



Higher National Unit specification

General information

Unit title: Retail Customer Experience (SCQF level 7)

Unit code: HK50 34

Superclass: BC

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Version: 01

Unit purpose

The purpose of this unit is to enable learners to recognise the key factors that impact on the retail customer experience. This includes consumer motivation, selling and negotiation techniques and the importance of customer care. This will allow learners to analyse factors affecting customer behaviour and apply appropriate techniques to ensure effective selling and negotiation in the workplace.

Although presented in a retail context, this unit will develop skills which can be applied across other sectors of industry.

Outcomes

On successful completion of the unit the learner will be able to:

- 1 Explain the key factors which influence consumer buying behaviour in the retail environment.
- 2 Demonstrate key selling and negotiation techniques appropriate to a given sales environment.
- 3 Outline the importance of customer care to the business.

Credit points and level

1 Higher National Unit credit at SCQF level 7: (8 SCQF credit points at SCQF level 7)

Recommended entry to the Unit

Access to this unit is at the discretion of the centre, but it would be beneficial if the learner had a basic understanding of direct sales and selling with basic principles of customer care.

Higher National Unit specification: General information (cont)

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Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the support notes for this unit specification.

There is no automatic certification of Core Skills or Core Skill components in this unit.

Context for delivery

If this unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes.

The Assessment Support Pack (ASP) for this unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable assessment. Centres wishing to develop their own assessments should refer to the ASP to ensure a comparable standard. A list of existing ASPs is available to download from SQA's website (<http://www.sqa.org.uk/sqa/46233.2769.html>).

Equality and inclusion

This unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

Higher National Unit specification: Statement of standards

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Acceptable performance in this unit will be the satisfactory achievement of the standards set out in this part of the unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Outcome 1

Explain the key factors which influence consumer buying behaviour in the retail environment.

Knowledge and/or skills

- ◆ Psychological motivations
- ◆ Sociological motivations

Outcome 2

Demonstrate key selling and negotiation techniques appropriate to a given sales environment.

Knowledge and/or skills

- ◆ Target markets and customers
- ◆ How to approach and open a dialogue with potential customers
- ◆ How to negotiate effectively, understanding the 'win-win' principles of negotiation
- ◆ Product knowledge
- ◆ Authority levels appropriate to that which can be offered
- ◆ Reflection and evaluation of previous selling and negotiation activities

Outcome 3

Outline the importance of customer care to the business.

Knowledge and/or skills

- ◆ How good customer care should be integral to the business and how this can be of benefit to all
- ◆ The relationship between the provision of good external customer service relying on good internal customer service
- ◆ How to efficiently and effectively handle customer complaints
- ◆ Customer aftercare and feedback: obtaining and using information to deliver continuous improvement

Higher National Unit specification: Statement of standards (cont)

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Evidence requirements for this unit

For Outcome 1 learners will provide evidence that they can explain the motivational forces which influence customer decision making in the buying process. Evidence for this outcome can be gathered through written and/or oral evidence.

For Outcome 2 the learner will demonstrate their ability to effectively negotiate and sell on behalf of themselves and their employer. This will be achieved through the learner's ability to understand the key stages involved in the selling and negotiation process. The skills and knowledge for this outcome can be gathered either through performance evidence or written and/or oral evidence.

For Outcome 3 learners will demonstrate, at a level consistent with managerial skills, that they are able to understand the importance of customer care in the on-going success and development of a business. Evidence for this outcome can be gathered through written and/or oral evidence.

The outcomes for this unit can be assessed either holistically or on an outcome by outcome basis.



Higher National Unit Support Notes

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Unit support notes are offered as guidance and are not mandatory.

While the exact time allocated to this unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this unit

Outcome 1

Outcome 1 is designed to provide learners with an insight into the internal and external forces which drive consumer buying behaviour. There will be a focus on the consumer themselves and the desires, needs and impulses which motivates and drives buying behaviour. The outcome will look at the social and cultural motivators which drive and influence consumer behaviour. The outcome will also look at the psychological techniques employed by retail marketing firms, which have been developed to draw the consumer toward the purchasing of a given product.

