

Qualification Pack



Retail Sales Associate

QP Code: RAS/Q0104

Version: 3.0

NSQF Level: 3

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RAS/Q0104: Retail Sales Associate

Brief Job Description

Individuals in this position interact with customers by giving specialized service and product demonstrations to maximize business in a retail environment whilst striving for continuous improvements in levels of services rendered.

Personal Attributes

The individual needs to be physically fit to withstand working in a retail environment whilst being customer responsive. They need to have excellent product knowledge, interpersonal and listening skills.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [RAS/N0114: To process credit applications for purchases](#)
2. [RAS/N0120: To help keep the store secure](#)
3. [RAS/N0122: To help maintain health and safety](#)
4. [RAS/N0125: To demonstrate products to customers](#)
5. [RAS/N0126: To help customers choose right products](#)
6. [RAS/N0127: To provide specialist support to customers facilitating purchases](#)
7. [RAS/N0128: To maximise sales of goods & services](#)
8. [RAS/N0129: To provide personalised sales & post-sales service support](#)
9. [RAS/N0130: To create a positive image of self & organisation in the customer's mind](#)
10. [RAS/N0132: To resolve customer concerns](#)
11. [RAS/N0133: To organise the delivery of reliable service](#)
12. [RAS/N0134: To improve customer relationship](#)
13. [RAS/N0135: To monitor and solve service concerns](#)
14. [RAS/N0136: To promote continuous improvement in service](#)
15. [RAS/N0137: To work effectively in a retail team](#)
16. [RAS/N0138: To work effectively in an organisation](#)

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17. [DGT/VSQ/N0102: Employability Skills \(60 Hours\)](#)

Qualification Pack (QP) Parameters

Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
Country	India
NSQF Level	3
Credits	12
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5249.0301
Minimum Educational Qualification & Experience	<p>10th Class OR 8th grade pass and pursuing continuous schooling in regular school with vocational subject OR 8th grade pass with 2 Years of experience OR 5th grade pass with 5 Years of experience OR Previous relevant Qualification of NSQF Level (Level 2 Retail Cashier) with 1 Year of experience OR 8th grade pass with 2 years of NTC (OR 8th grade pass with 2 years NAC after 8th)</p>
Minimum Level of Education for Training in School	8th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	14 Years
Last Reviewed On	NA
Next Review Date	25/11/2024
NSQC Approval Date	25/11/2021
Version	3.0



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Reference code on NQR	QG-03-OR-00410-2023-V1.1-RASCI
NQR Version	1.1

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RAS/N0114: To process credit applications for purchases

Description

This OS describes the skills and knowledge required to effectively process credit applications for purchases.

Scope

The scope covers the following :

- Process applications from customers for credit facilities

Elements and Performance Criteria

Process applications from customers for credit facilities

To be competent, the user/individual on the job must be able to:

- PC1.** identify the customers needs for credit facilities
- PC2.** clearly explain to the customer the features and conditions of credit facilities.
- PC3.** provide enough time and opportunities for the customer to ask for clarification or more information.
- PC4.** accurately fill in the documents needed to allow the customer to get credit.
- PC5.** successfully carry out the necessary credit checks and authorisation procedures.
- PC6.** promptly refer difficulties in processing applications to the right person

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the features and conditions of the credit facilities offered by the company.
- KU2.** legal and company requirements for giving information to customers when offering them credit facilities.
- KU3.** legal and company procedures for carrying out credit checks and getting authorisation for credit facilities.
- KU4.** whom to approach for advice and help in sorting out difficulties in processing applications.
- KU5.** how to determine the credit worthiness of an individual by using appropriate techniques and tools

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately

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- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches
- GS15.** identify and evaluate the supporting given for credit applications
- GS16.** determine the impact of doing a thorough credit check for all applications received

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Process applications from customers for credit facilities</i>	50	50	-	-
PC1. identify the customers needs for credit facilities	7.5	7.5	-	-
PC2. clearly explain to the customer the features and conditions of credit facilities.	10	10	-	-
PC3. provide enough time and opportunities for the customer to ask for clarification or more information.	7.5	7.5	-	-
PC4. accurately fill in the documents needed to allow the customer to get credit.	10	10	-	-
PC5. successfully carry out the necessary credit checks and authorisation procedures.	7.5	7.5	-	-
PC6. promptly refer difficulties in processing applications to the right person	7.5	7.5	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0114
NOS Name	To process credit applications for purchases
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	25/11/2021
Next Review Date	25/06/2023
NSQC Clearance Date	25/11/2021

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RAS/N0120: To help keep the store secure

Description

This OS describes the skills and knowledge required to help keep the store secure.

Scope

The scope covers the following :

- Help keep the retail environment secure

Elements and Performance Criteria

Help keep the retail environment secure

To be competent, the user/individual on the job must be able to:

- PC1.** take prompt and suitable action to reduce security risks as far as possible, where it is within the limits of his/her responsibility and authority to do so
- PC2.** follow company policy and legal requirements when dealing with security risks
- PC3.** recognise when security risks are beyond his/her authority and responsibility to sort out, and report these risks promptly to the right person
- PC4.** use approved procedures and techniques for protecting personal safety when security risks arise
- PC5.** follow company policies and procedures for maintaining security while working
- PC6.** follow company policies and procedures for making sure that security will be maintained when he/she goes on breaks and when he/she finishes work

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the types of security risk that can arise in the workplace
- KU2.** with how much authority and responsibility he/she has to deal security risks, including legal rights and duties
- KU3.** the company policy and procedures for dealing with security risks in the workplace
- KU4.** whom to report security risks to, and how to contact them
- KU5.** the company policies and procedures for maintaining security while working
- KU6.** the company policies and procedures for making sure that security will be maintained when you go on your breaks and when you finish work
- KU7.** approved procedures and techniques for ensuring personal safety when security risks arise

Generic Skills (GS)

User/individual on the job needs to know how to:

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- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches
- GS15.** respond to emergency situations as per the escalation matrix
- GS16.** determine the impact of not securing the loss prevention and security equipment

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Help keep the retail environment secure</i>	50	50	-	-
PC1. take prompt and suitable action to reduce security risks as far as possible, where it is within the limits of his/her responsibility and authority to do so	7.5	7.5	-	-
PC2. follow company policy and legal requirements when dealing with security risks	10	10	-	-
PC3. recognise when security risks are beyond his/her authority and responsibility to sort out, and report these risks promptly to the right person	7.5	7.5	-	-
PC4. use approved procedures and techniques for protecting personal safety when security risks arise	10	10	-	-
PC5. follow company policies and procedures for maintaining security while working	7.5	7.5	-	-
PC6. follow company policies and procedures for making sure that security will be maintained when he/she goes on breaks and when he/she finishes work	7.5	7.5	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0120
NOS Name	To help keep the store secure
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	25/11/2021
Next Review Date	25/06/2023
NSQC Clearance Date	25/11/2021

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RAS/N0122: To help maintain health and safety

Description

This OS describes the skills and knowledge required to help maintain health and safety

Scope

The scope covers the following :

- Deal with accidents and emergencies
- Help to reduce health and safety risks

Elements and Performance Criteria

Deal with accidents and emergencies

To be competent, the user/individual on the job must be able to:

- PC1.** follow company procedures and legal requirements for dealing with accidents and emergencies
- PC2.** speak and behave in a calm way while dealing with accidents and emergencies.
- PC3.** report accidents and emergencies promptly, accurately and to the right person
- PC4.** recognize when evacuation procedures have been started and follow company procedures for evacuation

Help to reduce health and safety risks

To be competent, the user/individual on the job must be able to:

