H7CRR: Customer Relations in Retail

Module Code:	H7CRR
Long Title	Customer Relations in Retail APPROVED
Title	Customer Relations in Retail
Module Level:	LEVEL 7
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	DAVE CORMACK
Module Author:	DAVE CORMACK
Departments:	School of Business
Specifications of the qualifications and experience required of staff	

Learning Outcomes	
On successful completion of this module the learner will be able to:	
#	**Learning Outcome Description**
LO1	Apply customer service skills to real life situations.
LO2	Critically evaluate the importance of customer loyalty in the retail environment
LO3	Formulate customer relationship policies and initiate practices to enhance customer care standards through continuous improvement
LO4	Employ efficient behavioural strategies in a variety of customer interaction scenarios

Dependencies
Module Recommendations
No recommendations listed
Co-requisite Modules
No Co-requisite modules listed
Entry requirements

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Module Content & Assessment

Indicative Content

The Retail Customer
• Identifying customer needs and wants • Learning and Consumer Behaviour • Consumer lifestyles •The changing marketplace • Sociocultural characteristics • The purchase decision process • Involvement in the decision process • The global consumer

Customer Value
• Maximizing moments of opportunity • Customer relationship management • Analytics in retail • Profiling customers • Using predictive intelligence at every touch point • Winning, growing, and keeping customers

Communicating with the Customer
• Retail image • Atmosphere • Encouraging the customer to spend more time shopping • Community relations • Retail promotional strategy

Customer Service
• Customer needs and problems • reasons for customer complaints • techniques to cultivate and maintain special customer relations • Two way communication skills • Identifying specific problems in customer service •

Customer Loyalty
• Keeping customers from defecting • Winning a greater share of wallet • Customer behavior and preference • Levels of loyalty • Loyalty programmes

Customer Interaction
• Identifying and handling problem situations

Evaluation Mechanisms
• Setting metrics • Evaluation • Improvement planning

Assessment Breakdown	%
Coursework	100.00%

Assessments

Full Time

Coursework

Assessment Type:	Project	**% of total:**	60
Assessment Date:	n/a	**Outcome addressed:**	1,2,3,4
Non-Marked:	No		

Assessment Description:
Students will be asked to prepare a detailed analysis of their own work environment or one they are familiar with and present a report outlining their analysis and recommendations for improvement

Assessment Type:	Presentation	**% of total:**	40
Assessment Date:	n/a	**Outcome addressed:**	2
Non-Marked:	No		

Assessment Description:
Students will be asked to select a customer service issue and present this issue and appropriate response in class

No End of Module Assessment

No Workplace Assessment

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Module Workload

Module Target Workload Hours 0 Hours

Module Resources

Recommended Book Resources

Hbsp. Harvard Business Review on Retailing and Merchandising, Harvard Business School Press, p.224, [ISBN: 9781422145920].

Barry Berman. Retail Management a Strategic Approach, Prentice-Hall, [ISBN: 0130289485].

This module does not have any article/paper resources

This module does not have any other resources

Discussion Note: