant examples.
- Discuss effective strategies for identifying customer needs, including market research, customer feedback, observation, and data analysis.
- Explore techniques for eliciting customer needs through active listening, open-ended questions, and empathy.
- Share case studies or examples showcasing successful identification and fulfilment of customer needs in various industries.

- Encourage participants to brainstorm ways to align their products or services with customer needs, fostering a customer-centric approach.
- Summarize the main points covered in each topic to reinforce learning.

## Ask

- What is the importance of understanding customer needs in delivering exceptional customer experiences?
- Can you think of any examples where a company successfully identified and fulfilled customer needs? What made them stand out?
- How can we effectively gather and analyze customer feedback to identify their needs and preferences?

## Elaborate

- **Introduction:** Exploring the significance of understanding customer needs and its impact on business success.
- **Customers' Needs:** Understanding the different types of customer needs, including functional, emotional, and social needs.
- **Types of Customer Needs:** Exploring the various categories of customer needs and their relevance in different industries.
- **Identifying Customer Needs for Products:** Discussing strategies and techniques for identifying customer needs, such as market research, customer feedback, and observation.

## Demonstrate

Consider demonstrating the following during the session:

- Effective active listening techniques to understand customer needs.
- Asking open-ended questions to encourage customers to express their needs.
- Analyzing customer feedback to extract valuable insights about their needs and preferences.

## Activity

### Customer Needs Mapping

1. **Objective:** To practice identifying and mapping customer needs for a specific product or service.
2. **Resources:** Handouts or worksheets with a product/service description, pen, and paper.
3. **Time Duration:** 30-40 minutes.
4. **Instructions:**
  - Divide participants into small groups.
  - Provide each group with a product or service description.



- Instruct participants to identify and list the potential needs of customers related to the given product/service.
  - Ask each group to create a customer needs map, categorizing the identified needs into functional, emotional, and social categories.
  - Allow time for groups to present their customer needs maps, explaining the rationale behind their categorizations.
  - Facilitate a group discussion to compare and contrast the different customer needs maps and explore potential strategies for fulfilling those needs.
- 5. Outcome:** Participants will practice identifying and categorizing customer needs, enhancing their skills in understanding customer requirements and aligning them with product or service offerings.

## Notes for Facilitation

- Encourage active participation and create a safe learning environment.
- Use a variety of teaching methods to cater to different learning styles.
- Provide relevant examples and case studies to illustrate key points.
- Emphasize the significance of empathy and active listening in understanding customer needs.
- Highlight the importance of ongoing market research and customer feedback to stay updated with evolving customer needs.
- Encourage participants to think beyond the obvious and consider both explicit and implicit customer needs.

## Unit 5.4: Communicating Effectively

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Discuss ways to improve relationship and communication with customers
2. Explain the need to maintain the balance between customer and organizational needs
3. State the significance of meeting and exceeding customer expectations and manage moments of truth

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. In this session, we will focus on the crucial skill of effective communication and how it can improve our relationships and interactions with customers. By mastering effective communication techniques, we can enhance customer satisfaction and build stronger connections.
- Throughout this session, we will explore different aspects of communication, including verbal and non-verbal cues, active listening, and adapting communication styles. By the end, you will have the tools and knowledge to communicate effectively and create positive experiences for your customers.

### Do

- Begin the session by highlighting the importance of effective communication in building relationships and satisfying customer needs.
- Present the key topics using visual aids or slides, explaining the various components of effective communication.
- Discuss verbal and non-verbal communication cues, emphasizing the significance of body language, tone of voice, and choice of words.
- Introduce the concept of active listening and its role in understanding customer needs and providing appropriate responses.
- Explore different communication styles and how they can be adapted to meet the diverse needs and preferences of customers.
- Provide examples and case studies to illustrate the impact of effective communication on customer satisfaction and loyalty.
- Engage participants in interactive activities, such as role-plays or case discussions, to practice effective communication techniques.
- Encourage participants to reflect on their own communication styles and identify areas for improvement.
- Summarize the main points covered in each topic to reinforce learning.

## Ask

- What are some common barriers to effective communication in customer interactions?
- How does active listening contribute to understanding customer needs and providing excellent service?
- Can you share an experience where effective communication made a positive impact on a customer interaction?

## Elaborate

Improving relationships and communication with customers

## Demonstrate

Consider demonstrating the following during the session:

- Active listening techniques, such as paraphrasing and summarizing customer concerns.
- Using appropriate body language and tone of voice to convey attentiveness and empathy.
- Adapting communication style based on customer preferences and needs.

## Activity

### Effective Communication Role-plays

1. **Objective:** To practice applying effective communication techniques in realistic customer interactions.
2. **Resources:** Role-play scenarios, timer, feedback forms.
3. **Time Duration:** 30-40 minutes.
4. **Instructions:**
  - Divide participants into pairs or small groups.
  - Provide each group with a role-play scenario that involves a customer interaction.
  - Set a time limit for each role-play (e.g., 5 minutes per role-play).
  - Instruct participants to apply effective communication techniques, focusing on active listening, clarity, empathy, and adapting communication style.
  - After each role-play, allow time for participants to provide feedback and discuss the strengths and areas for improvement.
  - Rotate roles and scenarios to provide everyone with an opportunity to practice.
  - Facilitate a group discussion to share insights, key learnings, and strategies for effective communication in customer interactions.
5. **Outcome:** Participants will practice and enhance their communication skills through realistic role-plays, enabling them to apply effective communication techniques in their customer interactions.

## Notes for Facilitation

- Encourage active participation and create a safe learning environment.
- Foster open discussions and respect diverse perspectives.
- Use a variety of teaching methods to cater to different learning styles.
- Emphasize the importance of non-verbal communication cues and their impact on customer perception.
- Discuss common communication barriers and strategies to overcome them.
- Encourage participants to practice active listening and validate their understanding of customer needs.

## Unit 5.5: Address Customer Complaints

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Identify Customer Service Problems
2. Determine ways to find solutions to customer service problems
3. Demonstrate various ways to resolve customer service problems
4. Discuss different approaches for dealing with customers in difficult situation

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. In this session, we will focus on addressing customer complaints effectively. It is crucial to handle customer complaints promptly and efficiently to maintain customer satisfaction and loyalty.
- Throughout this session, we will learn how to identify customer service problems, explore solutions, and effectively communicate solution options to customers. Let’s begin and equip ourselves with the necessary skills to address customer complaints professionally.
- During this session, we will discuss practical strategies for identifying customer service problems, generating appropriate solutions, and effectively communicating those solutions to customers.
- By the end of this session, you will have a clear understanding of the steps involved in addressing customer complaints and be better equipped to handle challenging customer situations.

### Do

- Start the session by discussing the importance of addressing customer complaints and the impact on customer satisfaction and business reputation.
- Present the key topics using visual aids or slides, explaining the process of addressing customer complaints step by step.
- Discuss techniques for identifying customer service problems, such as active listening, empathy, and gathering relevant information.
- Explore different problem-solving approaches and methods for generating solutions to customer complaints.
- Provide guidelines on effectively communicating solution options to customers, including using positive language, offering alternatives, and managing customer expectations.
- Share sample scripts or role-play scenarios to demonstrate effective communication techniques when addressing customer complaints.

- Conduct group discussions or case studies to analyze and evaluate various customer complaints and identify appropriate solutions.
- Engage participants in activities where they practice communicating solution options to customers, focusing on clarity, empathy, and professionalism.
- Summarize the main points covered in each topic to reinforce learning.

## Ask



- What are some common challenges in identifying customer service problems?
- How can active listening help in understanding and addressing customer complaints effectively?
- Can you share an experience where effective communication resolved a customer complaint?

## Demonstrate



Consider demonstrating the following during the session:

- Active listening techniques to identify and understand customer complaints.
- Generating solutions through brainstorming or problem-solving exercises.
- Role-playing customer complaint scenarios to demonstrate effective communication techniques.

## Elaborate



- Identification of Customer Service Problems
- Solutions to the Customer Service Problems
- Communicating Solution Options to Customers

## Activity



- 1. Objective:** To practice addressing customer complaints using effective communication techniques.
- 2. Resources:** Case studies or scenarios, timer, feedback forms.
- 3. Time Duration:** 30-40 minutes.
- 4. Instructions:**
  - Divide participants into pairs or small groups.
  - Provide each group with a case study or scenario involving a customer complaint.
  - Set a time limit for each role-play (e.g., 5-7 minutes per role-play).
  - Instruct participants to take turns playing the customer and the customer service representative.
  - Encourage participants to apply effective communication techniques, problem-solving skills, and solution-oriented approaches.
  - After each role-play, allow time for participants to provide feedback and discuss the strengths and areas for improvement.
  - Rotate roles and scenarios to provide everyone with an opportunity to practice.

- Facilitate a group discussion to share insights, key learnings, and strategies for effectively addressing customer complaints.
5. **Outcome:** Participants will enhance their ability to apply effective communication techniques and problem-solving skills when addressing customer complaints.

## Notes for Facilitation

- Foster a safe and respectful learning environment.
- Encourage active participation and engagement from all participants.
- Provide clear instructions and clarify any doubts or questions.
- Emphasize the importance of empathetic listening and understanding the customer's perspective when identifying customer service problems.
- Encourage participants to think creatively and consider multiple solutions to address customer complaints effectively.
- Discuss strategies for managing difficult customer interactions and resolving complaints to achieve customer satisfaction.

## Unit 5.6: Taking Actions to Resolve Customer Service Problems

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Outline the steps that are taken to resolve the issues
2. Explain the steps of resolving customer service solutions
3. Inform the customers

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. In this session, we will focus on taking actions to resolve customer service problems effectively. It is important to address customer issues promptly and efficiently to ensure customer satisfaction and maintain a positive business reputation.
- Throughout this session, we will explore tips to follow before taking action, discuss the steps involved in resolving customer service problems, and conclude with key takeaways.
- During this session, we will delve into practical strategies for identifying, analyzing, and resolving customer service problems. By the end of this session, you will have a comprehensive understanding of the necessary steps to take when faced with customer service challenges and be better equipped to provide timely and effective solutions.

### Do

- Start the session by emphasizing the importance of addressing customer service problems promptly and providing high-quality solutions.
- Present the key topics using visual aids or slides, explaining the process of taking actions to resolve customer service problems step by step.
- Discuss tips to follow before taking action, such as active listening, gathering information, and analyzing the root cause of the problem.
- Explore the steps involved in resolving customer service problems, including setting objectives, brainstorming solutions, and implementing appropriate actions.
- Provide guidelines on effective communication during the resolution process, including active listening, empathy, and clear and timely updates to customers.
- Share sample scripts or role-play scenarios to demonstrate effective communication and problem-solving techniques when resolving customer service problems.



- Conduct group discussions or case studies to analyze and evaluate different customer service problems and discuss appropriate actions to resolve them.
- Engage participants in activities where they practice applying the steps to resolve customer service problems through role-plays or simulations.
- Summarize the main points covered in each topic to reinforce learning and highlight the importance of continuous improvement and learning from customer service challenges.

## Ask

- What are some common challenges faced when trying to resolve customer service problems?
- How can active listening and empathy contribute to effective problem resolution?
- Can you share an experience where taking specific actions effectively resolved a customer service problem?

## Elaborate

- **Introduction:** Setting the context and importance of taking actions to resolve customer service problems promptly and effectively.
- **Tips to Follow before Taking Action:** Exploring techniques for active listening, information gathering, and root cause analysis before initiating problem resolution.
- **Steps to Resolve Customer Service Problems:** Discussing the key steps involved in resolving customer service problems, including objective setting, solution brainstorming, and action implementation.
- **Conclusion:** Summarizing the main learnings and emphasizing the significance of continuous improvement and customer-centric problem resolution.

## Demonstrate

Consider demonstrating the following during the session:

- Active listening techniques to understand customer service problems effectively.
- Analyzing a case study or scenario to identify the root cause of the problem.
- Role-playing customer interactions to demonstrate effective communication and problem-solving techniques during the resolution process.

## Activity

### Resolving Customer Service Problems Brainstorm

1. **Objective:** To practice applying problem-solving techniques and identifying appropriate actions to resolve customer service problems.
2. **Resources:** Case studies or scenarios, flipchart or whiteboard, markers, sticky notes.
3. **Time Duration:** 30-45 minutes.

**4. Instructions:**

- Divide participants into small groups.
- Provide each group with a case study or scenario involving a customer service problem.
- Instruct the groups to brainstorm and write down possible solutions on sticky notes.
- Encourage participants to consider the steps discussed during the session and focus on practical and feasible actions.
- After the brainstorming session, ask each group to present their solutions and explain the rationale behind their chosen actions.
- Facilitate a group discussion to compare and evaluate different solutions, highlighting effective problem-solving techniques and potential improvements.
- Summarize the main learnings from the activity and reinforce the importance of collaboration and creativity in resolving customer service problems effectively.

**5. Outcome:** Participants will enhance their problem-solving skills and gain confidence in applying appropriate actions to resolve customer service problems, ultimately improving customer satisfaction and loyalty.

**Notes for Facilitation** 

- Select customer service scenarios that are relevant to the participants' industry or organizational context
- Adjust the complexity of the scenarios based on the participants' level of experience and knowledge
- Emphasize the importance of empathy, active listening, and effective communication in resolving customer service problems
- Encourage participants to reflect on their own experiences and share any successful strategies they have used in the past

## Answers to Exercises for PHB

1. UNIT 5.1: Personal Appearance and Hygiene  
Topic 5.1.1 Establishing Organizational Image
2. UNIT 5.6: Communicating Effectively  
Topic 5.6.1 Improving Relationships and Communication with Customers
3. UNIT 5.1: Personal Appearance and Hygiene  
Topic 5.1.3 Appropriate Customer Handling
4. UNIT 5.2: Building Rapport with Customers with Clear Communication  
Topic 5.2.1 Ways of Building a Good Rapport with the Internal Customers
5. UNIT 5.2: Building Rapport with Customers with Clear Communication  
Topic 5.2.1 Ways of Building a Good Rapport with the Internal Customers
6. UNIT 5.8: Taking Actions to Resolve Customer Service Problems  
Topic 5.8.2 Tips to Follow before Taking Action
7. When explaining the importance of creating a database of customers to a co-worker, it's important to highlight the benefits and practical applications. Here's a suggested approach:
  - **Start with the context:** Begin by providing a brief overview of the business or organization you both work for. Explain that maintaining good relationships with customers is crucial for success and long-term sustainability.
  - **Emphasize the value of customer data:** Explain that a database of customers is a centralized repository of valuable information about your customers. It includes details such as contact information, purchase history, preferences, and interactions. Stress that this data is a valuable asset for the business.
  - **Personalization and enhanced customer experience:** Explain that by having a database, the organization can better understand its customers. With customer data at hand, the business can personalize interactions, tailor marketing campaigns, and offer targeted promotions. This level of personalization enhances the customer experience and fosters customer loyalty.
  - **Improved decision-making:** Highlight that a customer database provides insights into customer behavior, trends, and preferences. This data can be used to make informed business decisions, such as product development, pricing strategies, or inventory management. Explain that data-driven decision-making leads to more effective and efficient business operations.
  - **Efficient communication and customer service:** Explain that with a customer database, it becomes easier to reach out to customers for various purposes, such as updates, promotions, or addressing specific needs. It allows for more streamlined and targeted communication. Additionally, having customer information readily available enables better customer service, as representatives can quickly access relevant details to provide personalized assistance.
  - **Long-term customer retention and growth:** Illustrate that a customer database helps in building long-term relationships. By understanding customers' needs and preferences, businesses can proactively engage with them, anticipate their requirements, and provide a personalized experience that keeps them coming back. Satisfied customers are more likely to become repeat customers and advocates for the business, leading to organic growth.
  - **Security and data protection:** Address any concerns about data privacy and security. Explain that a well-designed customer database includes measures to ensure data protection and compliance with applicable regulations, such as data encryption, access controls, and privacy policies.
  - **Provide real-life examples:** Share success stories or case studies where businesses have effectively utilized customer databases to improve their operations, enhance customer satisfaction, and drive business growth.

- **Offer assistance:** Finally, offer your assistance in helping your co-worker understand and implement the process of creating a customer database. Offer to share resources, best practices, or guidance in selecting appropriate tools or software for managing customer data effectively.
8. UNIT 5.5: Understanding Customer Needs  
Topic 5.5.4 Identifying Customer Needs for Products
  9. UNIT 5.5: Understanding Customer Needs  
Topic 5.5.4 Identifying Customer Needs for Products
  10. UNIT 5.5: Understanding Customer Needs  
Topic 5.5.4 Identifying Customer Needs for Products
  11. UNIT 5.5: Understanding Customer Needs  
Topic 5.5.4 Identifying Customer Needs for Products
  12. UNIT 5.6: Communicating Effectively  
Topic 5.6.1 Improving Relationships and Communication with Customers
  13. UNIT 5.8: Taking Actions to Resolve Customer Service Problems  
Topic 5.8.3 Steps to Resolve Customer Service Solutions
  14. In a situation where a customer visits your store to buy a product that is out of stock but available at other nearby stores, it's essential to take proactive measures to ensure the customer still chooses to buy from your store. Here are some steps you can take:
    - **Apologize and acknowledge the inconvenience:** Start by expressing genuine regret for the inconvenience caused by the product being out of stock. Assure the customer that you understand their need and are committed to finding a solution.
    - **Offer alternative options:** Suggest alternative products that serve a similar purpose or offer similar features to the out-of-stock item. Provide detailed information about the alternatives, highlighting their benefits and suitability for the customer's needs. Offer your assistance in finding the best alternative that meets their requirements.
    - **Check inventory at nearby stores:** Use your store's inventory management system or contact other stores in the vicinity to determine if the desired product is available elsewhere. If possible, provide the customer with information about the availability of the product at other stores. Offer to call or check online on their behalf to save them time and effort.
    - **Provide incentives or special offers:** To encourage the customer to choose your store despite the temporary unavailability of the desired product, consider offering incentives or special promotions. This could include discounts, loyalty program benefits, free shipping, or complementary products that complement their purchase.
    - **Offer to place an order or arrange a transfer:** If the product is expected to be restocked soon or if your store has the ability to transfer products from other locations, inform the customer about these options. Offer to place an order for them and notify them when the product is available for pickup or delivery. Alternatively, if feasible, arrange for the product to be transferred from another store to ensure the customer can obtain it conveniently.
    - **Provide exceptional customer service:** Throughout the interaction, prioritize exceptional customer service. Listen attentively to the customer's needs and concerns, demonstrate empathy, and go the extra mile to meet their expectations. Offer knowledgeable assistance, answer their questions, and address any doubts or reservations they may have.
  15. UNIT 5.7: Address Customer Complaints  
Topic 5.7.1 Identification of Customer Service Problems

16. UNIT 5.7: Address Customer Complaints

Topic 5.7.1 Identification of Customer Service Problems

17. Desirable body language:

- Welcoming the customer with a smile
- Erect posture
- Open arms
- Steady handshake

18. Undesirable body language:

- Staring on mobile phones while conversing
- Staring continuously at a customer's face
- Leaning on the wall while talking
- Making faces at the customer
- Touching the customer on the shoulder while conversing
- Shoulders hunched backward

19. UNIT 5.6: Communicating Effectively

Topic 5.6.1 Improving Relationships and Communication with Customers

20. UNIT 5.8: Taking Actions to Resolve Customer Service Problems

Topic 5.8.3 Steps to Resolve Customer Service Solutions

21. UNIT 5.7: Address Customer Complaints

Topic 5.7.2 Solutions to the Customer Service Problems

Scan the QR codes or click on the link to watch the related videos



[www.youtube.com/watch?v=IQsbFaNZLm4](https://www.youtube.com/watch?v=IQsbFaNZLm4)

How to make sale effective





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सत्यमेव जयते  
GOVERNMENT OF INDIA  
MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP



N · S · D · C  
National  
Skill Development  
Corporation

Transforming the skill landscape



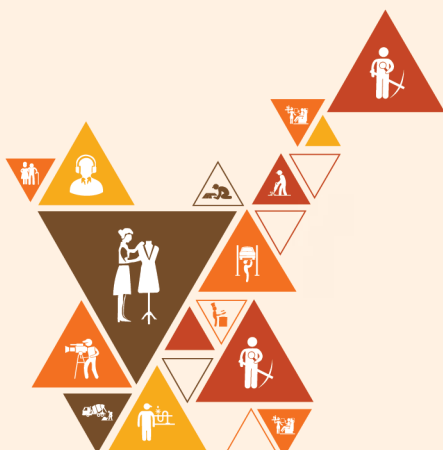
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Skill Council of India

## 6. Maintain Health and Safety

Unit 6.1 - Health and Safety at Workplace

Unit 6.2 - Waste Management



RAS/N0121

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Identify and report accidents and emergencies.
2. Discuss how to protect health and reduce safety risk
3. Follow guidelines for lifting and handling goods
4. Discuss the concept of waste management



## Unit 6.1: Health and Safety at Workplace

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Identify and report accidents and emergencies
2. Discuss how to protect health and reduce safety risk
3. Follow guidelines for lifting and handling goods

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. Today, we will be discussing important topics related to identifying and reporting accidents and emergencies, protecting health and reducing safety risks, and guidelines for lifting and handling goods.
- During this session, we will explore key concepts, best practices, and guidelines to ensure a safe and healthy work environment. Let’s engage in discussions, activities, and demonstrations to enhance our understanding of workplace safety.

### Do

- Begin by introducing the topic of health and safety at the workplace and its importance.
- Present the topics sequentially, using the provided PowerPoint presentation and visual aids to enhance understanding.
- Engage participants in discussions, ask questions, and encourage them to share their experiences and perspectives related to health and safety.
- Conduct demonstrations and interactive activities to reinforce learning and practical application of safety guidelines.
- Use case studies or scenarios to encourage critical thinking and problem-solving skills in handling accidents, emergencies, and safety risks.
- Provide clear instructions and demonstrations on proper lifting and handling techniques to minimize the risk of injuries.

## Ask

- What are some common accidents and emergencies that can occur in the workplace?
- How can you contribute to creating a safe and healthy work environment?
- What are some effective strategies for reducing safety risks in the workplace?

## Elaborate

- Identifying and Reporting Accidents and Emergencies
- Protecting the Health and Reducing Safety Risk
- Guidelines for Lifting and Handling Goods

## Demonstrate

- Demonstrate proper lifting and handling techniques, emphasizing the correct body posture, balance, and distribution of weight.
- Show the correct use of personal protective equipment (PPE) for specific workplace hazards.

## Activity

### Health and Safety at the Workplace

1. **Objective:** This activity aims to raise awareness and promote a culture of health and safety in the workplace by engaging participants in interactive discussions and practical exercises.
2. **Type of activity:** Group discussion and hands-on exercises
3. **Resources to be used:** Participant Handbook, workplace safety guidelines, hazard identification checklist, safety equipment (optional), pens, notepads, flip chart or whiteboard.
4. **Duration of the activity:** 60 minutes
5. **Steps involved:**
  - Begin by distributing the Participant Handbook, which includes essential information on workplace health and safety.
  - Facilitate a group discussion on the importance of health and safety at the workplace. Encourage participants to share their experiences, concerns, and the potential risks they have encountered.
  - Introduce workplace safety guidelines and regulations relevant to the participants' industry or organizational context. Discuss key concepts such as hazard identification, risk assessment, and safety protocols.
  - Divide participants into small groups and provide each group with a hazard identification checklist.
  - Instruct each group to conduct a safety inspection of a designated area within the workplace. They should identify potential hazards, assess the level of risk, and propose practical measures to mitigate those risks.
  - Reconvene the groups and ask each group to present their findings and recommendations. Facilitate a discussion on the identified hazards and the effectiveness of the proposed solutions.
  - Conclude the activity by summarizing the key takeaways and emphasizing the importance of collective responsibility in maintaining a safe and healthy work environment.

- 6. Outcome:** This activity enables participants to understand the significance of health and safety at the workplace and empowers them to actively contribute to maintaining a safe environment. Participants will develop skills in hazard identification, risk assessment, and proposing practical solutions. The activity also promotes teamwork, communication, and problem-solving abilities.

## Notes for Facilitation

- Customize the hazard identification checklist based on the specific hazards and risks present in the participants' workplace.
- Incorporate relevant case studies or real-life examples to illustrate the importance of health and safety.
- If available, conduct practical exercises using safety equipment or simulate emergency scenarios to enhance participants' understanding and response capabilities.
- Invite a health and safety expert or a representative from the organization's safety department to provide additional insights and guidance.

## Unit 6.2: Waste Management

### Unit Objectives

By the end of this unit, the participants will be able to:

1. State the basic definition of waste management
2. Discuss the concept of industries going green
3. List the different techniques for reducing waste in an economy
4. Explain how to save packing materials
5. List the different types of packing materials

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. Today, we will explore the importance of managing waste effectively and adopting eco-friendly practices in retail stores and e-commerce.
- Throughout this session, we will discuss various aspects of waste management, including its introduction, the concept of a green industry, common eco-friendly practices in retail stores, saving on packing materials, and different packing materials for retail and e-commerce.

### Do

- Begin by providing an overview of waste management and its significance in reducing environmental impact and promoting sustainability.
- Present the topics sequentially, using the provided PowerPoint presentation and visual aids to enhance understanding.
- Engage participants in discussions, ask questions, and encourage them to share their experiences and ideas regarding waste management.
- Conduct interactive activities, demonstrations, or case studies to reinforce learning and facilitate practical application of waste management principles.
- Encourage participants to brainstorm and propose eco-friendly practices that can be implemented in their own retail or workplace settings.
- Highlight the importance of waste sorting and recycling, and provide guidelines for proper waste disposal and recycling procedures.
- Discuss the different types of packing materials used in retail and e-commerce, their environmental impact, and strategies to reduce waste in packaging.

## Ask

- What do you think are the key reasons why waste management is important?
- Can you share any eco-friendly practices you have seen or implemented in a retail store or workplace?"
- How can retail stores reduce waste in their packaging materials?

## Elaborate

- Introduction to the Waste Management
- Green Industry and Eco-friendly
- Common Practices Adopted in Retail Stores with the Aspect of Eco-friendliness
- Saving on Packing Materials
- Different Packing Materials for Retail and E-commerce

## Demonstrate

- Demonstrate proper waste sorting and recycling procedures, including the use of designated waste bins for different types of waste (e.g., paper, plastic, glass).
- Show examples of eco-friendly packaging materials and demonstrate how to use them effectively.

## Activity

### Waste Sorting and Recycling

1. **Objective:** To reinforce the importance of waste sorting and recycling and promote practical application of waste management principles.
2. **Resources:** Waste sorting bins or containers, waste items (paper, plastic, glass, etc.)
3. **Time Duration:** 20 minutes
4. **Instructions:**
  - Set up waste sorting bins or containers labeled with different waste categories (paper, plastic, glass, etc.).
  - Divide participants into small groups.
  - Distribute waste items (paper, plastic, glass, etc.) to each group.
  - Instruct participants to sort the waste items into the corresponding bins.
  - Facilitate a group discussion on the importance of waste sorting and recycling, the challenges faced during the activity, and strategies for promoting waste reduction in their workplaces.
  - Encourage participants to share their ideas and experiences related to waste management.
5. **Outcome:** Participants will develop practical skills in waste sorting and recycling and gain a deeper understanding of the importance of waste management in retail and workplace settings.

## Notes for Facilitation

- Create an inclusive and participatory learning environment.
- Encourage active engagement and open discussions.
- Ensure clear communication and provide ample opportunities for questions and clarifications.
- Emphasize the importance of employee engagement and the role of individuals in implementing eco-friendly practices.
- Share success stories or case studies of businesses that have effectively adopted eco-friendly practices.
- Highlight the financial and environmental benefits of waste reduction and sustainable practices.

## Answers to Exercises for PHB

1. UNIT 6.1: Health and Safety at Workplace  
Topic 6.1.1 Identifying and Reporting Accidents and Emergencies
2. UNIT 6.1: Health and Safety at Workplace  
Topic 6.1.1 Identifying and Reporting Accidents and Emergencies
3. UNIT 6.1: Health and Safety at Workplace  
Topic 6.1.1 Identifying and Reporting Accidents and Emergencies
4. UNIT 6.1: Health and Safety at Workplace  
Topic 6.1.2 Protecting the Health and Reducing Safety Risk
5. UNIT 6.1: Health and Safety at Workplace  
Topic 6.1.3. Guidelines for Lifting and Handling Goods

Scan the QR codes or click on the link to watch the related videos



[www.youtube.com/watch?v=rt6QXdKafRQ&t=46s](https://www.youtube.com/watch?v=rt6QXdKafRQ&t=46s)

how to greet customers







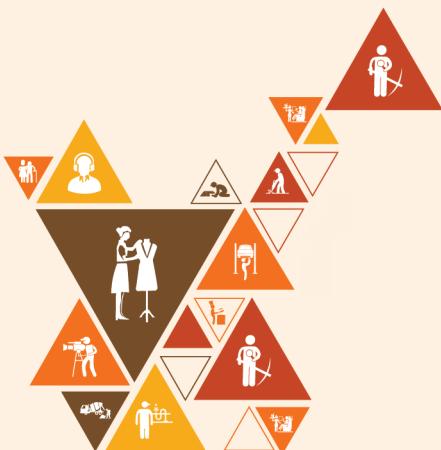
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## 7. Working in a Team

Unit 7.1 - Team Dynamics in Retail

Unit 7.2 - Working Effectively in an Organization



RAS/N0137 &  
RAS/N0138

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Discuss the role of a Team in Retail sector
2. Explain the responsibilities of an employee towards the team
3. Elaborate in detail about the working of a retail store
4. Describe the Job Responsibilities of Team leaders
5. Demonstrate problem solving skills
6. Evaluating the Progress of Organisational Coordination and Health and Safety Arrangements

## Unit 7.1: Team Dynamics in Retail

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Describe the role of a retail team
2. Describe the Team leaders' role to support the teamwork
3. Describe employees' responsibilities towards the team
4. Develop effective work habits

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, "Retail Order Fulfilment Assistant". Today, we will explore the importance of building strong relationships within a retail team, understanding the roles of team leaders and members, and developing effective work habits to enhance productivity and cohesion.
- Throughout this session, we will discuss various aspects of team dynamics in retail and provide practical strategies for creating a positive and high-performing team environment.

### Do

- Begin by introducing the topic of team dynamics and its significance in a retail setting.
- Present the topics sequentially, using the provided PowerPoint presentation and engaging visuals to facilitate understanding and discussion.
- Encourage participants to actively participate in discussions, share their experiences, and ask questions.
- Conduct activities or case studies to demonstrate and reinforce the concepts of building strong relationships, effective work habits, and the role of team leaders and members.
- Provide guidance on developing and implementing strategies to improve team dynamics in a retail environment.
- Discuss the importance of dress codes and job levels in promoting professionalism and maintaining a cohesive team.
- Summarize the key points and encourage participants to reflect on how they can apply the concepts discussed in their own work settings.

## Ask



- What do you believe are the key factors that contribute to strong relationships within a retail team?
- Can you share an example of a situation where effective teamwork positively impacted the customer experience in a retail setting?
- How can developing effective work habits contribute to a more productive and cohesive team?

## Elaborate



- Introduction
- Ways of Building Strong Relationships with Team Members
- Coaching Session
- Play a Part in Developing a Productive and Cohesive Team
- Role of Team Leader and Team Members
- Dress Codes and Job Levels
- Developing Effective Work Habits

## Demonstrate



- Demonstrate effective communication techniques, active listening, and providing constructive feedback within a retail team context.
- Model professionalism through appropriate dress and behavior in a retail setting.
- Showcase examples of effective work habits, such as task prioritization, time management, and problem-solving skills.

## Activity



### Enhancing Team Dynamics in Retail

1. **Objective:** This activity aims to improve team dynamics and collaboration within a retail environment, fostering better communication, cooperation, and productivity.
2. **Type of activity:** Group activity
3. **Resources to be used:** Flipchart paper, markers, sticky notes, pens
4. **Duration of the activity:** 60 minutes
5. **Steps involved:**
  - Divide participants into small groups of 4-6 people and provide each group with flipchart paper, markers, sticky notes, and pens.
  - Explain the importance of effective team dynamics in the retail industry and how it contributes to overall success.
  - Instruct each group to discuss and identify key challenges they face in their team dynamics. Encourage them to consider communication issues, conflicts, lack of trust, or any other relevant factors.

- Ask each group to write down their identified challenges on separate sticky notes and stick them on the flipchart paper.
  - Have the groups present their challenges to the larger group and facilitate a discussion on each one. Encourage participants to share their experiences and insights.
  - After discussing the challenges, instruct each group to brainstorm solutions and strategies for improving team dynamics. They should write these solutions on separate sticky notes and place them on the flipchart paper.
  - Facilitate a group discussion to review the proposed solutions. Encourage participants to exchange ideas and provide feedback on the effectiveness of each solution.
  - Summarize the key takeaways from the activity, emphasizing the importance of open communication, trust-building, and collaborative problem-solving in enhancing team dynamics.
- 6. Outcome:** This activity helps participants identify and address team dynamics challenges in the retail context. By working together to brainstorm solutions, participants develop a deeper understanding of effective teamwork and gain practical strategies for improving team dynamics in their workplace.

## Notes for Facilitation

- Foster an inclusive and supportive learning environment that encourages active participation and open dialogue.
- Be sensitive to participants' experiences and perspectives, promoting respect and professionalism throughout the session.
- Emphasize the significance of building positive relationships and trust among team members to enhance collaboration and achieve shared goals.
- Highlight the role of effective communication, active listening, and feedback in maintaining strong team dynamics.
- Discuss the challenges that may arise in a retail team setting, such as balancing individual goals with team objectives and addressing conflicts.

## Unit 7.2: Working Effectively in an Organization

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Describe the role of team leader and team member in a retail store
2. Demonstrate the Problem-Solving Skills
3. Evaluating the Progress of Organisational Coordination and Health and Safety Arrangements

### Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, internet connection, etc.

