

RETAIL-JEWELLERY-BASIC

Module-1: Welcome, manage and engage the customer at the retail counter

Scope

This unit/task covers the following: Engage with the customer

- receive with smile, the customer who walk into the jewellery store
- ensure that the customer is not left unattended
- make customers feel comfortable through pleasing behaviour, being polite and listening to their requirement
- offer customers refreshments as per store policy
- ensure that customer is engaged during the entire buying process
- be accessible to the customer for any queries

Introduce jewellery product offerings to customer

- explain the store layout
- list products available at different sections and counters of the store
- explain the broad variety of jewellery products available in the store, for example, Gold, Diamond, other

Understand the customer's requirement

- ask both open and leading questions to assess the customer's requirements
- initiate queries to understand the customer's broad jewellery preference
- understand the relevance of buying jewellery such as occasion

Interact with the customer through telephone or online, post sale

- post sale, check if customer is willing to interact via telephone or internet
- inform customers about product promotions or new product arrivals
- inform about delivery status if the jewellery is to be delivered at a later time than the walk-in
- send mailers on discounts or promotional events

Handle problems pertaining to a customer

- understand complaints from the customer and summarise them to the customer to ensure that the understanding is correct
- address with right solution to customer's queries
- assist the customer when there is a sales return or repair work
- offer assistance for customers such as offering chair to sit for senior citizens

Performance Criteria

- promptly attend to the customers who walk into the retail area
- greet the customers as per company's training
- assess the customer's broad and specific requirements accurately
- provide acceptable suggestions or solutions to customer queries

- address customer complaints
- follow telephone etiquette while interacting with customer on telephone
- understand the exact requirement and suggest alternatives in a short time
- introduce the customer to various types of product
- satisfy customer with the shopping experience
- receive positive customer feedback
- ensure that customer does not feel unattended

Knowledge

- organization's lineage, history and culture
- company's policies on: Personnel management, relevant legislation, standards, policies, and procedures followed in the company
- retail store layout and different departments in the store
- return and exchange policies followed by the retail store
- pricing and discount policy of the retail store
- company's various savings scheme offerings
- company's policies related to dress code and etiquette
- documentation and reporting practices followed in the organisation
- basic knowledge of the jewellery value chain from mining to consumption
- precious metals jewellery such as Gold, Platinum, Silver along with their characteristics and differences
- basics of Indian jewellery industry, history and culture
- jewellery buying preferences in India and overseas
- different types of jewellery retail formats
- jewellery related terminologies used in the industry
- how to operate computer and use software for stocking, pricing and billing

Technical Skill

- record a call discussion made with customers through telephone
- write e-mails to customers with mailing etiquette
- read English and other languages
- read about new design or type of jewellery introduced in the store through catalogues, brochures and pamphlets
- listen to and understand the requirements of the customer
- talk about the store's product offerings and those that may suit customer's requirement
- interact in a language which the customer is comfortable with
- avoid personal biases to creep into interactions with customers
- develop a rapport with customer to understand their requirement, taste, lifestyle preferences, etc.
- use computer and internal software to understand the stock availability, pricing and other relevant details
- use internet for online catalogue display to customers
- behavioural etiquette such as maintaining the appropriate physical distance with customer during conversation
- being courteous at all times and with all types of customers

Module-2: Explain to customers about jewellery product offerings

Scope

Make the customer aware of the retail store's gold and other precious metal jewellery offerings

- list out the different precious metal offerings to client with confidence
- introduce the customer to various types of jewellery available in the store such as Gold, Platinum and Silver
- explain to customers the spread of product available as per their characteristics such as karatage, colour, fineness and relevant standards
- list out the different types of gold jewellery available in the store with reference to karatage such 18 karat gold jewellery, 22 karat jewellery, etc., and outline the difference between them
- introduce customers to different colours of gold jewellery such as white gold, rose gold and their characteristics
- explain to customers different types of finishing in jewellery such as enamel, geru finish, and sand blasting
- make customers aware of the quality of the jewellery products available
- explain hallmarking, standards and certifications

Make the customer aware of the retail store's diamond and other precious stone jewellery offerings