Outcome 2

Outcome 2 has been developed to focus on the key selling and negotiation techniques adopted by sales personnel in the process of a transaction with a potential customer. The outcome will look at the hard and soft sales techniques sales people use to ensure the consumer experience leads to the desired conclusion for both the seller and customer.

Outcome 3

Outcome 3 will look at the importance of customer care to the business. Taken from the perspective of both the customer and the sales person, the outcome will look at the impact — both positive and negative — customer experiences can have on a business. The outcome will look at how good internal customer care is key to ensuring quality external customer care. The outcome will also focus on the best ways in which to try and nullify a poor customer experience, reducing any long term negative impact on the organisation. This will be carried out through a focus on handling of customer complaints and the mechanisms that could be put in place through which customers can provide their feedback.

Higher National Unit Support Notes (cont)

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Guidance on approaches to delivery of this unit

This unit is an optional unit included in the framework of the HNC Retail and a mandatory unit in the HND Retail Management.

This unit is intended to give the learner an overview of the necessary techniques of sales and negotiating in the workplace. The intention of this unit is to give the learner the knowledge and skills which will enable them to be an effective sales person in a team-leader role.

Guidance on approaches to assessment of this unit

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

The unit lends itself to both holistic or an outcome by outcome assessment.

If assessed holistically this could take the form of a case study with additional restricted response questions and should be undertaken in controlled conditions.

If assessed on an outcome by outcome basis, Outcome 2 could be assessed as a practical activity in which learners actively participate in or observe a sales transaction. Evidence could be gathered through the use of a performance evidence portfolio.

Opportunities for e-assessment

E-assessment may be appropriate for some assessments in this unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at www.sqa.org.uk/e-assessment.

Higher National Unit Support Notes (cont)

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Opportunities for developing Core and other essential skills

Oral Communication at SCQF level 6

The delivery and assessment of this unit may offer opportunities to develop this Core Skill. Oral Communication at SCQF level 6 involves conveying all essential information, opinions or ideas with supporting detail accurately and coherently, and with varied emphasis as appropriate. This could be demonstrated in Outcomes 1, 2 and 3 where learners have the opportunity to deliver a presentation in the findings of their investigation.

Communication: Written Communication (Writing) at SCQF level 6

The delivery and assessment of this unit may offer opportunities to develop this Core Skill. Written Communication (Writing) at SCQF level 6 involves presenting all essential information and supporting detail in logical and effective order. This would fit the requirements of Outcomes 1, 2 and 3 in which learners could produce a report to detail the findings of their investigation.

Problem Solving: Critical Thinking at SCQF level 6

The delivery and assessment of this unit may offer opportunities to develop this Core Skill. Critical Thinking at SCQF level 6 involves assessing the relevance of factors to a situation or issue. This can be demonstrated in all outcomes in which learners are expected to identify, explain and evaluate a number of factors in relation to the customer experience.

History of changes to unit

Version	Description of change	Date

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General information for learners

Unit title: Retail Customer Experience (SCQF level 7)

This section will help you decide whether this is the unit for you by explaining what the unit is about, what you should know or be able to do before you start, what you will need to do during the unit and opportunities for further learning and employment.

This unit will help you to gain the necessary skills that are involved in both selling and negotiating in a customer-focused environment. You will have the opportunity to learn that knowing who your customer is, what they may want in terms of goods and services and how you can deliver these will support you in meeting the sales targets expected of you in a retail organisation.

You will learn about approaching customers, talking to them about products, how important it is that you know about the products you are selling, how to close the sale and offer good quality after-sales service to the benefit of the customer and the organisation.

Where negotiation is involved, you will learn how and when to negotiate with your customer, what skills to use to ensure that you not only achieve the sale, but to the benefit of both the customer and organisation, whilst at all times remaining within the limits of your authority.

You will learn about the link between good customer care and the growth and development of the business, which can only be achieved if day-to-day operations are working well internally. You will see how the care for customers does not end when they walk out of the store, but using the principles behind customer aftercare, you will learn how to see what a customer sees by obtaining from them data from their shopping experience and use this to enhance and develop the overall function of the retail organisation.