### Say

- Good morning and welcome to this training program, “Retail Order Fulfilment Assistant”. Today, we will explore the components of a retail sales and service team, discuss how to support the team to work effectively, and understand employees’ responsibilities towards the team and organization.
- Throughout this session, we will cover topics such as problem-solving skills, evaluating organizational coordination, dealing with accidents and emergencies, and the importance of effective team meetings.

### Do

- Begin by introducing the topic of working effectively in an organization and its significance in a retail setting.
- Present the topics sequentially, using the provided PowerPoint presentation and engaging visuals to facilitate understanding and discussion.
- Encourage participants to actively participate in discussions, share their experiences, and ask questions.
- Conduct activities or case studies to demonstrate and reinforce the concepts of effective teamwork, problem-solving, and following company policies and procedures.
- Provide guidance on evaluating organizational coordination and health and safety arrangements.
- Discuss the process of reporting accidents and emergencies promptly and using the appropriate reporting forms.
- Explain the importance of team meetings and provide tips on conducting effective and productive meetings.
- Summarize the key points and encourage participants to reflect on how they can apply the concepts discussed in their own work settings.

## Ask

- What do you believe are the key components of a retail sales and service team?
- Can you share an example of a problem you encountered at work and how you approached solving it?
- How can effective team meetings contribute to organizational coordination and team effectiveness?

## Elaborate

- Introduction
- Working in an Organisation
- Components of a Retail Sales and Service Team
- Supporting the Team Work Effectively
- Employees' Responsibilities Towards the Team
- Demonstrating Problem-Solving Skills
- Evaluating the Progress of Organisational Coordination and Health and Safety Arrangements
- Deal with Accidents and Emergencies – Follow Company Policies and Procedures
- Report Accident and Emergencies Promptly to Right Person
- Constituents of Forms for Reporting Accidents and Incidents
- Team Meetings

## Demonstrate

- Model effective communication skills, active listening, and problem-solving techniques during discussions and activities.
- Demonstrate proper reporting procedures for accidents and incidents, emphasizing the importance of accuracy, objectivity, and timely reporting.
- Showcase examples of effective team meetings, including agenda setting, facilitating discussions, and summarizing key points.

## Activity

### Enhancing Effectiveness in an Organization

1. **Objective:** This activity aims to enhance participants' understanding and skills in working effectively within an organization.
2. **Type of activity:** Group discussion and role-playing
3. **Resources to be used:** Whiteboard or flip chart, markers, notepads, pens.
4. **Duration of the activity:** 60 minutes
5. **Steps involved:**
  - Divide participants into small groups of 4-6 people and assign a facilitator for each group.
  - Provide each group with a whiteboard or flip chart and markers.
  - Introduce the topic of working effectively in an organization and explain its importance for individual and team success.

- Instruct each group to discuss and identify key factors that contribute to working effectively in an organization. Examples can include communication, collaboration, time management, adaptability, and problem-solving.
  - Ask each group to write down their identified factors on the whiteboard or flip chart.
  - Facilitate a group discussion where each group presents their identified factors. Encourage participants to share their perspectives, experiences, and insights related to the identified factors.
  - After the group discussion, distribute notepads and pens to each participant.
  - Instruct participants to individually think about and write down one scenario where they faced challenges in working effectively within their organization.
  - Ask participants to pair up and role-play their scenarios, taking turns to play the role of the employee facing the challenge and the role of a supportive colleague or supervisor offering guidance and assistance.
  - After the role-plays, reconvene the groups and facilitate a discussion to reflect on the scenarios, identify effective strategies for addressing the challenges, and share insights gained from the role-playing activity.
  - Summarize the key takeaways from the activity, emphasizing the importance of effective communication, teamwork, problem-solving, and adaptability in working effectively within an organization.
6. **Outcome:** This activity provides participants with an opportunity to discuss and reflect on the factors that contribute to working effectively in an organization. The role-playing component helps participants develop problem-solving skills and explore strategies for addressing challenges. By sharing experiences and insights, participants gain a deeper understanding of the importance of collaboration and effective communication in enhancing organizational effectiveness.

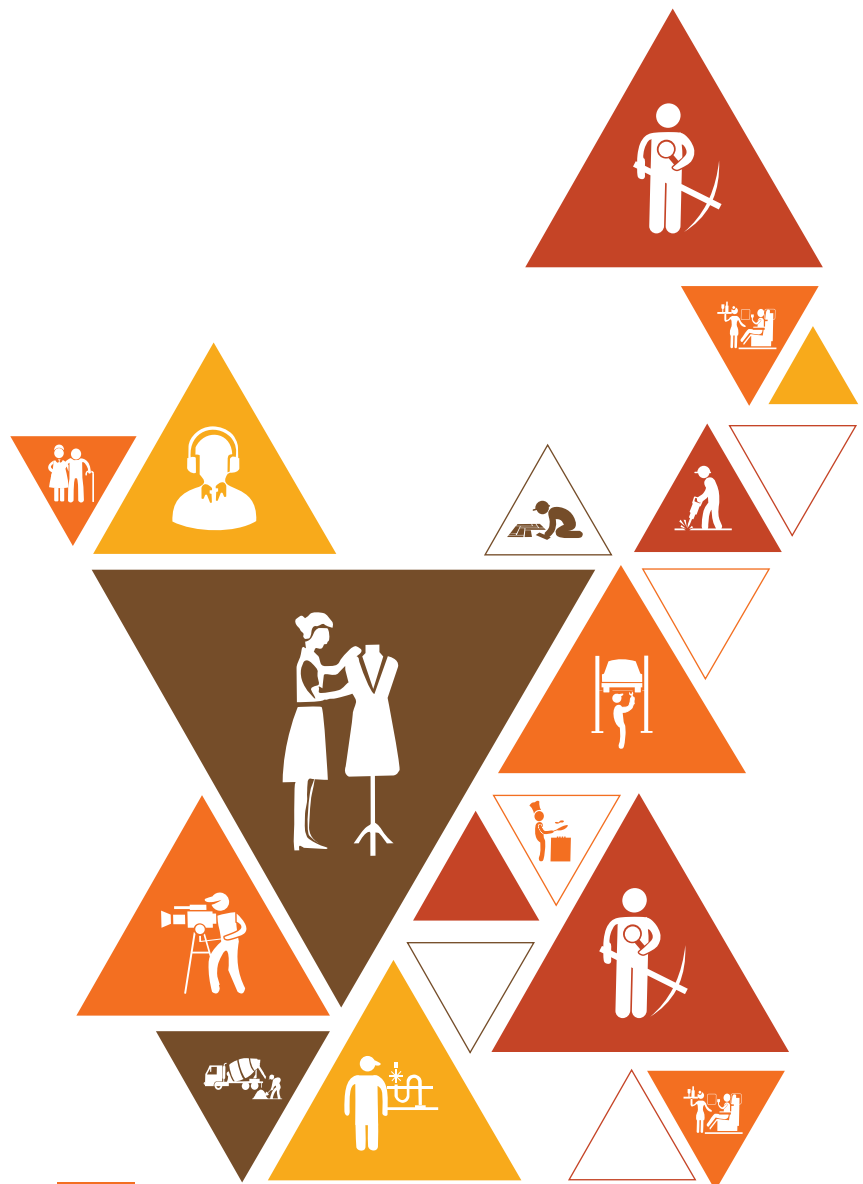
## Notes for Facilitation

- Provide relevant examples and case studies to support the discussion
- Encourage participants to draw from their own experiences when discussing effective strategies
- Offer guidance and support during the role-playing activity to ensure constructive and meaningful interactions



## Answers to Exercises for PHB

1. UNIT 7.2: Working Effectively in an Organization  
Topic 7.2.4 Supporting the Team Work Effectively
2. UNIT 7.2: Working Effectively in an Organization  
Topic 7.2.4 Supporting the Team Work Effectively
3. To address the situation of a team of ten experienced Retail Order Fulfilment Assistants not performing up to the benchmark standards, here are some measures you can take:
  - **Identify the root causes:** Conduct a thorough analysis to identify the underlying reasons for the team's underperformance. This may involve reviewing individual performance metrics, conducting team assessments, and gathering feedback from team members and stakeholders.
  - **Communicate performance expectations:** Clearly communicate the benchmark performance expectations to the team. Ensure that they understand the specific goals, targets, and quality standards they need to meet. Reinforce the importance of their role in achieving overall organizational success.
  - **Provide feedback and coaching:** Schedule individual meetings with each team member to discuss their performance, identify areas of improvement, and provide constructive feedback. Offer coaching and support to help them enhance their skills and overcome any challenges they may be facing.
  - **Identify training and development needs:** Assess the team's skill gaps and provide targeted training programs or resources to address those gaps. Offer opportunities for professional development, such as workshops, seminars, or online courses, to enhance their knowledge and capabilities.
  - **Foster a supportive team culture:** Create a supportive and collaborative team environment where team members feel comfortable sharing their challenges and seeking help from one another. Encourage knowledge sharing, collaboration, and mutual support among team members.
  - **Set clear goals and priorities:** Work with the team to establish clear goals, priorities, and action plans. Break down larger objectives into smaller, achievable tasks to help the team track progress and stay motivated. Ensure alignment between individual goals and team goals to foster a sense of shared responsibility.
  - **Encourage innovation and problem-solving:** Empower the team to come up with innovative solutions to overcome challenges and improve their performance. Encourage them to think critically, identify bottlenecks, and suggest process improvements that can enhance efficiency and productivity.
  - **Recognize and reward achievements:** Implement a system for recognizing and rewarding individual and team achievements. Celebrate milestones, acknowledge exceptional performance, and provide incentives or rewards to motivate and inspire the team.
4. UNIT 7.2: Working Effectively in an Organization  
Topic 7.2.6 Demonstrating Problem-Solving Skills
5. UNIT 7.2: Working Effectively in an Organization  
Topic 7.2.7 Evaluating the Progress of Organisational Coordination and Health and Safety Arrangements
6. UNIT 7.2: Working Effectively in an Organization  
Topic 7.2.7 Evaluating the Progress of Organisational Coordination and Health and Safety Arrangements

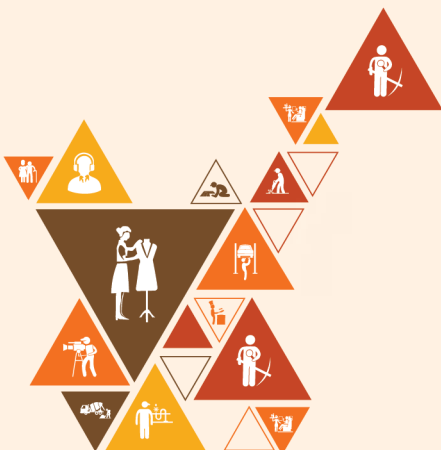




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## 8. Employability Skills



DGT/VSQ/N0102

Employability Skills is available at the following location



<https://www.skillindiadigital.gov.in/content/list>

Employability Skills



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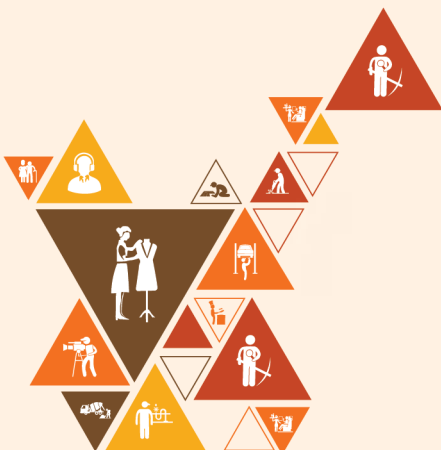