- PC5.** follow the health and safety requirements laid down by the company and by law, and encourage colleagues to do the same
- PC6.** promptly take the approved action to deal with risks if he/she is authorised to do so
- PC7.** report risks promptly to the right person, if he/she does not have the authority
- PC8.** use equipment and materials in line with the manufacturers instructions

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** company procedures and legal requirements for dealing with accidents and emergencies
- KU2.** how to report accidents and emergencies to promote health and safety
- KU3.** legal and company requirements for reporting accidents and emergencies
- KU4.** company procedures for evacuation, including how the alarm is raised and where emergency exits and assembly points are
- KU5.** health and safety requirements laid down by the company and by law
- KU6.** setting a good example contributing to health and safety in the workplace
- KU7.** authority and responsibility for dealing with health and safety risks, and the importance of not taking on more responsibility than he/she is authorised to

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- KU8.** approved procedures for dealing with health and safety risks
- KU9.** how to find instructions for using equipment and materials
- KU10.** techniques for speaking and behaving in a calm way while dealing with accidents and emergencies
- KU11.** emergency response techniques
- KU12.** using machinery and escape methods to have minimal loss to material and life

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Deal with accidents and emergencies</i>	22.5	22.5	-	-
PC1. follow company procedures and legal requirements for dealing with accidents and emergencies	5	5	-	-
PC2. speak and behave in a calm way while dealing with accidents and emergencies.	5	5	-	-
PC3. report accidents and emergencies promptly, accurately and to the right person	7.5	7.5	-	-
PC4. recognize when evacuation procedures have been started and follow company procedures for evacuation	5	5	-	-
<i>Help to reduce health and safety risks</i>	27.5	27.5	-	-
PC5. follow the health and safety requirements laid down by the company and by law, and encourage colleagues to do the same	7.5	7.5	-	-
PC6. promptly take the approved action to deal with risks if he/she is authorised to do so	5	5	-	-
PC7. report risks promptly to the right person, if he/she does not have the authority	7.5	7.5	-	-
PC8. use equipment and materials in line with the manufacturers instructions	7.5	7.5	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0122
NOS Name	To help maintain health and safety
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	25/11/2021
Next Review Date	25/06/2023
NSQF Clearance Date	25/11/2021

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RAS/N0125: To demonstrate products to customers

Description

This OS describes the skills and knowledge required to demonstrate products to customers.

Scope

The scope covers the following :

- Demonstrate products to customers

Elements and Performance Criteria

Demonstrate products to customers

To be competent, the user/individual on the job must be able to:

- PC1.** prepare the demonstration area and check that it can be used safely
- PC2.** check whether the required equipment and products for demonstration are in place.
- PC3.** demonstrate products clearly and accurately to customers.
- PC4.** present the demonstration in a logical sequence of steps and stages
- PC5.** cover all the features and benefits he/she thinks are needed to gain the customers interest
- PC6.** promptly clear away the equipment and products at the end of the demonstration and connect with the customer

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** how to prepare the demonstration area effectively and checking it is safe.
- KU2.** how to organise demonstrations into logical steps and stages, and how this makes demonstrations more effective.
- KU3.** how to communicate clear and accurate information during demonstrations.
- KU4.** how to clear equipment and products away promptly at the end of the demonstration and connect with the customer
- KU5.** the importance of demonstrations in promoting and selling products.
- KU6.** features and benefits of the products he/she is responsible for demonstrating.
- KU7.** applicable warranty, replacement / repair.
- KU8.** annual maintenance costs (if applicable).

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately

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- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Demonstrate products to customers</i>	50	50	-	-
PC1. prepare the demonstration area and check that it can be used safely	7.5	7.5	-	-
PC2. check whether the required equipment and products for demonstration are in place.	7.5	7.5	-	-
PC3. demonstrate products clearly and accurately to customers.	10	10	-	-
PC4. present the demonstration in a logical sequence of steps and stages	7.5	7.5	-	-
PC5. cover all the features and benefits he/she thinks are needed to gain the customers interest	7.5	7.5	-	-
PC6. promptly clear away the equipment and products at the end of the demonstration and connect with the customer	10	10	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0125
NOS Name	To demonstrate products to customers
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	25/11/2021
Next Review Date	25/06/2023
NSQC Clearance Date	25/11/2021

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RAS/N0126: To help customers choose right products

Description

This OS describes the skills and knowledge required to help customers choose right products.

Scope

The scope covers the following :

- Help customers choose products
- Check the customer's preferences and buying decisions when making sales

Elements and Performance Criteria

Help customers choose products

To be competent, the user/individual on the job must be able to:

- PC1.** find out which product features and benefits interest individual customers and focus on these when discussing products.
- PC2.** describe and explain clearly and accurately relevant product features and benefits to customers.
- PC3.** compare and contrast products in ways that help customers choose the product that best meets their needs.
- PC4.** check customers responses to his/her explanations, and confirm their interest in the product.
- PC5.** encourage customers to ask questions & respond to their questions, comments & objections in ways that promote sales & goodwill.
- PC6.** identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill.
- PC7.** constantly check the store for security, safety and potential sales whilst helping customers.

'Check the customer's preferences and buying decisions when making sales'

To be competent, the user/individual on the job must be able to:

- PC8.** give customers enough time to evaluate products and ask questions.
- PC9.** handle objections and questions in a way that promotes sales and keeps the customers confidence.
- PC10.** identify the need for additional and associated products and take the opportunity to increase sales.
- PC11.** clearly acknowledge the customers buying decisions.
- PC12.** clearly explain any customer rights that apply.
- PC13.** clearly explain to the customer where to pay for their purchases.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** how to promote sales and goodwill

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- KU2.** how to help customers choose products
- KU3.** how to explain product features and benefits to customers in ways that they understand and find interesting
- KU4.** how to check and interpret customer responses
- KU5.** how to adapt explanations and respond to questions and comments in ways that promote sales and goodwill
- KU6.** how to encourage customers to ask for clarification and more information
- KU7.** the risks of not paying attention to the store, in terms of security, safety and lost sales
- KU8.** how to recognise buying signals from customers
- KU9.** how to handle objections and questions confidently and effectively
- KU10.** legal rights and responsibilities of retailers and customers to do with returning of unsatisfactory goods
- KU11.** techniques for closing the sale
- KU12.** product features and benefits

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Help customers choose products</i>	25	25	-	-
PC1. find out which product features and benefits interest individual customers and focus on these when discussing products.	5	5	-	-
PC2. describe and explain clearly and accurately relevant product features and benefits to customers.	5	5	-	-
PC3. compare and contrast products in ways that help customers choose the product that best meets their needs.	2.5	2.5	-	-
PC4. check customers responses to his/her explanations, and confirm their interest in the product.	2.5	2.5	-	-
PC5. encourage customers to ask questions & respond to their questions, comments & objections in ways that promote sales & goodwill.	2.5	2.5	-	-
PC6. identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill.	2.5	2.5	-	-
PC7. constantly check the store for security, safety and potential sales whilst helping customers.	5	5	-	-
<i>'Check the customer's preferences and buying decisions when making sales'</i>	25	25	-	-
PC8. give customers enough time to evaluate products and ask questions.	5	5	-	-
PC9. handle objections and questions in a way that promotes sales and keeps the customers confidence.	5	5	-	-
PC10. identify the need for additional and associated products and take the opportunity to increase sales.	5	5	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. clearly acknowledge the customers buying decisions.	5	5	-	-
PC12. clearly explain any customer rights that apply.	2.5	2.5	-	-
PC13. clearly explain to the customer where to pay for their purchases.	2.5	2.5	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0126
NOS Name	To help customers choose right products
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	25/11/2021
Next Review Date	25/06/2023
NSQC Clearance Date	25/11/2021

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RAS/N0127: To provide specialist support to customers facilitating purchases

Description

This OS describes the skills and knowledge required to provide specialist support to customers facilitating purchases.

