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### Overview

This standard is about using the web-based activities available in-store to promote and achieve retail sales. It includes using the online facilities to help fulfil customers' requirements and making customers aware of the availability and scope of the web-based retail facilities available to them. This can include checking stock availability, placing orders on behalf of customers, and processing payments using online facilities available in-store.

It also includes providing a positive and 'seamless' service to customers, irrespective of the customer journey, i.e. whether customers shop in person in-store or online via PC, tablet or telephone etc.

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**Performance  
criteria**

- You must be able to:
- P1 operate all aspects of your organisation's relevant in-store web-based retail selling facilities correctly and with confidence
  - P2 use in-store online facilities for the benefit of customers, based upon identified customer needs
  - P3 be proactive in checking online the availability of stock sought by customers and in placing orders online on behalf of customers, where relevant
  - P4 process customer payments using online facilities correctly, where relevant, applying appropriate discounts, and in line with your organisation's requirements
  - P5 make customers aware of the availability and scope of your organisation's in-store web-based retail facilities
  - P6 communicate the features and benefits of the online facilities enthusiastically and with confidence
  - P7 respond to customer needs from, and interest in, the online facilities, involving them in using the online process where appropriate
  - P8 seek feedback from customers upon their experience of using your organisation's web-based retail facilities
  - P9 monitor in-store web-based selling facilities, ensuring that good housekeeping standards are maintained and report any faults promptly to the relevant person

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## Knowledge and understanding

### You need to know and understand:

- K1 how to operate the range of web-based retail selling facilities available in-store within your organisation, including any mobile apps
- K2 the features of the web-based retail selling facilities and their associated benefits, both to your customers and to your organisation
- K3 the impact of multi-channel retailing upon in-store selling within your organisation, including its impact for your customers' ability to research and order products from your organisation and its competitors
- K4 the importance of providing a 'seamless' service to your organisation's customers, irrespective of the customer journey taken, and what this means for you in your dealings with customers in-store
- K5 the opportunities for building customer relations presented when customers visit stores to collect and to return products purchased online
- K6 how customers' attitudes and understanding of online technology can affect their use of in-store online facilities and the need to be sensitive to such attitudes and to respond accordingly
- K7 your responsibilities for monitoring and maintaining in-store online retail facilities
- K8 the impact of distance selling legislation and consumer rights upon your area of retail operations, and in particular upon online retail selling
- K9 the impact of relevant legislation and regulatory requirements upon the selling of products within your area of operations

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**Developed by** People 1st

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**Version number** 1

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**Date approved** November 2013

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**Indicative review date** November 2016

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**Validity** Current

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**Status** Original

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**Originating organisation** People 1st

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**Original URN** PPLMCR15

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**Relevant occupations** Retail and commercial enterprise; retailing and wholesaling

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**Suite** Multi-channel retailing

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**Key words** online; on-line; customer; web; internet; web-based retail; multi-channel