

COURSE OUTLINE

Customer Service Excellence for Retail Services

Duration: 3 Hours

Audience: Retail Sales Associates, Customer Service Representatives, Cashiers, Floor Staff

Goal: Strengthen participants' customer service skills, communication abilities, professionalism, and confidence when interacting with customers in a retail environment.

Module 1: Welcome & Overview

Time: 10 minutes

Topics:

- Purpose and goals of the workshop
- Importance of customer service in retail
- Icebreaker activity

Learning Outcomes:

- Understand the expectations and structure of the workshop
- Recognize the importance of strong customer service skills in everyday retail operations

Module 2: Understanding Retail Customer Expectations

Time: 25 minutes

Topics:

- Common customer expectations (speed, courtesy, support)
- First impressions and store atmosphere
- Impact of customer expectations on satisfaction and loyalty
- Group discussion of customer needs in participants' stores

Learning Outcomes:

- Identify key customer expectations
- Understand how expectations influence service delivery and store experience

Module 3: Communication & Interpersonal Skills

Time: 25 minutes

Topics:

- Effective greetings and introductions
- Verbal communication: tone, clarity, friendliness

- Non-verbal communication: eye contact, body language
- Active listening techniques

Learning Outcomes:

- Demonstrate effective communication behaviors
- Use active listening to better understand customer needs

Module 4: Product Knowledge, Upselling & Guidance

Time: 25 minutes

Topics:

- Importance of knowing products and store offerings
- Professional upselling and cross-selling
- Guiding customers based on their needs
- Suggesting alternatives politely

Learning Outcomes:

- Apply product knowledge to assist customers effectively
- Upsell appropriately while keeping customer needs first

Module 5: Handling Difficult Customers & Service Recovery

Time: 25 minutes

Topics:

- Typical retail customer challenges
- Staying calm under pressure
- Using empathy and emotional intelligence
- The 4-Step Service Recovery Model

Learning Outcomes:

- Respond professionally to difficult interactions
- Apply the service recovery steps to restore customer satisfaction

Module 6: Professionalism & Teamwork in Retail

Time: 25 minutes

Topics:

- Professional appearance and courteous behavior
- Store etiquette and maintaining a tidy environment
- Effective teamwork during rush periods

Learning Outcomes:

- Demonstrate professionalism in daily tasks
- Work collaboratively to support smooth store operations

Module 7: Workshop Wrap-Up & Action Planning**Time:** 15 minutes**Topics:**

- Review of skills learned
- Participant reflection and commitment setting
- Workshop evaluation

Learning Outcomes:

- Summarize key takeaways
- Commit to specific behavior improvements

Customer Service Excellence for Retail Services Professional Development Workshop

Agenda

Audience: Retail Sales Associates, Customer Service Representatives, Cashiers, Floor Staff

Goal: Equip participants with the skills, communication strategies, and professional practices required to deliver exceptional customer service in the retail environment; enhancing customer satisfaction, loyalty, and overall store performance.

1:00 – 1:10 PM | Registration & Welcome

- Participant sign-in and material distribution
- Welcome remarks by management representative
- Introductions
- Icebreaker

1:10 – 1:35 PM | Session 1: Understanding Retail Customer Expectations

- What customers expect in retail: speed, attention, accuracy, courtesy
- Importance of first impressions and store presentation

1:35 – 2:00 PM | Session 2: Communication & Interpersonal Excellence

- Professional greetings
- Verbal and non-verbal communication
- Active listening and identifying customer needs

2:00 – 2:10 PM | Break

2:10 – 2:35 PM | Session 3: Product Knowledge & Customer Guidance

- Using product knowledge with confidence
- Ethical upselling and cross-selling
- Offering alternatives when needed

2:35 – 3:00 PM | Session 4: Handling Difficult Customers

- Common customer frustrations
- Emotional intelligence in service
- The 4-Step Recovery Approach (Acknowledge – Apologize – Assist – Act)

3:00 – 3:25 PM | Session 5: Professionalism, Store Etiquette & Teamwork

- Professional appearance and courteous behavior
- Maintaining store readiness
- Working as a team during peak times

3:25 – 3:00 PM | Session 6: Closing & Action Planning

- Review of key concepts
- Participants identify 2 personal service commitments
- Evaluation forms
- Closing remarks