Scope

The scope covers the following :

- Give customers information and advice on specialist products
- Demonstrate specialist products to customers

Elements and Performance Criteria

Give customers information advice on specialist products

To be competent, the user/individual on the job must be able to:

- PC1.** talk to customers politely and in ways that promote sales and goodwill.
- PC2.** use the information given by the customer to find out what they are looking for.
- PC3.** help the customer understand the features and benefits of the products they have shown an interest in.
- PC4.** explain clearly and accurately the features and benefits of products and relate these to the customers needs.
- PC5.** promote the products that give the best match between the customers needs and the stores need to make sales.
- PC6.** spot and use suitable opportunities to promote other products where these will meet the customers needs.
- PC7.** control the time he/she spends with the customer to match the value of the prospective purchase.
- PC8.** constantly check the store for safety, security and potential sales while helping individual customers.

Demonstrate specialist products to customers

To be competent, the user/individual on the job must be able to:

- PC9.** find out if the customer is willing to see a demonstration.
- PC10.** set up demonstrations safely and in a way that disturbs other people as little as possible.
- PC11.** check whether he/she has everything needed to give an effective demonstration.
- PC12.** give demonstrations that clearly show the use and value of the product.
- PC13.** offer customers the opportunity to use the product themselves, where appropriate.
- PC14.** give customers enough chance to ask questions about the products or services he/she is demonstrating to them.
- PC15.** check that the store will be monitored for security, safety and potential sales while he/she is carrying out demonstrations.

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Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** how to help customers decide what to buy by comparing and contrasting the features, advantages and benefits of products for them
- KU2.** how the time of day affects customers willingness to engage in conversation with a salesperson
- KU3.** how to give customers product information that is relevant to their individual needs and interests
- KU4.** how to find out which product features and benefits interest individual customers
- KU5.** how to adapt appropriate speech, body language and sales style to appeal to different kinds of customers
- KU6.** company policy on customer service and how this applies to giving specialist information and advice to customers
- KU7.** how to set up safe and effective demonstrations of the specialist products he/she is responsible for promoting
- KU8.** keeping the customer interested during demonstrations
- KU9.** responding to the customers comments and questions during demonstrations
- KU10.** features and benefits of the specialist products
- KU11.** advantages compared with similar products offered by competitors
- KU12.** up to date product knowledge
- KU13.** the importance of demonstrations in promoting and selling products

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Give customers information advice on specialist products</i>	27.5	27.5	-	-
PC1. talk to customers politely and in ways that promote sales and goodwill.	5	5	-	-
PC2. use the information given by the customer to find out what they are looking for.	2.5	2.5	-	-
PC3. help the customer understand the features and benefits of the products they have shown an interest in.	2.5	2.5	-	-
PC4. explain clearly and accurately the features and benefits of products and relate these to the customers needs.	5	5	-	-
PC5. promote the products that give the best match between the customers needs and the stores need to make sales.	2.5	2.5	-	-
PC6. spot and use suitable opportunities to promote other products where these will meet the customers needs.	2.5	2.5	-	-
PC7. control the time he/she spends with the customer to match the value of the prospective purchase.	5	5	-	-
PC8. constantly check the store for safety, security and potential sales while helping individual customers.	2.5	2.5	-	-
<i>Demonstrate specialist products to customers</i>	22.5	22.5	-	-
PC9. find out if the customer is willing to see a demonstration.	2.5	2.5	-	-
PC10. set up demonstrations safely and in a way that disturbs other people as little as possible.	2.5	2.5	-	-
PC11. check whether he/she has everything needed to give an effective demonstration.	2.5	2.5	-	-
PC12. give demonstrations that clearly show the use and value of the product.	5	5	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. offer customers the opportunity to use the product themselves, where appropriate.	2.5	2.5	-	-
PC14. give customers enough chance to ask questions about the products or services he/she is demonstrating to them.	2.5	2.5	-	-
PC15. check that the store will be monitored for security, safety and potential sales while he/she is carrying out demonstrations.	5	5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0127
NOS Name	To provide specialist support to customers facilitating purchases
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	25/11/2021
Next Review Date	25/06/2023
NSQC Clearance Date	25/11/2021

Qualification Pack

RAS/N0128: To maximise sales of goods & services

Description

This OS describes the skills and knowledge required to maximise sales of goods & services.

Scope

The scope covers the following :

- Identify opportunities to increase sales of particular products
- Promote particular products

Elements and Performance Criteria

Identify opportunities to increase sales of particular products

To be competent, the user/individual on the job must be able to:

- PC1.** identify promotional opportunities and estimate their potential to increase sales.
- PC2.** identify promotional opportunities which offer the greatest potential to increase sales.
- PC3.** report promotional opportunities to the right person.
- PC4.** fill in the relevant records fully and accurately.

Promote particular products

To be competent, the user/individual on the job must be able to:

- PC5.** tell customers about promotions clearly and in a persuasive way.
- PC6.** identify and take the most effective actions for converting promotional sales into regular future sales.
- PC7.** gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person.
- PC8.** record clearly and accurately the results of promotions.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** seasonal trends and how they affect opportunities for sales
- KU2.** how to estimate and compare the potential of promotional opportunities to increase sales
- KU3.** whom to approach about the identified promotional opportunities
- KU4.** techniques for building customers interest in regularly buying in future the product you are promoting
- KU5.** how to evaluate and record the results of promotions
- KU6.** the difference between the features and benefits of products
- KU7.** how to promote the features and benefits of products to customers
- KU8.** techniques of encouraging customers to buy the product being promoted

Qualification Pack

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Identify opportunities to increase sales of particular products</i>	27.5	27.5	-	-
PC1. identify promotional opportunities and estimate their potential to increase sales.	7.5	7.5	-	-
PC2. identify promotional opportunities which offer the greatest potential to increase sales.	5	5	-	-
PC3. report promotional opportunities to the right person.	7.5	7.5	-	-
PC4. fill in the relevant records fully and accurately.	7.5	7.5	-	-
<i>Promote particular products</i>	22.5	22.5	-	-
PC5. tell customers about promotions clearly and in a persuasive way.	5	5	-	-
PC6. identify and take the most effective actions for converting promotional sales into regular future sales.	7.5	7.5	-	-
PC7. gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person.	5	5	-	-
PC8. record clearly and accurately the results of promotions.	5	5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0128
NOS Name	To maximise sales of goods & services
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	25/11/2021
Next Review Date	25/06/2023
NSQC Clearance Date	25/11/2021

Qualification Pack

RAS/N0129: To provide personalised sales & post-sales service support

Description

This OS describes the skills and knowledge required to provide personalised sales & post-sales service support.

Scope

The scope covers the following :

- Provide a personalised service
- Provide an after sales service

Elements and Performance Criteria

Provide a personalised service

To be competent, the user/individual on the job must be able to:

- PC1.** use available information in the client records to help prepare for consultations.
- PC2.** check whether the work area is clean and tidy and that all the required equipment are in hand before starting a consultation.
- PC3.** quickly create a rapport with the client at the start of the consultation.
- PC4.** talk and behave towards the client in ways that project the company image effectively.
- PC5.** ask questions to understand the clients buying needs, preferences and priorities.
- PC6.** tactfully check, where appropriate, how much the client wants to spend.
- PC7.** explain clearly to the client the features and benefits of the recommended products or services and relate these to the clients individual needs.
- PC8.** identify suitable opportunities to sell additional or related products or services that are suited to the clients needs.
- PC9.** make recommendations to the client in a confident and polite way and without pressurising them.
- PC10.** pace client consultations to make good use of the selling time while maintaining good relations with the client.
- PC11.** meet the companys customer service standards while dealing with the client.