## 9. Annexures

Annexure I: Training Delivery Plan

Annexure II: Assessment Criteria

Annexure III: List of QR Codes Used in PHB



## Annexure I

### Training Delivery Plan

Training Delivery Plan			
<b>Program Name:</b>	Retail Order Fulfilment Assistant		
<b>Qualification Pack Name &amp; Ref. ID</b>	Retail Order Fulfilment Assistant & RAS/Q0303		
<b>Version No.</b>	2.0	<b>Version Update Date</b>	27/08/2024
<b>Pre-requisites to Training (if any)</b>	NIL		
<b>Training Outcomes</b>	<p><b>By the end of this program, the participants will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Receive and store goods in retail operations</li> <li>2. Deliver products to customers</li> <li>3. Process orders for customers</li> <li>4. Process payments transactions for customers</li> <li>5. Provide information and advice to meet the needs of customers</li> <li>6. Facilitate return of goods by the customers</li> <li>7. Maintain health and safety at work</li> <li>8. Build good relationships with the customers</li> <li>9. Work effectively in a Retail team</li> <li>10. Work effectively in an organisation</li> <li>11. Employability Skills</li> </ol>		

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
1.	Introduction	<b>Introduction and Ice breaker</b>	<ul style="list-style-type: none"> <li>Explain the basic definition of service fulfilment executive</li> <li>Describe the roles and responsibilities of the service fulfilment executive by performing the activity</li> </ul>	Bridge Module	Additional Reading	Additional Reading	0 Theory 00:00 Practical 00:00
		<b>Objective Settings</b>	<ul style="list-style-type: none"> <li>Explain the basic objectives attached to the study of service fulfilment executive program</li> </ul>				
		<b>Overview of the Role of Service Fulfilment Executive</b>	<ul style="list-style-type: none"> <li>Explain the meaning of service</li> <li>State the services that are provided by the service fulfilment executive</li> </ul>				
		<b>Significance of Backend Operations in Retail with Respect to Receiving, Storing, Processing and Delivering Goods/orders</b>	<ul style="list-style-type: none"> <li>Explain the meaning of backend operations</li> <li>State the difference between backend and front-end operations</li> <li>Explain the operational services that are performed by the backend operations</li> <li>Explain how the backend operations help the service fulfilment executive in performing the retail functions</li> </ul>				
		<b>Career Progression of Service Fulfilment Executive</b>	<ul style="list-style-type: none"> <li>Explain the career progression map of the service fulfilment executive</li> </ul>				

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
2.	Receiving and Storing Goods	Planning and Preparation Before Receiving Goods	<ul style="list-style-type: none"> <li>Explain the stock control system.</li> <li>Describe the methods used for controlling stock levels.</li> </ul>	RAS/N0101	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Hi-speed internet connection, Computer/ Laptop/ Tab/ Smart phone with built in camera and soft-wares: MS office, Ecommerce Website with Registration form (Online)	7 Theory 03:00 Practical 04:00
		Planning and Preparation Before Receiving Goods (Contd...)					6 Theory 03:00 Practical 03:00
		Planning and Preparation Before Receiving Goods (Contd...)	<ul style="list-style-type: none"> <li>Discuss the ways of ensuring enough storage space in the storeroom.</li> <li>List the equipment's that are important to check before receiving goods</li> </ul>				6 Theory 03:00 Practical 03:00
		Planning and Preparation Before Receiving Goods (Contd...)					6 Theory 03:00 Practical 03:00
		Receiving, Recording and Reporting Goods	<ul style="list-style-type: none"> <li>Demonstrate the steps performed in receiving goods</li> <li>Explain the concept of the delivery note</li> </ul>				6 Theory 03:00 Practical 03:00
		Receiving, Recording and Reporting Goods (Contd...)	<ul style="list-style-type: none"> <li>Explain why the refusals should be recorded</li> </ul>				6 Theory 03:00 Practical 03:00
		Receiving, Recording and Reporting Goods (Contd...)					6 Theory 03:00 Practical 03:00
		Accurately Storing Incoming Goods	<ul style="list-style-type: none"> <li>Describe the condition required for storage places</li> <li>Explain the handling procedures of perishable and non-perishable goods</li> </ul>	RAS/N0101		6 Theory 03:00 Practical 03:00	



SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Accurately Storing Incoming Goods (Contd...)					6 Theory 03:00 Practical 03:00
		Accurately Storing Incoming Goods (Contd...)	<ul style="list-style-type: none"> <li>Follow administrative procedures to ensure accurate completion of all tasks</li> <li>Explain how to rotate the stocks in order to avoid the costs of inventory wastage</li> </ul>				6 Theory 03:00 Practical 03:00
		Accurately Storing Incoming Goods (Contd...)					6 Theory 03:00 Practical 03:00
		Knowledge, Understanding and Skills to Demonstrated while Completing the Task Effectively	<ul style="list-style-type: none"> <li>Demonstrate the knowledge and skills required for receiving and storing goods</li> </ul>	RAS/ N0101			6 Theory 03:00 Practical 03:00
		Knowledge, Understanding and Skills to Demonstrated while Completing the Task Effectively (Contd...)					5 Theory 02:00 Practical 03:00
3.	Planning and Scheduling Delivery	Creating a Checklist of Equipment and Paperwork Required to Successfully Deliver Products to Customer	<ul style="list-style-type: none"> <li>List the equipment essential for delivering products</li> <li>List the important papers required for delivering products</li> </ul>	RAS/ N0102	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Hi-speed internet connection, Computer/ Laptop/ Tab/ Smart phone with built in camera and soft-wares: MS office, Ecommerce Website with Registration form (Online)	7 Theory 03:00 Practical 04:00
		Creating a Checklist of Equipment and Paperwork Required to Successfully Deliver Products to Customer (Contd...)	<ul style="list-style-type: none"> <li>Identify the important details before going for delivering products</li> <li>Explain the criterion of understanding the delivery address</li> </ul>				6 Theory 03:00 Practical 03:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Scheduling Deliveries that Make the Best Use of Time and Other Resources</b>	<ul style="list-style-type: none"> <li>Explain the delivery schedule</li> <li>Outline the criterion of drafting a delivery schedule</li> <li>Explain the concept of fuel economy</li> </ul>				6 Theory 03:00 Practical 03:00
		<b>Scheduling Deliveries that Make the Best Use of Time and Other Resources (Contd...)</b>	<ul style="list-style-type: none"> <li>Perform safe transportation and movement of products</li> <li>Explain the concept of delivery management and key performance indicators of delivery management</li> <li>Carry out the delivery of products at the agreed times</li> </ul>				6 Theory 03:00 Practical 03:00
		<b>Receiving Legal Restrictions on who can Receive Delivery</b>	<ul style="list-style-type: none"> <li>Describe the process for determining a customer's eligibility to pick up the product packages lawfully</li> <li>Follow the company procedures for identifying the correct delivery recipient</li> </ul>				6 Theory 03:00 Practical 03:00
		<b>Keeping Company Procedures in Check when Planning and Carrying Out Deliveries</b>	<ul style="list-style-type: none"> <li>State the importance of on-time delivery of products</li> <li>Discuss the impacts of early delivery of products</li> <li>Identify the scenarios of late delivery of products</li> </ul>				6 Theory 03:00 Practical 03:00
		<b>Keeping Company Procedures in Check when Planning and Carrying Out Deliveries (Contd...)</b>	<ul style="list-style-type: none"> <li>List the potential causes of late delivery of products</li> <li>Discuss the impacts of late delivery of products</li> <li>Describe the method of dealing with the late deliveries of products</li> </ul>				6 Theory 03:00 Practical 03:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Customer Satisfaction and Customer Experience during the Delivery Process</b>	<ul style="list-style-type: none"> <li>Explain the concept of customer satisfaction</li> <li>List the ways to satisfy the customers</li> <li>Explain the concept of unloading process</li> </ul>	RAS/N0102			6 Theory 03:00 Practical 03:00
		<b>Customer Satisfaction and Customer Experience during the Delivery Process (Contd...)</b>	<ul style="list-style-type: none"> <li>Discuss the appropriate ways of unloading products from the delivery truck</li> <li>Explain how to protect the products from the potential damages while unloading products</li> </ul>				6 Theory 03:00 Practical 03:00
		<b>Customer Satisfaction and Customer Experience during the Delivery Process (Contd...)</b>					6 Theory 03:00 Practical 03:00
		<b>Building Rapport with Internal and External Customers</b>	<ul style="list-style-type: none"> <li>Explain the differences between internal and external customers</li> <li>Explain the concept of rapport</li> </ul>	RAS/N0102			6 Theory 03:00 Practical 03:00
		<b>Building Rapport with Internal and External Customers (Contd...)</b>					6 Theory 03:00 Practical 03:00
		<b>Building Rapport with Internal and External Customers (Contd...)</b>	<ul style="list-style-type: none"> <li>Explain why it is essential to build rapport with the internal and external customers</li> <li>Recognize the best ways to establish a rapport with every consumer so that you are able to treat them appropriately</li> </ul>				5 Theory 02:00 Practical 03:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
4.	Processing Cash, Returns and Customer's Orders	Processing Cash and Credit Transactions	<ul style="list-style-type: none"> <li>List the types of payment</li> <li>Identify the mode of payments</li> <li>Describe the steps in processing of cash and credit transaction</li> </ul>	RAS/ N0112, RAS/ N0116 & RAS/ N0117	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Hi-speed internet connection, Computer/ Laptop/ Tab/ Smart phone with built in camera and soft-wares: MS office, Ecommerce Website with Registration form (Online)	7 Theory 03:00 Practical 04:00
		Processing Cash and Credit Transactions (Contd...)	<ul style="list-style-type: none"> <li>Explain the CODs and pre-paid processing in e-commerce</li> <li>Explain the ways how to manage customer credit accounts</li> </ul>				5 Theory 02:00 Practical 03:00
		Processing Cash and Credit Transactions (Contd...)	<ul style="list-style-type: none"> <li>Identify the features and functions of credit sales</li> <li>List the conditions that are used for credit sales</li> <li>Elaborate end of the day reconciliation report</li> </ul>				7 Theory 03:00 Practical 04:00
		Processing Cash and Credit Transactions (Contd...)	<ul style="list-style-type: none"> <li>Explain the importance of the cash handling process</li> <li>List the skills, roles, and responsibilities of the service fulfilment executive</li> </ul>				5 Theory 02:00 Practical 03:00
		Processing Returned Goods	<ul style="list-style-type: none"> <li>Why returns occur</li> <li>What all to include in the return and refund policy</li> <li>Steps of processing returned goods</li> </ul>	RAS/ N0112, RAS/ N0116 & RAS/ N0117			7 Theory 03:00 Practical 04:00
		Unloading the Goods (Contd...)					5 Theory 02:00 Practical 03:00
		Unloading the Goods (Contd...)	<ul style="list-style-type: none"> <li>List the constituents of return and refund policies</li> <li>Explain the return and refund processing of CODs and pre-paid</li> <li>Explain how to process the return of orders</li> </ul>				7 Theory 03:00 Practical 04:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Unloading the Goods (Contd...)</b>					5 Theory 02:00 Practical 03:00
		<b>Processing Customer Orders in a Retail Environment (Multi-channel/ Omni channel)</b>	<ul style="list-style-type: none"> <li>How to process the customers' orders</li> <li>Explain the backend processing of customers' orders</li> </ul>	RAS/ N0112, RAS/ N0116 & RAS/ N0117			6 Theory 03:00 Practical 03:00
		<b>Processing Customer Orders in a Retail Environment (Multi-channel/ Omni channel) (Contd..)</b>	<ul style="list-style-type: none"> <li>How to share information with the customers</li> <li>List the communication methods that facilitate in sharing of information with the customers</li> </ul>				5 Theory 02:00 Practical 03:00
5.	<b>Creating a Positive and Lasting Impression of Self and the Organization in the Customers' Minds</b>	<b>Sharing Correct Information with Customers and Staying Up to Date with Product Information</b>	<ul style="list-style-type: none"> <li>Identify the basic meaning of communication</li> <li>Explain the appropriate criterion for sharing the correct information with customers</li> </ul>	RAS/ N0124	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Hi-speed internet connection, Computer/ Laptop/ Tab/ Smart phone with built in camera and soft-wares: MS office, Ecommerce Website with Registration form (Online)	1 Theory 0.5:00 Practical 0.5:00
<b>Importance of Maintaining Records and Staying Relevant</b>		<ul style="list-style-type: none"> <li>Describe the creation and analysis of database</li> <li>Identify the uses of creating a customer database</li> <li>Explain the ways to create a database</li> </ul>	RAS/ N0124	2 Theory 01:00 Practical 01:00			
<b>Understanding Customer Needs</b>		<ul style="list-style-type: none"> <li>Identify Customer Needs for Products</li> <li>Process Customer Orders for Goods</li> <li>Inform the customers</li> </ul>	RAS/ N0124	1 Theory 0.5: 00 Practical 0.5 :00			