- introduce the customer to various types of precious stone jewellery available in the store such as diamond, ruby, sapphire, emerald, etc.
- introduce customers to semi precious gemstone-jewellery offerings in the store
- introduce customers with different types of beads and briolette jewellery available
- explain the characteristics of different gemstones
- introduce customers to different types of pearl jewellery available on the retail area and explain the different types, for example, natural, cultured and characteristics of these jewellery
- explain the characteristics of diamond such as cut, clarity, carat weight and colour and the grading standards of the diamond to the customers
- explain to customers different types of settings such as prongs, bezel, channel, pave, tension
- explain customers about different type of diamonds available in the market such as synthetic, simulants

Understand the customer's requirement

- obtain adequate information from the customer to understand the nature of buying, for example, occasion based or casual), any buying criteria, for example,
- budget, type of jewellery, for example, plain gold
- understand from customers whether they are looking for a common jewellery products such as bangles and rings or special jewellery product such as kundan, jadau, stamping, kolhapuri, mangal sutra
- understand from customers looking for a particular type product which may be based on origin such as Rajkot, West Bengal; region specific jewellery such as kundan, stamping; relevance or occasion such as mangal sutra, engagement ring; making style such as handmade, machine made, casting

Performance Criteria

- impress or convince customer with knowledge of characteristics of gold jewellery
- assist customer to understand the product in terms of relevance, making, etc.
- able to answer all customer's queries with reference to product characteristics
- provide acceptable suggestions or solutions to customer queries
- ensure that customer is fully aware of all the aspects of the jewellery bought
- demonstrate accurately the characteristics of diamond and its authenticity
- assist customer to understand the product in terms of relevance, making, etc.
- able to answer all customer's queries with reference to product characteristics
- provide acceptable suggestions or solutions to customer queries
- ensure that customer is fully aware of all the aspects of the jewellery bought
- understand the requirement and suggest alternatives in a short time
- introduce the customer to various types of products
- suggest and offer jewellery that meets customer expectation
- satisfy customer with the shopping experience
- receive positive customer feedback
- address customers queries confidently and without misleading

Knowledge

- organisation's history and culture
- company's policies on: Personnel management, relevant legislation, standards, policies, and procedures followed in the company
- retail store layout and different departments in the store
- company's various saving scheme offerings
- company's various jewellery product offerings
- basics of jewellery value chain from mining to consumption
- precious metals jewellery such as gold, platinum, silver along with their characteristics and differences
- characteristics of precious metal jewellery such as karatage, colour, fineness, hallmarking
- different types of jewellery within a specified category, for example, white gold jewellery and their characteristics such as alloy used, coating used, etc. for example, rhodium coated, alloy containing nickel, palladium
- different types of jewellery, their style and origin, making technique and value of components
- significant characteristics of a jewellery, for example, making technique or style and ability to educate the un-initiated customer
- specialised Indian jewellery such as Kundan, Jadau, Kolhapuri, stamping, etc., and their uniqueness

- various types of jewellery making process such as handmade, casting, machine made, electroforming, etc.
- soldering techniques such as cadmium based, non cadmium based, etc. and their benefits
- various types of finishing possible in jewellery such as enamel, geru finish, sand blasting, etc.
- methods of assaying such as touchstone, using XRF machine, fire assaying, etc., to test the purity of Gold
- BIS standards for hallmarking
- different types of jewellery and characteristics such as origin, region specific, relevance to occasion, community specific, etc.
- different types of diamond, precious stones, semi precious stones including pearl and their characteristics
- 4Cs of Diamond such as cut, clarity, carat and colour
- diamond grading process
- different types of settings in diamond jewellery
- jewellery preferences of customers from different geographies or a community
- different types and combinations of jewellery required for special occasions
- product mix and match, i.e., what type of jewellery goes well with another jewellery or dress

Technical Skill

- record a call discussion made with customers through telephone
- write e-mails to customers with mailing etiquette
- read English and other languages
- read about new design or type of jewellery introduced in the store through catalogues, brochures and pamphlets
- listen to and understand the requirements of the customer
- talk about the store's product offerings and those that may suit customer's requirement
- interact in a language which the customer is comfortable with
- avoid personal biases to creep into interactions with customers
- develop a rapport with customer to understand their requirement, taste, lifestyle preferences, etc.
- handle different type of jewellery such as the necklace should be held from both ends with two hands
- handle jewellery in a way that no scratches or marks appear
- ensure that customer also handles the jewellery appropriately
- listen to and understand the customer's requirement for products on various aspects such as type of jewellery, purpose of buying, budget, lifestyle of customers, wearing pattern, community requirement, etc., in order to offer best available alternative