Provide an after sales service

To be competent, the user/individual on the job must be able to:

- PC12.** follow the companys procedures for keeping client records up-to-date.
- PC13.** record client information accurately and store it in the right places in the companys system.
- PC14.** keep client information confidential and share it only with people who have a right to it.
- PC15.** keep to clients wishes as to how and when they may be contacted.
- PC16.** follow the companys policy and procedures for contacting clients.
- PC17.** tell clients promptly and offer any other suitable products or services, where promises cannot be kept.

Qualification Pack

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** company's desired image and how to project this to clients
- KU2.** how to use information in client records to prepare for client visits
- KU3.** how to create and maintain a rapport with clients, both new and existing
- KU4.** the types of questions to ask clients to find out about their buying needs, preferences and priorities
- KU5.** how to ask clients tactfully how much they want to spend
- KU6.** how to relate the features and benefits of products or services to the clients' needs
- KU7.** how to identify suitable opportunities to sell additional or related products
- KU8.** how to recommend clients in a way that encourages them to accept the recommendation, without pressuring them
- KU9.** how to balance the need to make immediate sales with the need to maintain good business relations with the client, and how to do so
- KU10.** company's customer service standards and how to apply these when providing a personalised service to clients
- KU11.** how to keep client records up-to-date and store them correctly
- KU12.** company procedures for updating client records
- KU13.** company systems and procedures for recording and storing client information
- KU14.** relevant aspects of the data protection laws and company policy for client confidentiality
- KU15.** how to keep one's promises to clients
- KU16.** brands and services, including seasonal trends, new brands or services, promotions, stock levels, competitor comparisons, and additional services such as store cards, gift wrapping or delivery

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment



Qualification Pack

GS13. respond to unsafe and hazardous working conditions

GS14. respond to security breaches

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Provide a personalised service</i>	32.5	32.5	-	-
PC1. use available information in the client records to help prepare for consultations.	2.5	2.5	-	-
PC2. check whether the work area is clean and tidy and that all the required equipment are in hand before starting a consultation.	2.5	2.5	-	-
PC3. quickly create a rapport with the client at the start of the consultation.	2.5	2.5	-	-
PC4. talk and behave towards the client in ways that project the company image effectively.	5	5	-	-
PC5. ask questions to understand the clients buying needs, preferences and priorities.	2.5	2.5	-	-
PC6. tactfully check, where appropriate, how much the client wants to spend.	2.5	2.5	-	-
PC7. explain clearly to the client the features and benefits of the recommended products or services and relate these to the clients individual needs.	5	5	-	-
PC8. identify suitable opportunities to sell additional or related products or services that are suited to the clients needs.	2.5	2.5	-	-
PC9. make recommendations to the client in a confident and polite way and without pressurising them.	2.5	2.5	-	-
PC10. pace client consultations to make good use of the selling time while maintaining good relations with the client.	2.5	2.5	-	-
PC11. meet the companys customer service standards while dealing with the client.	2.5	2.5	-	-
<i>Provide an after sales service</i>	17.5	17.5	-	-
PC12. follow the companys procedures for keeping client records up-to-date.	2.5	2.5	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. record client information accurately and store it in the right places in the company's system.	2.5	2.5	-	-
PC14. keep client information confidential and share it only with people who have a right to it.	2.5	2.5	-	-
PC15. keep to clients wishes as to how and when they may be contacted.	5	5	-	-
PC16. follow the company's policy and procedures for contacting clients.	2.5	2.5	-	-
PC17. tell clients promptly and offer any other suitable products or services, where promises cannot be kept.	2.5	2.5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0129
NOS Name	To provide personalised sales & post-sales service support
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	25/11/2021
Next Review Date	25/06/2023
NSQC Clearance Date	25/11/2021

Qualification Pack

RAS/N0130: To create a positive image of self & organisation in the customer's mind

Description

This OS describes the skills and knowledge required to create a positive image of self & organisation in the customers mind

Scope

The scope covers the following :

- Establish effective rapport with customers
- Respond appropriately to customers
- Communicate information to customers

Elements and Performance Criteria

Establish effective rapport with customers

To be competent, the user/individual on the job must be able to:

- PC1.** meet the organisations standards of appearance and behaviour
- PC2.** greet customers respectfully and in a friendly manner
- PC3.** communicate with customers in a way that makes them feel valued and respected
- PC4.** identify and confirm customers expectations
- PC5.** treat customers courteously and helpfully at all times
- PC6.** keep customers informed and reassured
- PC7.** adapt appropriate behaviour to respond effectively to different customer behaviour

Respond appropriately to customers

To be competent, the user/individual on the job must be able to:

- PC8.** respond promptly to a customer seeking assistance
- PC9.** select the most appropriate way of communicating with customers
- PC10.** check with customers to ensure complete understanding of their expectations
- PC11.** respond promptly and positively to customers' questions and comments
- PC12.** allow customers time to consider his/her response and give further explanation when appropriate

Communicate information to customers

To be competent, the user/individual on the job must be able to:

- PC13.** quickly locate information that will help customers
- PC14.** give customers the information they need about the services or products offered by the organisation
- PC15.** recognise information that customers might find complicated and check whether they fully understand
- PC16.** explain clearly to customers any reasons why their needs or expectations cannot be met

Qualification Pack

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organisations standards for appearance and behaviour
- KU2.** organisations guidelines for how to recognise what customers want and respond appropriately
- KU3.** organisations rules and procedures regarding the methods used for communication
- KU4.** how to recognise when a customer is angry or confused
- KU5.** organisations standards for timeliness in responding to customer questions and requests for information

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Establish effective rapport with customers</i>	22.5	22.5	-	-
PC1. meet the organisations standards of appearance and behaviour	2.5	2.5	-	-
PC2. greet customers respectfully and in a friendly manner	2.5	2.5	-	-
PC3. communicate with customers in a way that makes them feel valued and respected	5	5	-	-
PC4. identify and confirm customers expectations	2.5	2.5	-	-
PC5. treat customers courteously and helpfully at all times	2.5	2.5	-	-
PC6. keep customers informed and reassured	2.5	2.5	-	-
PC7. adapt appropriate behaviour to respond effectively to different customer behaviour	5	5	-	-
<i>Respond appropriately to customers</i>	15	15	-	-
PC8. respond promptly to a customer seeking assistance	2.5	2.5	-	-
PC9. select the most appropriate way of communicating with customers	2.5	2.5	-	-
PC10. check with customers to ensure complete understanding of their expectations	2.5	2.5	-	-
PC11. respond promptly and positively to customers' questions and comments	5	5	-	-
PC12. allow customers time to consider his/her response and give further explanation when appropriate	2.5	2.5	-	-
<i>Communicate information to customers</i>	12.5	12.5	-	-
PC13. quickly locate information that will help customers	2.5	2.5	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14. give customers the information they need about the services or products offered by the organisation	5	5	-	-
PC15. recognise information that customers might find complicated and check whether they fully understand	2.5	2.5	-	-
PC16. explain clearly to customers any reasons why their needs or expectations cannot be met	2.5	2.5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0130
NOS Name	To create a positive image of self & organisation in the customer's mind
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	3
Credits	TBD
Version	3.0
Last Reviewed Date	25/11/2021
Next Review Date	25/06/2023
NSQC Clearance Date	25/11/2021

Qualification Pack

RAS/N0132: To resolve customer concerns

Description

This OS describes the skills and knowledge required to resolve customer concerns.