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Communicating Effectively</b>	<ul style="list-style-type: none"> <li>• Discuss ways to improve relationship and communication with customers</li> <li>• Explain the need to maintain the balance between customer and organizational needs</li> <li>• State the significance of meeting and exceeding customer expectations and manage moments of truth</li> </ul>	RAS/ N0124			2 Theory 01:00 Practical 01:00
		<b>Address Customer Complaints</b>	<ul style="list-style-type: none"> <li>• Identify Customer Service Problems</li> <li>• Determine ways to find solutions to customer service problems</li> <li>• Demonstrate various ways to resolve customer service problems</li> <li>• Discuss different approaches for dealing with customers in difficult situation</li> </ul>	RAS/ N0124			2 Theory 01:00 Practical 01:00
		<b>Taking Actions to Resolve Customer Service Problems</b>	<ul style="list-style-type: none"> <li>• Outline the steps that are taken to resolve the issues</li> <li>• Explain the steps of resolving customer service solutions</li> <li>• Inform the customers</li> </ul>	RAS/ N0124			2 Theory 01:00 Practical 01:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
6.	Maintain Health and Safety	Health and Safety at Workplace	<ul style="list-style-type: none"> <li>Identify and report accidents and emergencies</li> <li>Discuss how to protect health and reduce safety risk</li> <li>Follow guidelines for lifting and handling goods</li> </ul>	RAS/N0121	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Hi-speed internet connection, Computer/ Laptop/ Tab/ Smart phone with built in camera and soft-wares: MS office, Ecommerce Website with Registration form (Online)	4 Theory 02:00 Practical 02:00
		Waste Management	<ul style="list-style-type: none"> <li>State the basic definition of waste management</li> <li>Discuss the concept of industries going green</li> <li>List the different techniques for reducing waste in an economy</li> <li>Explain how to save packing materials</li> <li>List the different types of packing materials</li> </ul>	RAS/N0121			6 Theory 03:00 Practical 03:00
7.	Working in a Team	Team Dynamics in Retail	<ul style="list-style-type: none"> <li>Describe the role of a retail team</li> <li>Describe the Team leaders' role to support the team-work</li> </ul>	RAS/N0137 & RAS/N0138	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Hi-speed internet connection, Computer/ Laptop/ Tab/ Smart phone with built in camera and soft-wares: MS office, Ecommerce Website with Registration form (Online)	7 Theory 03:00 Practical 04:00
		Team Dynamics in Retail (Contd..)	<ul style="list-style-type: none"> <li>Describe employees' responsibilities towards the team</li> <li>Develop effective work habits</li> </ul>				7 Theory 03:00 Practical 04:00
		Working Effectively in an Organization	<ul style="list-style-type: none"> <li>Describe the role of team leader and team member in a retail store</li> <li>Demonstrate the Problem-Solving Skills</li> </ul>	RAS/N0137 & RAS/N0138			7 Theory 03:00 Practical 04:00
		Working Effectively in an Organization (Contd...)					7 Theory 03:00 Practical 04:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Working Effectively in an Organization (Contd...)</b>	<ul style="list-style-type: none"> <li>Evaluating the Progress of Organisational Coordination and Health and Safety Arrangements</li> </ul>				7 Theory 03:00 Practical 04:00
8	Employability Skills	<b>Introduction to Employability Skills</b>	<ul style="list-style-type: none"> <li>Discuss the Employability Skills required for jobs in various industries</li> <li>List different learning and employability related GOI and private portals and their usage</li> </ul>	DGT/VSQ/N0102	Classroom lecture/PowerPoint Presentation/Question & Answer and Group Discussion	LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards, Display Racks - Gondola / Shelves, Display/Boards/Standees for product categories and offers(-Different Types), Calculator, Stock Amirah, Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), Dummy Products (Products with ad – on accessories such as mobile handsets with ear phones etc.)	1.5 Hours
		<b>Constitutional values - Citizenship</b>	<ul style="list-style-type: none"> <li>Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen</li> <li>Show how to practice different environmentally sustainable practices.</li> </ul>				1.5 Hours



SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Becoming a Professional in the 21st Century</b>	<ul style="list-style-type: none"> <li>• Discuss importance of relevant 21st century skills.</li> <li>• Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.</li> <li>• Describe the benefits of continuous learning.</li> </ul>				2.5 Hours
		<b>Basic English Skills</b>	<ul style="list-style-type: none"> <li>• Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone</li> <li>• Read and interpret text written in basic English</li> <li>• Write a short note/ paragraph / letter/e-mail using basic English</li> </ul>				10 Hours

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Career Development &amp; Goal Setting</b>	<ul style="list-style-type: none"> <li>Create a career development plan with well-defined short- and long-term goals</li> </ul>			Point of with barcode, specifications, price tags, VM elements (Mannequins - Full/ Half Bust, Dangers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Light box); Signage Board; Offer /Policy Signage), Shopping Basket/ Shopping Cart, Dummy Fire Extinguishers	2 Hours
		<b>Communication Skills</b>	<ul style="list-style-type: none"> <li>Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.</li> <li>Explain the importance of active listening for effective communication</li> <li>Discuss the significance of working collaboratively with others in a team</li> </ul>				5 Hours
		<b>Diversity &amp; Inclusion</b>	<ul style="list-style-type: none"> <li>Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD</li> <li>Discuss the significance of escalating sexual harassment issues as per POSH act.</li> </ul>				2.5 Hours

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Financial and Legal Literacy</b>	<ul style="list-style-type: none"> <li>Outline the importance of selecting the right financial institution, product, and service</li> <li>Demonstrate how to carry out offline and online financial transactions, safely and securely</li> <li>List the common components of salary and compute income, expenditure, taxes, investments etc.</li> <li>Discuss the legal rights, laws, and aids</li> </ul>				5 Hours
		<b>Essential Digital Skills</b>	<ul style="list-style-type: none"> <li>Describe the role of digital technology in today's life</li> <li>Demonstrate how to operate digital devices and use the associated applications and features, safely and securely</li> <li>Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely</li> <li>Create sample word documents, excel sheets and presentations using basic features</li> </ul>				10 Hours

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Entrepreneurship</b>	<ul style="list-style-type: none"> <li>Explain the types of entrepreneurship and enterprises</li> <li>Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan</li> <li>Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement</li> <li>Create a sample business plan, for the selected business opportunity</li> </ul>				7 Hours
		<b>Customer Service</b>	<ul style="list-style-type: none"> <li>Describe the significance of analyzing different types and needs of customers</li> <li>Explain the significance of identifying customer needs and responding to them in a professional manner.</li> <li>Discuss the significance of maintaining hygiene and dressing appropriately</li> </ul>				5 Hours

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Getting Ready for apprenticeship &amp; Jobs</b>	<ul style="list-style-type: none"> <li>• Create a professional Curriculum Vitae (CV)</li> <li>• Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively</li> <li>• Discuss the significance of maintaining hygiene and confidence during an interview</li> <li>• Perform a mock interview</li> <li>• List the steps for searching and registering for apprenticeship opportunities</li> </ul>				8 Hours
<b>Total</b>							<b>Theory</b> <b>150:00</b> <b>Practical</b> <b>180:00</b>
<b>OJT</b>							<b>60:00</b>
<b>Total Duration</b>							<b>Theory +</b> <b>Practical</b> <b>+ OJT</b> <b>+ ES =</b> <b>390:00</b>

## Annexure II

### Assessment Criteria

#### CRITERIA FOR ASSESSMENT OF TRAINEES

Assessment Criteria for Retail Order Fulfilment Assistant	
Job Role	Retail Order Fulfilment Assistant
Qualification Pack	RAS/Q0303 V2.0
Sector Skill Council	Retailers Association's Skill Council of India

S. No.	Guidelines for Assessment
1.	Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council.
2.	Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS.
3.	SSC will lay down proportion of marks for Theory and Skills Practical for each Element/ PC.
4.	Individual NCVET recognised assessment agencies will prepare the theory and practical question papers
5.	The assessments will be conducted by individual NCVET recognised assessment agencies as per the SOP.
6.	Every learner/ candidate appearing for the assessment must possess the OJT completion certificate from the employer to undertake the assessments under this qualification.
7.	Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
8.	To pass the Qualification Pack assessment, every trainee should score a minimum of 50% aggregate passing percentage recommended at QP Level.
9.	In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.
10.	For detailed guidelines SOP on assessments can be referred to on the RASCI website.

