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**Overview**

This standard is about advising and supporting customers in the use of the web-based facilities available to them within your store. This includes their use of, for example, 'kiosks' and mobile apps, and how customers can use these to browse and research products, to check stock availability, to place orders, and where appropriate, to pay for their purchases.

In supporting customers in the use of the web-based facilities you will need to demonstrate the online processes in a manner which promotes understanding and which is sensitive to different customers' existing understanding and attitude to online technology

## Advise and support customers in-store on the use of online retail facilities

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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 determine customers' needs in accessing the web-based facilities and their level of understanding regarding how to use the facilities
  - P3 promote the use of your organisation's web-based facilities with enthusiasm, relating their features and benefits to the relevant needs of your customers
  - P4 determine and explain clearly and correctly the use of the web-based facilities in meeting your customers' needs
  - P5 explain the use of the facilities in a manner which promotes understanding and which is appropriate to your customers' existing appreciation and attitude to the technology being demonstrated
  - P6 encourage customers to ask questions, check for understanding, and respond in ways that promote sales and goodwill
  - P7 encourage customers to operate the web-based facilities as appropriate to their needs and level of confidence
  - P8 seek feedback from customers upon their experience of using your organisation's web-based facilities and respond appropriately
  - P9 inform the relevant person regarding positive comments and any aspects for enhancement suggested by the feedback

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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 achieving a balance between demonstration, instruction and customers' own activity in operating the facilities, as appropriate to customers' levels of expertise, attitude and confidence
- K5 your organisation's practices and requirements relating to advising and coaching customers on the use of web-based retail facilities
- K6 the impact of distance selling legislation and consumer rights upon your area of retail operations, and in particular upon online retail selling

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organisation** People 1st

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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;  
coaching; selling