Scope

The scope covers the following :

- Spot customer service problems
- Pick the best solution to resolve customer service problems
- Take action to resolve customer service problems

Elements and Performance Criteria

Spot customer service problems

To be competent, the user/individual on the job must be able to:

- PC1.** identify the options for resolving a customer service problem
- PC2.** work with others to identify and confirm the options to resolve a customer service problem
- PC3.** work out the advantages and disadvantages of each option for customers and the organisation
- PC4.** pick the best option for customers and the organisation
- PC5.** identify for customers other ways that problems may be resolved if you are unable to help

Pick the best solution to resolve customer service problems

To be competent, the user/individual on the job must be able to:

- PC6.** identify the options for resolving a customer service problem
- PC7.** work with others to identify and confirm the options to resolve a customer service problem
- PC8.** work out the advantages and disadvantages of each option for your customer and your organisation
- PC9.** pick the best option for your customer and your organisation
- PC10.** identify for your customer other ways that problems may be resolved if you are unable to help

Take action to resolve customer service problems

To be competent, the user/individual on the job must be able to:

- PC11.** discuss and agree the options for solving the problem with customers
- PC12.** take action to implement the option agreed with the customer
- PC13.** work with others and the customer to make sure that any promises related to solving the problem are kept
- PC14.** keep customers fully informed about what is happening to resolve problem
- PC15.** check with customers to make sure the problem has been resolved to their satisfaction
- PC16.** give clear reasons to customers when the problem has not been resolved to their satisfaction

Knowledge and Understanding (KU)

Qualification Pack

The individual on the job needs to know and understand:

- KU1.** the importance of listening carefully to customers about problems they have raised
- KU2.** how to ask customers about the problem to check ones understanding
- KU3.** how to recognise repeated problems and alerting appropriate authority
- KU4.** how to share customer feedback with others to identify potential problems before they happen
- KU5.** how to identify problems with systems and procedures before they begin to affect customers

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Spot customer service problems</i>	25	25	-	-
PC1. identify the options for resolving a customer service problem	5	5	-	-
PC2. work with others to identify and confirm the options to resolve a customer service problem	5	5	-	-
PC3. work out the advantages and disadvantages of each option for customers and the organisation	5	5	-	-
PC4. pick the best option for customers and the organisation	5	5	-	-
PC5. identify for customers other ways that problems may be resolved if you are unable to help	5	5	-	-
<i>Pick the best solution to resolve customer service problems</i>	-	-	-	-
PC6. identify the options for resolving a customer service problem	-	-	-	-
PC7. work with others to identify and confirm the options to resolve a customer service problem	-	-	-	-
PC8. work out the advantages and disadvantages of each option for your customer and your organisation	-	-	-	-
PC9. pick the best option for your customer and your organisation	-	-	-	-
PC10. identify for your customer other ways that problems may be resolved if you are unable to help	-	-	-	-
<i>Take action to resolve customer service problems</i>	25	25	-	-
PC11. discuss and agree the options for solving the problem with customers	5	5	-	-
PC12. take action to implement the option agreed with the customer	2.5	2.5	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. work with others and the customer to make sure that any promises related to solving the problem are kept	2.5	2.5	-	-
PC14. keep customers fully informed about what is happening to resolve problem	5	5	-	-
PC15. check with customers to make sure the problem has been resolved to their satisfaction	5	5	-	-
PC16. give clear reasons to customers when the problem has not been resolved to their satisfaction	5	5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0132
NOS Name	To resolve customer concerns
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	25/11/2021
Next Review Date	25/06/2023
NSQC Clearance Date	25/11/2021

Qualification Pack

RAS/N0133: To organise the delivery of reliable service

Description

This OS describes the skills and knowledge required to organise delivery of reliable service

Scope

The scope covers the following :

- Plan and organise the delivery of reliable customer service
- Review and maintain customer service delivery
- Use recording systems to maintain reliable customer service

Elements and Performance Criteria

Plan and organise the delivery of reliable customer service

To be competent, the user/individual on the job must be able to:

- PC1.** plan, prepare and organise everything that is needed to deliver a variety of services or products to different types of customers
- PC2.** organise what he/she does to ensure consistency in giving prompt attention to customers.
- PC3.** reorganise his/her work to respond to unexpected additional workloads

Review and maintain customer service delivery

To be competent, the user/individual on the job must be able to:

- PC4.** maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down
- PC5.** consistently meet customers expectations
- PC6.** balance the time he/she takes with customers with the demands of other customers seeking attention
- PC7.** respond appropriately to customers when they make comments about the products or services being offered
- PC8.** alert others to repeated comments made by customers
- PC9.** take action to improve the reliability of his/her service based on customer comments
- PC10.** monitor whether the action taken has improved the service given to customers

Use recording systems to maintain reliable customer service

To be competent, the user/individual on the job must be able to:

- PC11.** record and store customer service information accurately following organisational guidelines
- PC12.** select and retrieve customer service information that is relevant, sufficient and in an appropriate format
- PC13.** quickly locate information that will help solve a customers query
- PC14.** supply accurate customer service information to others using the most appropriate method of communication

Knowledge and Understanding (KU)

Qualification Pack

The individual on the job needs to know and understand:

- KU1.** the importance of having reliable and fast information for customers and the organisation
- KU2.** organisational procedures and systems for delivering customer service
- KU3.** how to identify useful customer feedback
- KU4.** how to communicate feedback from customers to others
- KU5.** organisational procedures and systems for recording, storing, retrieving and supplying customer service information
- KU6.** legal and regulatory requirements regarding the storage of data
- KU7.** how to use CRM software to capture customer feedback and draw analysis

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Plan and organise the delivery of reliable customer service</i>	7.5	7.5	-	-
PC1. plan, prepare and organise everything that is needed to deliver a variety of services or products to different types of customers	2.5	2.5	-	-
PC2. organise what he/she does to ensure consistency in giving prompt attention to customers.	2.5	2.5	-	-
PC3. reorganise his/her work to respond to unexpected additional workloads	2.5	2.5	-	-
<i>Review and maintain customer service delivery</i>	27.5	27.5	-	-
PC4. maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down	5	5	-	-
PC5. consistently meet customers expectations	5	5	-	-
PC6. balance the time he/she takes with customers with the demands of other customers seeking attention	2.5	2.5	-	-
PC7. respond appropriately to customers when they make comments about the products or services being offered	5	5	-	-
PC8. alert others to repeated comments made by customers	2.5	2.5	-	-
PC9. take action to improve the reliability of his/her service based on customer comments	2.5	2.5	-	-
PC10. monitor whether the action taken has improved the service given to customers	5	5	-	-
<i>Use recording systems to maintain reliable customer service</i>	15	15	-	-
PC11. record and store customer service information accurately following organisational guidelines	2.5	2.5	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. select and retrieve customer service information that is relevant, sufficient and in an appropriate format	5	5	-	-
PC13. quickly locate information that will help solve a customers query	2.5	2.5	-	-
PC14. supply accurate customer service information to others using the most appropriate method of communication	5	5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0133
NOS Name	To organise the delivery of reliable service
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	25/11/2021
Next Review Date	25/06/2023
NSQC Clearance Date	25/11/2021

Qualification Pack

RAS/N0134: To improve customer relationship

Description

This OS describes the skills and knowledge required to improve customer relationship

Scope

The scope covers the following :

- Improve communication with customers
- Balance the needs of customers and the organisation
- Exceed customer expectations to develop the relationship

Elements and Performance Criteria

Improve communication with customers

To be competent, the user/individual on the job must be able to:

- PC1.** select and use the best method of communication to meet customers expectations.
- PC2.** take the initiative to contact customers to update them when things are not going as per plan or when further information is required.
- PC3.** adapt appropriate communication to respond to individual customers feelings.