Assessment Outcomes	Assessment Criteria for Outcomes	Marks Allocation	
		Theory	Skills Practical
<b>RAS/N0101: To receive and store goods in retail operations</b>	<i>Prepare to receive goods</i>	<b>20</b>	<b>20</b>
	PC1. Identify quantity and nature of goods to be received.	5	5
	PC2. confirm appropriate storage space availability.	2.5	2.5
	PC3. check and confirm that all equipment required for receipt and movement of goods is available and in good working order.	2.5	2.5
	PC4. complete required paperwork , checking for accuracy and completeness.	5	5

	PC5. ensure that the area for receiving goods is clean, tidy and free from obstruction and perils.	2.5	2.5
	PC6. report any shortfall in space or malfunction with equipment to supervisor	2.5	2.5
	<i>Receive Goods</i>	<b>10</b>	<b>10</b>
	PC7. check that all goods as detailed in the delivery note have been received.	2.5	2.5
	PC8. record refusals accurately following organisational standard operating procedures.	5	5
	PC9. accurately update stock control systems to reflect receipt of goods.	2.5	2.5
	<i>Store goods</i>	<b>20</b>	<b>20</b>
	PC10. confirm storage requirements and conditions for the incoming goods.	5	5
	PC11. ensure appropriate handling procedures for perishable and non-perishable goods is in place.	5	5
	PC12. follow all relevant legislation and organisation policies and procedures.	5	5
	PC13. complete all administrative procedures to ensure appropriate rotation of goods.	5	5
	<b>NOS Total</b>	<b>50</b>	<b>50</b>
<b>RAS/N0102: To deliver products to customers</b>	<i>Delivery of products to customers</i>	<b>50</b>	<b>50</b>
	PC1. Use the stock control system to identify current stock levels, the stock levels needed and any shortfalls in stock.	2.5	2.5
	PC2. check that he/she has the equipment and paperwork needed for the delivery.	2.5	2.5
	PC3. check that he/she has all the delivery details needed and that he/she knows how to get to the delivery address.	2.5	2.5
	PC4. plan a schedule of deliveries which makes the best use of time and other resources.	2.5	2.5
	PC5. check that he/she has enough fuel for the delivery schedule and follow company procedures for getting more fuel if needed.	5	5
	PC6. transport products and equipment safely and securely.	2.5	2.5
	PC7. deliver products at the times agreed with the customer.	2.5	2.5
	PC8. take action in line with company procedures if you expect to arrive at the customers premises early or late.	5	5
	PC9. follow company procedures for ensuring that deliveries are left only with individuals who may legally receive them.	5	5
	PC10. take action in line with company procedures if no one is available who can receive the delivery or if the customer rejects the delivery.	5	5
	PC11. unload orders safely and in ways which protect the orders from damage.	5	5
	PC12. treat the customer courteously throughout the delivery process.	5	5

	PC13. update records of delivery and nondelivery promptly and in line with company procedures.	5	5
	<b>NOS Total</b>	<b>50</b>	<b>50</b>
<b>RAS/N0112: To process customer orders for goods</b>	<i>Check the availability</i>	<b>20</b>	<b>20</b>
	PC1. identify customers needs accurately by asking suitable questions.	5	5
	PC2. identify the goods that will meet customers needs and check with customers that these are satisfactory.	2.5	2.5
	PC3. find out who can supply the goods needed and on what terms.	5	5
	PC4. keep customers informed of progress in finding the goods they need.	2.5	2.5
	PC5. give customers clear, accurate and complete information about the availability of goods and the terms of supply.	5	5
	<i>Process orders for customers</i>	<b>30</b>	<b>30</b>
	PC6. follow legal and company procedures for checking the customers identity and credit status.	2.5	2.5
	PC7. follow company policy for offering to order goods the customer needs if they are not in stock.	2.5	2.5
	PC8. prepare accurate, clear and complete information about the order & pass this information to people responsible for fulfilment.	5	5
	PC9. provide accurate, clear, complete and timely information to those responsible for issuing the invoice.	5	5
	PC10. tell the right person promptly when he/she cannot process an order and explain the reasons clearly.	5	5
	PC11. let the customer know promptly and politely if their order cannot be delivered within the agreed time.	5	5
	PC12. store customers details securely and show them only to people who have a right to see them.	5	5
	<b>NOS Total</b>	<b>50</b>	<b>50</b>
<b>RAS/N0116: To process cash and credit transactions</b>	<i>Process customer credit</i>	<b>20</b>	<b>20</b>
	PC1. follow company guidelines for setting customer credit limits.	2.5	2.5
	PC2. check customer accounts accurately and at suitable intervals to check that payments are up to date.	2.5	2.5
	PC3. promptly investigate reasons for missed payments and accurately record the findings.	2.5	2.5
	PC4. identify customers who go over their credit limits and report the findings promptly to the right person.	5	5
	PC5. act promptly and within company guidelines to deal with customers who go over their credit limits.	2.5	2.5
	PC6. report to the right person the results of the action taken to deal with customers who go over their credit limits	5	5
	<i>Process payments made to customer accounts</i>	<b>17.5</b>	<b>17.5</b>
	PC7. check that payments from customers are valid and accurate.	2.5	2.5
	PC8. record payments from customers promptly and accurately.	2.5	2.5



	PC9. record clearly and accurately the reasons why payments are overdue.	2.5	2.5
	PC10. identify problems accurately and sort them out promptly.	2.5	2.5
	PC11. tell the right person promptly about any problems that he/she cannot sort out.	5	5
	PC12. store collected payments securely and in line with company procedures.	2.5	2.5
	PC13. check that charges made to customer accounts are correct.	2.5	2.5
	PC14. check that credits made to customer accounts are correct.	2.5	2.5
	PC15. identify and sort out problems with customer accounts.	2.5	2.5
	PC16. tell the right person about problems with customer accounts that he/she cannot sort out or that are beyond his/her responsibility and control.	5	5
	<b>NOS Total</b>	<b>50</b>	<b>50</b>
<b>RAS/N0117: To process returned goods</b>	<i>Help customers who need to return goods</i>	<b>25</b>	<b>25</b>
	PC1. check clearly and politely with the customer what goods they want to return and their reasons.	5	5
	PC2. apologise promptly if the company appears to be at fault.	2.5	2.5
	PC3. follow legal & company requirements for offering replacements and refunds, and explain these to the customer clearly & politely.	2.5	2.5
	PC4. explain to the customer clearly and politely the action to be taken, and any charges that apply.	5	5
	PC5. pick out accurately the replacement goods and follow company procedures for preparing them to be sent out.	5	5
	PC6. explain to the customer accurately, clearly and politely the arrangements for returning the unwanted goods.	5	5
	<i>Process returns of goods</i>	<b>25</b>	<b>25</b>
	PC7. check accurately the type, quantity and condition of returned goods.	5	5
	PC8. give accurate and complete information to the person who can raise a credit note or refund the payment.	5	5
	PC9. update the stock control system promptly, accurately and fully.	5	5
	PC10. label clearly any goods that are to be returned to the supplier or manufacturer.	5	5
	PC11. move returned goods to the correct place and position unsaleable goods separately from sales stock.	5	5
	<b>NOS Total</b>	<b>50</b>	<b>50</b>
<b>RAS/N0124: To Provide Information and Advice to Customers</b>	<i>Provide information and advice to meet the needs of customers</i>	<b>32.5</b>	<b>32.5</b>
	PC1. acknowledge promptly and politely customers requests for information and advice.	5	5

	PC2. identify the customers needs for information and advice.	5	5
	PC3. communicate information and advice to customers in ways they can understand.	5	5
	PC4. provide relevant, complete, accurate and up-to-date information and advice to customers.	5	5
	PC5. check politely that the information and advice provided meets the customers needs.	5	5
	PC6. find other ways to help the customer when the information and advice given is not satisfactory.	5	5
	PC7. refer requests for information or advice to the right person when he/she cannot help the customer.	2.5	2.5
	<i>Help customers sort out complaints</i>	<b>17.5</b>	<b>17.5</b>
	PC8. identify the nature of the complaint from information obtained from customers.	5	5
	PC9. acknowledge the complaint clearly and accurately and apologise to the customer.	2.5	2.5
	PC10. follow legal requirements and company policies and procedures for dealing with complaints.	5	5
	PC11. promptly refer compliants to the right person & explain the referral procedure clearly to the customer, when it is beyond his/her responsibility to sort them.	5	5
	<i>Take action to resolve customer service problems</i>	-	-
	PC12. discuss and agree the options for solving the problem with your customer.	-	-
	PC13. take action to implement the option agreed with your customer.	-	-
	PC14. work with others and your customer to make sure that any promises related to solving the problem are kept.	-	-
	PC15. keep your customer fully informed about what is happening to resolve problem.	-	-
	PC16. check with your customer to make sure the problem has been resolved to their satisfaction.	-	-
	PC17. give clear reasons to your customer when the problem has not been resolved to their satisfaction.	-	-
	<b>NOS Total</b>	<b>50</b>	<b>50</b>
<b>RAS/N0121: To Maintain Health and Safety -v2</b>	<i>Identify and report accidents and emergencies</i>	<b>15</b>	<b>15</b>
	PC1. notice and correctly identify accidents and emergencies.	2.5	2.5
	PC2. get help promptly and in the most suitable way.	2.5	2.5
	PC3. follow company policy and procedures for preventing further injury while waiting for help to arrive.	2.5	2.5
	PC4. act within the limits of his/her responsibility and authority when accidents and emergencies arise.	2.5	2.5
	PC5. promptly follow instructions given by senior staff and the emergency services.	5	5
	<i>Protect health and safety as you work</i>	<b>10</b>	<b>10</b>

	PC6. follow company procedures and legal requirements for reducing health and safety risks as far as possible while working.	2.5	2.5
	PC7. use safety equipment correctly and in the right situations.	2.5	2.5
	PC8. get advice and help from the right people when he/she concerned about his ability to work safely.	2.5	2.5
	PC9. take suitable safety measures before lifting to protect himself/herself and other people.	2.5	2.5
	<i>Lift and handle goods safely</i>	<b>12.5</b>	<b>12.5</b>
	PC10. use approved lifting and handling techniques.	2.5	2.5
	PC11. check that any equipment he/she needs to use is fit for use.	2.5	2.5
	PC12. use lifting and handling equipment in line with company guidelines and manufacturers instructions.	2.5	2.5
	PC13. plan a safe and efficient route for moving goods.	2.5	2.5
	PC14. make sure that he/she understands his/her own responsibilities when he/she asks others to help in lifting and handling operations.	2.5	2.5
	<i>Manage waste</i>	<b>12.5</b>	<b>12.5</b>
	PC15. follow company procedures in preparing waste for disposal	2.5	2.5
	PC16. dispose of waste in ways that are safe and hygienic and that meet legal and company requirements for recycling	2.5	2.5
	PC17. follow company procedures for re- useable and recyclable waste materials	2.5	2.5
	PC18. follow company procedures to recycle unwanted packaging materials	2.5	2.5
	PC19. dispose of food waste in line with company and legal food safety requirements	2.5	2.5
	<b>NOS Total</b>	<b>50</b>	<b>50</b>
<b>RAS/N0137: To work effectively in a retail team</b>	<i>Support the work team</i>	<b>22.5</b>	<b>22.5</b>
	PC1. display courteous and helpful behaviour at all times	5	5
	PC2. take opportunities to enhance the level of assistance offered to colleagues	2.5	2.5
	PC3. meet all reasonable requests for assistance within acceptable workplace timeframes	2.5	2.5
	PC4. complete allocated tasks as required	2.5	2.5
	PC5. seek assistance when difficulties arise	2.5	2.5
	PC6. use questioning techniques to clarify instructions or responsibilities	5	5
	PC7. identify and display a non discriminatory attitude in all contacts with customers and other staff members	2.5	2.5

	<i>Maintain personal presentation</i>	5	5
	PC8. observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact	2.5	2.5
	PC9. follow personal hygiene procedures according to organisational policy and relevant legislation	2.5	2.5
	<i>Develop effective work habits</i>	5	5
	PC10. interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task	5	5
	<i>Review changes that promote continuous improvement in customer service</i>	17.5	17.5
	PC11. interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying	2.5	2.5
	PC12. ask questions to seek and clarify workplace information	5	5
	PC13. plan and organise daily work routine within the scope of the job role	5	5
	PC14. prioritise and complete tasks according to required timeframes	2.5	2.5
	PC15. identify work and personal priorities and achieve a balance between competing priorities	2.5	2.5
	<b>NOS Total</b>	<b>50</b>	<b>50</b>
<b>RAS/N0138: To work effectively in an organisation</b>	<i>Support effective team working</i>	<b>15</b>	<b>15</b>
	PC1. share work fairly with colleagues, taking account of own and others preferences, skills and time available	2	2
	PC2. make realistic commitments to colleagues and do what has been promised	2	2
	PC3. let colleagues know promptly if he/she will not be able to do what has been promised and suggest suitable alternatives	2	2
	PC4. encourage and support colleagues when working conditions are difficult	2	2
	PC5. encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect	2	2
	PC6. follow the companys health and safety procedures while working	1	1
	PC7. adapt appropriate behaviour and communication standards with colleagues and customers of different Gender	1	1
	PC8. adapt behaviour that is appropriate with customers, colleagues and stakeholders with disability	1	1
	PC9. select the most appropriate method of communication to suit the gender, age and culture of the colleague or customer	1	1
	PC10. respond to people with disabilities in a manner that upholds their self-respect	1	1
	<i>Help plan and organise own learning</i>	<b>12.5</b>	<b>12.5</b>






