

PPLMCR03 SQA Unit Code H8N9 04
Update product information on a trading website



Overview

This standard is about your role in maintaining product databases that contribute to sales and customers' satisfaction, with an up-to-date and readily-searchable product database being key to a successful trading website.

Data concerning product details and prices must be accurate and comply with any relevant legislation.

Performance

criteria

You must be able to:

- P1 use a classification system that takes into account the search criteria likely to be used by customers
- P2 explain clearly the classification system to those **colleagues** who need to know about it
- P3 cross-reference associated and related products in ways that are likely to promote additional sales
- P4 include information that helps to sell the product through promoting their features and benefits, in line with your organisation's requirements
- P5 make sure that information and prices are up-to-date, accurate and legally compliant
- P6 use information about customer behaviour on the website to improve the functioning of the database
- P7 keep up-to-date with new ideas and technology relating to product databases
- P8 implement effective routines for data back-up
- P9 upload updates to the live database in accordance with agreed procedures and timescales
- P10 seek advice and support from designated **colleagues** to resolve problems with uploads to the live database, when necessary

Knowledge and understanding

You need to know and understand:

- K1 how a well-maintained product database contributes to the success of your organisation
- K2 sources of information about the criteria used by customers to search for products on the website
- K3 which **colleagues** need to know about the classification system you use
- K4 accepted ways of classifying products and the advantages and disadvantages of each
- K5 sources of product information and prices that are up to date, accurate and legally compliant
- K6 the likely consequences for your organisation of product information appearing on the website which is inaccurate, out of date, or which does not comply with legislation
- K7 the importance of information in promoting the products on your organisation's website, and sources of information about the features and benefits of products
- K8 your organisation's procedures for approving information to be presented on the website
- K9 the importance of having effective routines in place for data back-up
- K10 how to back up your data
- K11 which **colleagues** can provide information about customer behaviour on the website
- K12 sources of information about new ideas and technology relating to product databases
- K13 when and how to upload updates to the live database
- K14 sources of advice and support to resolve problems with uploads to the live database

Additional Information

Glossary

Colleagues – those who work in any of the following:

- 1 your team
- 2 the same channel of your organisation's business
- 3 other channels of your organisation's business
- 4 external organisations, if applicable

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