Balance the needs of customers and the organisation

To be competent, the user/individual on the job must be able to:

- PC4.** meet customers expectations within the organisations service offer.
- PC5.** explain the reasons to customers sensitively and positively when their expectations cannot be met.
- PC6.** identify alternative solutions for customers either within or outside the organisation.
- PC7.** identify the costs and benefits of these solutions to the organisation and to customers.
- PC8.** negotiate and agree solutions with customers which satisfy them and are acceptable to the organisation.
- PC9.** take action to satisfy customers with the agreed solution.

Exceed customer expectations to develop the relationship

To be competent, the user/individual on the job must be able to:

- PC10.** make extra efforts to improve his/her relationship with customers.
- PC11.** recognise opportunities to exceed customers expectations.
- PC12.** take action to exceed customers expectations within the limits of his/her authority.
- PC13.** gain the help and support of others to exceed customers expectations.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** how to make best use of the method of communication chosen for dealing with customers.

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- KU2.** how to negotiate effectively with customers.
- KU3.** how to assess the costs and benefits to customers and the organisation of any unusual agreement made.
- KU4.** customer loyalty and/or improved internal customer relationships to the organisation

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Improve communication with customers</i>	12.5	12.5	-	-
PC1. select and use the best method of communication to meet customers expectations.	5	5	-	-
PC2. take the initiative to contact customers to update them when things are not going as per plan or when further information is required.	2.5	2.5	-	-
PC3. adapt appropriate communication to respond to individual customers feelings.	5	5	-	-
<i>Balance the needs of customers and the organisation</i>	20	20	-	-
PC4. meet customers expectations within the organisations service offer.	2.5	2.5	-	-
PC5. explain the reasons to customers sensitively and positively when their expectations cannot be met.	5	5	-	-
PC6. identify alternative solutions for customers either within or outside the organisation.	2.5	2.5	-	-
PC7. identify the costs and benefits of these solutions to the organisation and to customers.	5	5	-	-
PC8. negotiate and agree solutions with customers which satisfy them and are acceptable to the organisation.	2.5	2.5	-	-
PC9. take action to satisfy customers with the agreed solution.	2.5	2.5	-	-
<i>Exceed customer expectations to develop the relationship</i>	17.5	17.5	-	-
PC10. make extra efforts to improve his/her relationship with customers.	2.5	2.5	-	-
PC11. recognise opportunities to exceed customers expectations.	5	5	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. take action to exceed customers expectations within the limits of his/her authority.	5	5	-	-
PC13. gain the help and support of others to exceed customers expectations.	5	5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0134
NOS Name	To improve customer relationship
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	25/11/2021
Next Review Date	25/06/2023
NSQC Clearance Date	25/11/2021

Qualification Pack

RAS/N0135: To monitor and solve service concerns

Description

This OS describes the skills and knowledge required to monitor and solve service concerns

Scope

The scope covers the following :

- Solve immediate customer service problems
- Identify repeated customer service problems and options for solving them
- Take action to avoid the repetition of customer service problems

Elements and Performance Criteria

Solve immediate customer service problems

To be competent, the user/individual on the job must be able to:

- PC1.** respond positively to customer service problems following organisational guidelines.
- PC2.** solve customer service problems when he/she has sufficient authority
- PC3.** work with others to solve customer service problems
- PC4.** keep customers informed of the actions being taken
- PC5.** check with customers that they are comfortable with the actions being taken
- PC6.** solve problems with service systems and procedures that might affect customers before they become aware of them
- PC7.** inform managers and colleagues of the steps taken to solve specific problems

Identify repeated customer service problems and options for solving them

To be competent, the user/individual on the job must be able to:

- PC8.** identify repeated customer service problems
- PC9.** identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option
- PC10.** work with others to select best options for solving repeated customer service problems, balancing customer expectations with the needs of the organisation

Take action to avoid the repetition of customer service problems

To be competent, the user/individual on the job must be able to:

- PC11.** obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.
- PC12.** action the agreed solution
- PC13.** keep customers informed in a positive and clear manner of steps being taken to solve any service problems
- PC14.** monitor the changes that have been made and adjust them if appropriate

Knowledge and Understanding (KU)

Qualification Pack

The individual on the job needs to know and understand:

- KU1.** organisational procedures and systems for dealing with customer service problems
- KU2.** organisational procedures and systems for identifying repeated customer service problems.
- KU3.** how successful resolution of customer service problems contributes to customer loyalty with external customer & improved working relationships with service partners or internal customers.
- KU4.** how to negotiate with and reassure customers while their problems are being solved

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Solve immediate customer service problems</i>	22.5	22.5	-	-
PC1. respond positively to customer service problems following organisational guidelines.	5	5	-	-
PC2. solve customer service problems when he/she has sufficient authority	2.5	2.5	-	-
PC3. work with others to solve customer service problems	2.5	2.5	-	-
PC4. keep customers informed of the actions being taken	5	5	-	-
PC5. check with customers that they are comfortable with the actions being taken	2.5	2.5	-	-
PC6. solve problems with service systems and procedures that might affect customers before they become aware of them	2.5	2.5	-	-
PC7. inform managers and colleagues of the steps taken to solve specific problems	2.5	2.5	-	-
<i>Identify repeated customer service problems and options for solving them</i>	10	10	-	-
PC8. identify repeated customer service problems	2.5	2.5	-	-
PC9. identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option	5	5	-	-
PC10. work with others to select best options for solving repeated customer service problems, balancing customer expectations with the needs of the organisation	2.5	2.5	-	-
<i>Take action to avoid the repetition of customer service problems</i>	17.5	17.5	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.	2.5	2.5	-	-
PC12. action the agreed solution	5	5	-	-
PC13. keep customers informed in a positive and clear manner of steps being taken to solve any service problems	5	5	-	-
PC14. monitor the changes that have been made and adjust them if appropriate	5	5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0135
NOS Name	To monitor and solve service concerns
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	25/11/2021
Next Review Date	25/06/2023
NSQC Clearance Date	25/11/2021

Qualification Pack

RAS/N0136: To promote continuous improvement in service

Description

This OS describes the skills and knowledge required to promote continuous improvement in service

Scope

The scope covers the following :

- Plan improvements in customer service based on customer feedback
- Implement changes in customer service
- Review changes that promote continuous improvement in customer service

Elements and Performance Criteria

Plan improvements in customer service based on customer feedback

To be competent, the user/individual on the job must be able to:

- PC1.** gather feedback from customers that will help identify opportunities for customer service improvement
- PC2.** analyse and interpret feedback to identify opportunities for customer service improvements and propose changes
- PC3.** discuss with others the potential effects of any proposed changes for customers and the organisation
- PC4.** negotiate changes in customer service systems & improvements with somebody of sufficient authority to approve trial / full implementation of the change

Implement changes in customer service

To be competent, the user/individual on the job must be able to:

- PC5.** organise the implementation of authorised changes
- PC6.** implement the changes following organisational guidelines
- PC7.** inform people inside and outside the organisation who need to know of the changes being made and the reasons for them
- PC8.** monitor early reactions to changes and make appropriate fine-tuning adjustments

Review changes that promote continuous improvement in customer service

To be competent, the user/individual on the job must be able to:

- PC9.** collect and record feedback on the effects of changes
- PC10.** analyse and interpret feedback and share the findings on the effects of changes with others
- PC11.** summarise the advantages and disadvantages of the changes
- PC12.** use your analysis and interpretation of changes to identify opportunities for further improvement
- PC13.** present these opportunities to somebody with sufficient authority to make them happen

Knowledge and Understanding (KU)

Qualification Pack

The individual on the job needs to know and understand:

- KU1.** service improvements affecting the balance between overall customer satisfaction, costs of providing service & regulatory needs
- KU2.** how customer experience is influenced by the way service is delivered
- KU3.** how to collect, analyse and present customer feedback
- KU4.** how to make a business case to others to bring about change in the products or services being offered