	PC11. discuss and agree with the right people goals that are relevant, realistic and clear	2.5	2.5
	PC12. identify the knowledge and skills needed to achieve his/her goals	2.5	2.5
	PC13. agree action points and deadlines that are realistic, taking account of past learning experiences and the time and resources available for learning	2.5	2.5
	PC14. regularly check his/her progress and, when necessary, change the way of working	2.5	2.5
	PC15. ask for feedback on his/her progress from those in a position to give it, and use their feedback to improve his/her performance	2.5	2.5
	<i>Help others learn</i>	<b>22.5</b>	<b>22.5</b>
	PC16. encourage colleagues to ask him/her for work-related information or advice that he/she is likely to be able to provide	2.5	2.5
	PC17. notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice	2.5	2.5
	PC18. give clear, accurate and relevant information and advice relating to tasks and procedures	5	5
	PC19. explain and demonstrate procedures clearly, accurately and in a logical sequence	2.5	2.5
	PC20. encourage colleagues to ask questions if they don't understand the information and advice given to them	2.5	2.5
	PC21. give colleagues opportunities to practice new skills, and give constructive feedback	2.5	2.5
	PC22. check that health, safety and security are not compromised when helping others to learn	2	2
	PC23. provide equal learning opportunities to colleagues across different genders	2	2
	PC24. adapt appropriate style and techniques of training while delivering training and coaching to people with disability	1	1
	<b>NOS Total</b>	<b>50</b>	<b>50</b>
<b>DGT/VSQ/N0102:</b>	<i>Introduction to Employability Skills</i>	<b>1</b>	<b>1</b>
<b>Employability Skills (60 Hours)</b>	PC1. identify employability skills required for jobs in various industries	-	-
	PC2. identify and explore learning and employability portals	-	-
	<i>Constitutional values – Citizenship</i>	<b>1</b>	<b>1</b>
	PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-
	PC4. follow environmentally sustainable practices	-	-
	<i>Becoming a Professional in the 21st Century</i>	<b>2</b>	<b>4</b>
	PC5. recognize the significance of 21st Century Skills for employment	-	-

PC6. practice the 21st Century Skills such as Self- Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-
<i>Basic English Skills</i>	<b>2</b>	<b>3</b>
PC7. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-
PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-
PC9. write short messages, notes, letters, e-mails etc. in English	-	-
<i>Career Development &amp; Goal Setting</i>	<b>1</b>	<b>2</b>
PC10. understand the difference between job and career	-	-
PC11. prepare a career development plan with short- and long-term goals, based on aptitude	-	-
<i>Communication Skills</i>	<b>2</b>	<b>2</b>
PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-
PC13. work collaboratively with others in a team	-	-
<i>Diversity &amp; Inclusion</i>	<b>1</b>	<b>2</b>
PC14. communicate and behave appropriately with all genders and PwD	-	-
PC15. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-
<i>Financial and Legal Literacy</i>	<b>2</b>	<b>3</b>
PC16. select financial institutions, products and services as per requirement	-	-
PC17. carry out offline and online financial transactions, safely and securely	-	-
PC18. identify common components of salary and compute income, expenses, taxes, investments etc	-	-
PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-
<i>Essential Digital Skills</i>	<b>3</b>	<b>4</b>
PC20. operate digital devices and carry out basic internet operations securely and safely	-	-
PC21. use e-mail and social media platforms and virtual collaboration tools to work effectively	-	-
PC22. use basic features of word processor, spreadsheets, and presentations	-	-
<i>Entrepreneurship</i>	<b>2</b>	<b>3</b>
PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-
PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-






PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the po-tential business opportunity	-	-
<i>Customer Service</i>	<b>1</b>	<b>2</b>
PC26. identify different types of customers	-	-
PC27. identify and respond to customer requests and needs in a professional manner.	-	-
PC28. follow appropriate hygiene and grooming standards	-	-
<i>Getting ready for apprenticeship &amp; Jobs</i>	<b>2</b>	<b>3</b>
PC29. create a professional Curriculum vitae (Ré-sumé)	-	-
PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-
PC31. apply to identified job openings using offline/online methods as per requirement	-	-
PC32. answer questions politely, with clarity and confidence, during recruitment and selection	-	-
PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-
<b>NOS Total</b>	<b>20</b>	<b>30</b>

## Annexure III

## List of QR Codes Used in PHB

Module No.	Unit No.	Topic Name	Page No. in FG	Link for QR Code (s)	QR code (s)
1. Introduction	UNIT 1.1: Introduction and Ice Breaker	1.1.1 Introduction	14	<a href="http://www.youtube.com/watch?v=FXHD4VPWkrk">www.youtube.com/watch?v=FXHD4VPWkrk</a>	 Be a successful sales person
	UNIT 1.5: Career Progression of Retail Order Fulfilment Assistant	1.5.1 Career Progression	14	<a href="http://www.youtube.com/watch?v=Gm-agMsfu0s&amp;t=40s">www.youtube.com/watch?v=Gm-agMsfu0s&amp;t=40s</a>	 English phrases for sales person
	UNIT 1.4: Significance of Backend Operations in Retail with Respect to Receiving, Storing, Processing and Delivering Goods/orders	1.4.1 Role of Backend Operations in Retail Sector	14	<a href="https://www.youtube.com/watch?v=xOkRogadXqk">https://www.youtube.com/watch?v=xOkRogadXqk</a>	 Types of Retail Formats
2. Receiving and Storing Goods	UNIT 2.1: Planning and Preparation Before Receiving Goods	2.1.1 Stock Control System	28	<a href="http://www.bakercommunications.com/sales-training-videos.Htm">www.bakercommunications.com/sales-training-videos.Htm</a>	 Sales training video
		2.1.1 Stock Control System	28	<a href="https://www.youtube.com/watch?v=jxCG9MxIoK0&amp;t=44s">https://www.youtube.com/watch?v=jxCG9MxIoK0&amp;t=44s</a>	 Stock management(FIFO/LIFO)



Module No.	Unit No.	Topic Name	Page No. in FG	Link for QR Code (s)	QR code (s)
		2.1.1 Stock Control System	28	<a href="https://www.youtube.com/watch?v=r7FoV4XoAaw">https://www.youtube.com/watch?v=r7FoV4XoAaw</a>	 Maintain stock in the retail store RFID
	UNIT 2.2: Receiving, Recording and Reporting Goods	2.2.1 Rituals Followed Out in Receiving Goods	28	<a href="https://www.youtube.com/watch?v=7Ls47gOpNOA">https://www.youtube.com/watch?v=7Ls47gOpNOA</a>	 Rotation of stock
		2.2.1 Rituals Followed Out in Receiving Goods	28	<a href="https://www.youtube.com/watch?v=ehcjne9-Lto">https://www.youtube.com/watch?v=ehcjne9-Lto</a>	 POS machine use
5. Creating a Positive and Lasting Impression of Self and the Organization in the Customers' Minds	UNIT 5.1: Sharing Correct Information with Customers and Staying up to Date with Product Information	Establishing Organizational Image	83	<a href="http://www.youtube.com/watch?v=IQsbFaNZLm4">www.youtube.com/watch?v=IQsbFaNZLm4</a>	 How to make sale effective
6. Maintain Health and Safety	UNIT 6.1: Health and Safety at Workplace	6.1.1 Identifying and Reporting Accidents and Emergencies	93	<a href="http://www.youtube.com/watch?v=rt6QXdKafRQ&amp;t=46s">www.youtube.com/watch?v=rt6QXdKafRQ&amp;t=46s</a>	 how to greet customers

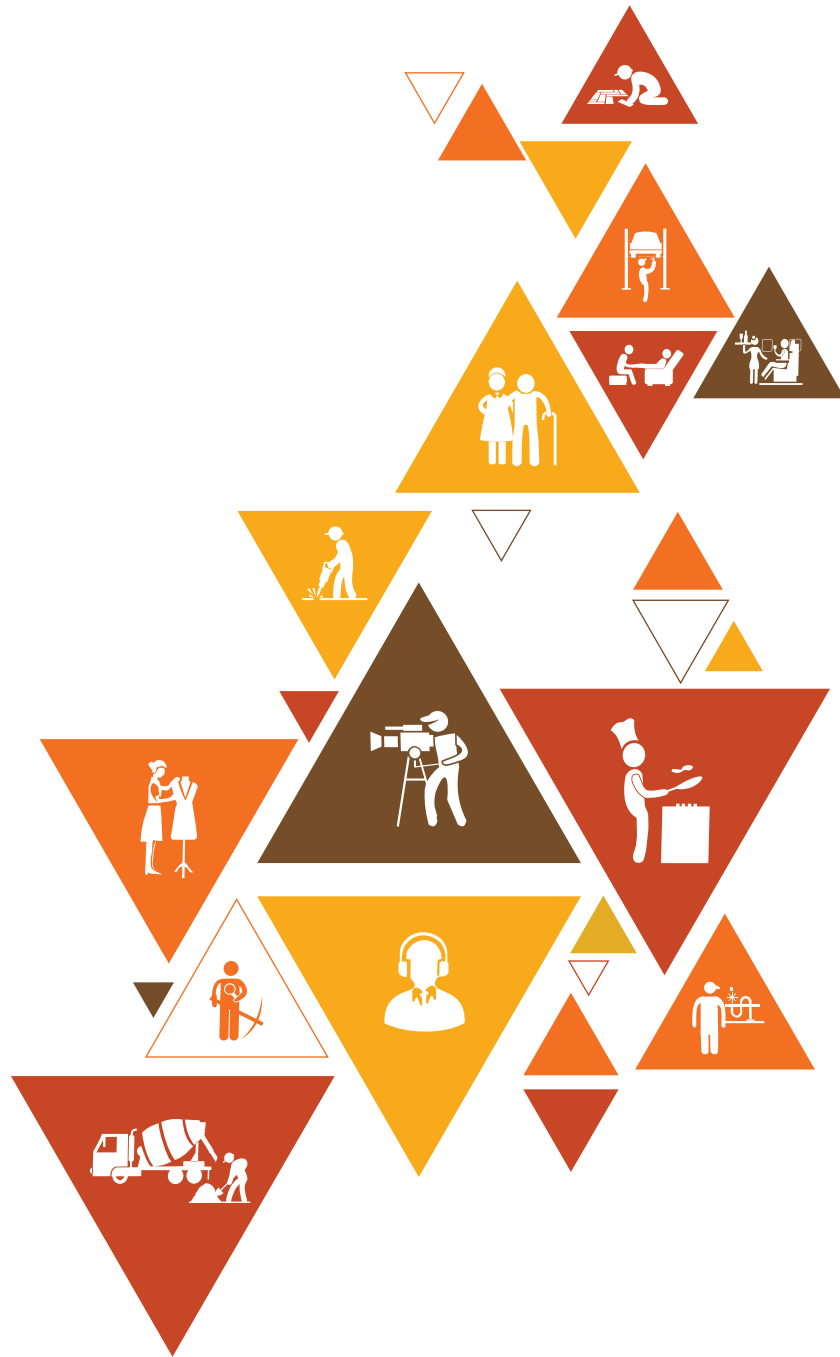
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