PPL.C221 - SQA Unit Code J097 04

Explain to customers the features and benefits of a retail organisation's loyalty scheme and how the scheme works

Overview

This standard is about identifying customers who are not yet members of a retail organisation's loyalty scheme, and explaining to them how the scheme works, the features of it and how they would benefit from being members of the scheme.

For the purposes of this standard a loyalty scheme means a scheme offered by a retail organisation to its customers, subject to terms and conditions under which eligible transactions are recorded as accumulated points. These points can be exchanged by customers in the future for rewards such as vouchers, discounts or air miles. The standard is not about promoting or helping customers apply for any kind of payment card.

This standard is for owners, managers, department managers, team leaders and sales assistants.

When you have completed this standard you will be able to demonstrate your understanding of and ability to:

- Explain to customers the features and benefits of a retail organisation's loyalty scheme and how the scheme works

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Performance criteria

You must be able to:

1. take suitable opportunities to ask customers if they are members of you retail organisation's loyalty scheme and whether they are interested in joining
2. explain clearly and accurately to customers how joining the scheme would benefit them, including any current special offers relating to the scheme
3. explain clearly to customers the features and benefits of the loyalty scheme and how it works
4. respond positively to any questions or concerns that customers raise
5. provide relevant information to customers to help them decide whether to join the scheme
6. treat customers politely at all times following your retail organisation's customer service standards

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Knowledge and understanding

You need to know and understand:

1. the features and benefits of your retail organisation's loyalty scheme and how it works
2. the sources of information about the scheme that customers can be informed about
3. why loyalty schemes are important in achieving your retail organisation's commercial aims
4. the specific offers currently available to scheme members
5. how to gain customers' attention and interest
6. how to use suitable questions to gain information about customers and their interest in joining the scheme
7. how to explain to customers about the features and benefits of the scheme
8. how to deal with frequently raised questions and concerns in relation to the scheme

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Links to other NOS

PPL.C222 Gain customer commitment to the retail organisation's loyalty scheme and assist them in completing the application

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