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Plan improvements in customer service based on customer feedback</i>	15	15	-	-
PC1. gather feedback from customers that will help identify opportunities for customer service improvement	5	5	-	-
PC2. analyse and interpret feedback to identify opportunities for customer service improvements and propose changes	2.5	2.5	-	-
PC3. discuss with others the potential effects of any proposed changes for customers and the organisation	2.5	2.5	-	-
PC4. negotiate changes in customer service systems & improvements with somebody of sufficient authority to approve trial / full implementation of the change	5	5	-	-
<i>Implement changes in customer service</i>	12.5	12.5	-	-
PC5. organise the implementation of authorised changes	2.5	2.5	-	-
PC6. implement the changes following organisational guidelines	2.5	2.5	-	-
PC7. inform people inside and outside the organisation who need to know of the changes being made and the reasons for them	5	5	-	-
PC8. monitor early reactions to changes and make appropriate fine-tuning adjustments	2.5	2.5	-	-
<i>Review changes that promote continuous improvement in customer service</i>	22.5	22.5	-	-
PC9. collect and record feedback on the effects of changes	5	5	-	-
PC10. analyse and interpret feedback and share the findings on the effects of changes with others	2.5	2.5	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. summarise the advantages and disadvantages of the changes	5	5	-	-
PC12. use your analysis and interpretation of changes to identify opportunities for further improvement	5	5	-	-
PC13. present these opportunities to somebody with sufficient authority to make them happen	5	5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0136
NOS Name	To promote continuous improvement in service
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	25/11/2021
Next Review Date	25/06/2023
NSQC Clearance Date	25/11/2021

Qualification Pack

RAS/N0137: To work effectively in a retail team

Description

This OS describes the skills and knowledge required to work effectively within and with teams across a Retail environment

Scope

The scope covers the following :

- Support the work team
- Maintain personal presentation
- Develop effective work habits
- Review changes that promote continuous improvement in customer service

Elements and Performance Criteria

Support the work team

To be competent, the user/individual on the job must be able to:

- PC1.** display courteous and helpful behaviour at all times
- PC2.** take opportunities to enhance the level of assistance offered to colleagues
- PC3.** meet all reasonable requests for assistance within acceptable workplace timeframes
- PC4.** complete allocated tasks as required
- PC5.** seek assistance when difficulties arise
- PC6.** use questioning techniques to clarify instructions or responsibilities
- PC7.** identify and display a non discriminatory attitude in all contacts with customers and other staff members

Maintain personal presentation

To be competent, the user/individual on the job must be able to:

- PC8.** observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact
- PC9.** follow personal hygiene procedures according to organisational policy and relevant legislation

Develop effective work habits

To be competent, the user/individual on the job must be able to:

- PC10.** interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task

Review changes that promote continuous improvement in customer service

To be competent, the user/individual on the job must be able to:

- PC11.** interpret, confirm and act on legal requirements in regard to anti- discrimination, sexual harassment and bullying
- PC12.** ask questions to seek and clarify workplace information
- PC13.** plan and organise daily work routine within the scope of the job role

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PC14. prioritise and complete tasks according to required timeframes

PC15. identify work and personal priorities and achieve a balance between competing priorities

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. the policies and procedures relating to the job role

KU2. the value system of the organisation

KU3. employee rights and obligations

KU4. the reporting hierarchy and escalation matrix

KU5. ask questions to identify and confirm requirements

KU6. follow routine instructions through clear and direct communication

KU7. use language and concepts appropriate to cultural differences

KU8. use and interpret non-verbal communication

KU9. the scope of information or materials required within the parameters of the job role

KU10. the consequences of poor team participation on job outcomes

KU11. work health and safety requirements

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. complete workplace documentation accurately

GS2. read and interpret workplace documentation

GS3. read and interpret organisational policies and procedures

GS4. follow instructions accurately

GS5. use gestures or simple words to communicate where language barriers exist

GS6. use questioning to minimise misunderstandings

GS7. display courteous and helpful behaviour at all times

GS8. plan and schedule time personal management

GS9. build relationships with internal and external team members

GS10. respond to ambiguity in directions and instructions

GS11. respond to breakdown in relationships within the team

GS12. respond to breakdowns in communications with other teams

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Support the work team</i>	22.5	22.5	-	-
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	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
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	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0137
NOS Name	To work effectively in a retail team
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	3
Credits	TBD
Version	3.0
Last Reviewed Date	25/11/2021
Next Review Date	25/06/2023
NSQC Clearance Date	25/11/2021

Qualification Pack

RAS/N0138: To work effectively in an organisation

Description

This OS describes the skills and knowledge required to work effectively in an organisation

Scope

The scope covers the following :

- Support effective team working
- Help plan and organise own learning
- Help others learn

Elements and Performance Criteria

Support effective team working

To be competent, the user/individual on the job must be able to:

- PC1.** share work fairly with colleagues, taking account of own and others preferences, skills and time available
- PC2.** make realistic commitments to colleagues and do what has been promised
- PC3.** let colleagues know promptly if he/she will not be able to do what has been promised and suggest suitable alternatives
- PC4.** encourage and support colleagues when working conditions are difficult
- PC5.** encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect
- PC6.** follow the companys health and safety procedures while working

Help plan and organise own learning

To be competent, the user/individual on the job must be able to:

- PC7.** discuss and agree with the right people goals that are relevant, realistic and clear
- PC8.** identify the knowledge and skills needed to achieve his/her goals
- PC9.** agree action points and deadlines that are realistic, taking account of past learning experiences and the time and resources available for learning
- PC10.** regularly check his/her progress and, when necessary, change the way of working
- PC11.** ask for feedback on his/her progress from those in a position to give it, and use their feedback to improve his/her performance

Help others learn

To be competent, the user/individual on the job must be able to:

- PC12.** encourage colleagues to ask him/her for work-related information or advice that he/she is likely to be able to provide
- PC13.** notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice
- PC14.** give clear, accurate and relevant information and advice relating to tasks and procedures
- PC15.** explain and demonstrate procedures clearly, accurately and in a logical sequence

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- PC16.** encourage colleagues to ask questions if they dont understand the information and advice given to them
- PC17.** give colleagues opportunities to practice new skills, and give constructive feedback
- PC18.** check that health, safety and security are not compromised when helping others to learn

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** teams purpose, aims and targets
- KU2.** responsibility for contributing to the teams success
- KU3.** colleagues roles and main responsibilities
- KU4.** the importance of sharing work fairly with colleagues
- KU5.** the factors that can affect own and colleagues willingness to carry out work, including skills and existing workload
- KU6.** the importance of being a reliable team member
- KU7.** factors to take account of when making commitments, including your existing workload and the degree to which interruptions and changes of plan are within your control
- KU8.** the importance of maintaining team morale, the circumstances when morale is likely to flag, and the kinds of encouragement and support that are likely to be valued by colleagues
- KU9.** the importance of good working relations, and techniques for removing tension between colleagues
- KU10.** the importance of following the companys policies and procedures for health and safety, including setting a good example to colleagues
- KU11.** who can help set goals, help plan your learning, and give you feedback about your progress
- KU12.** how to identify the knowledge and skills he/she will need to achieve his/her goals
- KU13.** how to check his/her progress
- KU14.** how to adjust plans as needed to meet goals
- KU15.** how to ask for feedback on progress
- KU16.** how to respond positively
- KU17.** how to help others to learn in the workplace
- KU18.** how to work out what skills and knowledge he/she can usefully share with others
- KU19.** health, safety and security risks that are likely to arise when people are learning on the job, and how to reduce these risks

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete documentation accurately
- GS2.** write simple reports when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets



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- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to breakdowns and malfunction of equipment
- GS13.** respond to unsafe and hazardous working conditions
- GS14.** respond to security breaches

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Support effective team working</i>	15	15	-	-
PC1. share work fairly with colleagues, taking account of own and others preferences, skills and time available	2.5	2.5	-	-
PC2. make realistic commitments to colleagues and do what has been promised	2.5	2.5	-	-
PC3. let colleagues know promptly if he/she will not be able to do what has been promised and suggest suitable alternatives	2.5	2.5	-	-
PC4. encourage and support colleagues when working conditions are difficult	2.5	2.5	-	-
PC5. encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect	2.5	2.5	-	-
PC6. follow the companys health and safety procedures while working	2.5	2.5	-	-
<i>Help plan and organise own learning</i>	12.5	12.5	-	-
PC7. discuss and agree with the right people goals that are relevant, realistic and clear	2.5	2.5	-	-
PC8. identify the knowledge and skills needed to achieve his/her goals	2.5	2.5	-	-
PC9. 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	-	-
PC10. regularly check his/her progress and, when necessary, change the way of working	2.5	2.5	-	-
PC11. 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>	22.5	22.5	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. 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	-	-
PC13. notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice	2.5	2.5	-	-
PC14. give clear, accurate and relevant information and advice relating to tasks and procedures	5	5	-	-
PC15. explain and demonstrate procedures clearly, accurately and in a logical sequence	2.5	2.5	-	-
PC16. encourage colleagues to ask questions if they dont understand the information and advice given to them	2.5	2.5	-	-
PC17. give colleagues opportunities to practice new skills, and give constructive feedback	2.5	2.5	-	-
PC18. check that health, safety and security are not compromised when helping others to learn	5	5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0138
NOS Name	To work effectively in an organisation
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	3
Credits	TBD
Version	4.0
Last Reviewed Date	25/11/2021
Next Review Date	25/06/2023
NSQ Clearance Date	25/11/2021

Qualification Pack

DGT/VSQ/N0102: Employability Skills (60 Hours)

Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

Elements and Performance Criteria

Introduction to Employability Skills

To be competent, the user/individual on the job must be able to:

- PC1.** identify employability skills required for jobs in various industries
- PC2.** identify and explore learning and employability portals

Constitutional values - Citizenship

To be competent, the user/individual on the job must be able to:

- 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

Becoming a Professional in the 21st Century

To be competent, the user/individual on the job must be able to:

- 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

Basic English Skills

To be competent, the user/individual on the job must be able to:

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- 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

Career Development & Goal Setting

To be competent, the user/individual on the job must be able to:

- PC10.** understand the difference between job and career
- PC11.** prepare a career development plan with short- and long-term goals, based on aptitude

Communication Skills

To be competent, the user/individual on the job must be able to:

- PC12.** follow verbal and non-verbal communication etiquette and active listening techniques in various settings
- PC13.** work collaboratively with others in a team

Diversity & Inclusion

To be competent, the user/individual on the job must be able to:

- PC14.** communicate and behave appropriately with all genders and PwD
- PC15.** escalate any issues related to sexual harassment at workplace according to POSH Act

Financial and Legal Literacy

To be competent, the user/individual on the job must be able to:

- 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

Essential Digital Skills

To be competent, the user/individual on the job must be able to:

- 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

Entrepreneurship

To be competent, the user/individual on the job must be able to:

- 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 potential business opportunity

Customer Service

To be competent, the user/individual on the job must be able to:

- PC26.** identify different types of customers
- PC27.** identify and respond to customer requests and needs in a professional manner.

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PC28. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

To be competent, the user/individual on the job must be able to:

PC29. create a professional Curriculum vitae (Résumé)

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

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills and different learning and employability related portals

KU2. various constitutional and personal values

KU3. different environmentally sustainable practices and their importance

KU4. Twenty first (21st) century skills and their importance

KU5. how to use English language for effective verbal (face to face and telephonic) and written communication in formal and informal set up

KU6. importance of career development and setting long- and short-term goals

KU7. about effective communication

KU8. POSH Act

KU9. Gender sensitivity and inclusivity

KU10. different types of financial institutes, products, and services

KU11. how to compute income and expenditure

KU12. importance of maintaining safety and security in offline and online financial transactions

KU13. different legal rights and laws

KU14. different types of digital devices and the procedure to operate them safely and securely

KU15. how to create and operate an e- mail account and use applications such as word processors, spreadsheets etc.

KU16. how to identify business opportunities

KU17. types and needs of customers

KU18. how to apply for a job and prepare for an interview

KU19. apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. read and write different types of documents/instructions/correspondence

GS2. communicate effectively using appropriate language in formal and informal settings



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- GS3.** behave politely and appropriately with all
- GS4.** how to work in a virtual mode
- GS5.** perform calculations efficiently
- GS6.** solve problems effectively
- GS7.** pay attention to details
- GS8.** manage time efficiently
- GS9.** maintain hygiene and sanitization to avoid infection

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	1	1	-	-
PC1. identify employability skills required for jobs in various industries	-	-	-	-
PC2. identify and explore learning and employability portals	-	-	-	-
<i>Constitutional values - Citizenship</i>	1	1	-	-
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>	2	4	-	-
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>	2	3	-	-
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 & Goal Setting</i>	1	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
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>	2	2	-	-
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 & Inclusion</i>	1	2	-	-
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>	2	3	-	-
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>	3	4	-	-
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	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Entrepreneurship</i>	2	3	-	-
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 potential business opportunity	-	-	-	-
<i>Customer Service</i>	1	2	-	-
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 & Jobs</i>	2	3	-	-
PC29. create a professional Curriculum vitae (Résumé)	-	-	-	-
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	-	-	-	-
NOS Total	20	30	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0102
NOS Name	Employability Skills (60 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	NA
Next Review Date	28/02/2026
NSQC Clearance Date	28/02/2023

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

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. The assessments will be conducted as per the SOP for assessments and AB approved question bank released from time to time.
5. Every learner/ candidate appearing for the assessment must possess the OJT completion certificate from the employer to undertake the assessments under this qualification.
6. The assessment for the theory and practical will be conducted online on a digital assessment platform with comprehensive auditable trails.
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

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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

Minimum Aggregate Passing % at QP Level : 50

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0114.To process credit applications for purchases	50	50	-	-	100	6
RAS/N0120.To help keep the store secure	50	50	-	-	100	6
RAS/N0122.To help maintain health and safety	50	50	-	-	100	6
RAS/N0125.To demonstrate products to customers	50	50	-	-	100	6
RAS/N0126.To help customers choose right products	50	50	-	-	100	6
RAS/N0127.To provide specialist support to customers facilitating purchases	50	50	-	-	100	6
RAS/N0128.To maximise sales of goods & services	50	50	-	-	100	6
RAS/N0129.To provide personalised sales & post-sales service support	50	50	-	-	100	6
RAS/N0130.To create a positive image of self & organisation in the customer's mind	50	50	-	-	100	6

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National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0132.To resolve customer concerns	50	50	-	-	100	6
RAS/N0133.To organise the delivery of reliable service	50	50	-	-	100	6
RAS/N0134.To improve customer relationship	50	50	-	-	100	6
RAS/N0135.To monitor and solve service concerns	50	50	-	-	100	6
RAS/N0136.To promote continuous improvement in service	50	50	-	-	100	6
RAS/N0137.To work effectively in a retail team	50	50	-	-	100	5
RAS/N0138.To work effectively in an organisation	50	50	-	-	100	5
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	0	0	50	6
Total	820	830	-	-	1650	100

Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

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Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

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Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.