Module-3: Facilitate the customer buying decision

Scope

Review of sales target:

- understand the sales target from manager in terms of product sales, jewellery type (gold, diamond, etc), opening of new saving scheme accounts, etc.
- plan and execute retailing and selling strategy to meet the target

Outline counter and store offerings to customer

- facilitate sales of various jewellery offered by the store at the counter as per customer requirements
- facilitate sales of saving schemes offered by the store through conducting camps in corporate, calling customers, etc.
- outline the customers about the pricing of the jewellery taking into account the characteristics such as basic cost of certain karat of gold, labour cost, wastage, etc.

Help the customer choose a jewellery piece

- provide various choices of jewellery types that meet the customer's buying criteria
- understand the size and measurement required from customers for products such as rings, bracelets, necklace, chains, etc. and offer jewellery accordingly
- assist in selecting by suggesting the jewellery that could suit the customer's taste, looks, budget criteria, occasional wear, etc.

Close sales

- coordinate with cashier for billing and completing the transaction
- explain the customers about repairing and refurbishment process for the jewellery purchased
- display the jewellery purchased and pack the jewellery appropriately

Performance Criteria

- sell jewellery at sale counter allotted
- achieve the sales target
- open new account for saving schemes
- meet specified sales conversion rate
- upsell products
- achieve the average ticket size
- ensure that there is minimum delay in the sale closing process
- ensure that the customer is sent off happily and satisfied
- able to close the sales with "minimum discounts"

Knowledge

- company's policies on: Personnel management, performance measurement and incentive policies, relevant legislation, standards, policies, and procedures followed in the company
- organisational structure
- retail store's hierarchy and reporting structure
- sales target of the department and organisation
- retail store's product offerings
- company's various saving scheme offerings
- company's sales transaction process
- company's repair and refurbishment policies
- documentation and reporting practices in organization
- characteristics of the product such as making technique, type of jewellery, utility of the product, value of the product, etc.
- types of jewellery available in the store to promote upselling
- terminologies used for jewellery in various languages such as waist band (Ottiyanam in Tamil)
- jewellery product mix and match
- understand the competition
- overall industry trends
- new categories of products that customers are looking for
- credit purchases
- market price of Gold and Diamond
- impact of market prices on the value of the purchases
- strategies for selling to achieve the targets defined
- saving schemes offered by the store
- jewellery costing such as labour cost, wastage, basic cost of 22 karat gold as on date, etc.
- weighing jewellery (gross and net weight)

Technical Skill

- prepare bills for the purchase made with relevant details
- prepare the account opening form for opening new saving schemes
- read English and local language
- read about and understand new design or type of jewellery introduced in the store through catalogues, brochures and pamphlets
- read the bill prepared
- listen to and understand the needs of the customer
- speak about the store's different product offerings that may suit customer's requirement
- be multi lingual in order to interact with diverse customers
- operate system and internal software to check to stock, price and prepare bill
- convince customers on the product offerings that could suit customer's requirements
- close the transaction efficiently
- decide on the display strategy of the products during the day

Module-4: Manage the stock of products

Scope

Count and maintain account of stocks daily

- count the stock
- maintain the record for opening stock, sales and closing stock

Maintain adequate stock for sale at any point of time

- judge the demand by analysing sales data and also considering the seasonality
- ensure adequate stock is available to meet the sales demand
- ensure that excess stocks are not kept at the counter but taken out and returned to the stores, because these are high value.
- ensure that defective stocks are repaired / replaced

Order new supply of stocks

- count the stock and identify the stocks that needs to be ordered periodically
- identify fast and slow moving products and determine appropriate sales and stock strategies
- ensure that fast moving stocks are always available by ordering them adequately
- ensure that entry price, mid price and high end products appropriate to the customer needs are available in adequate quantities
- decide the number of stock to be ordered based on demand and sales
- place order for new stocks with the appropriate inventory person giving full details
- decide on the stock to be ordered during peak demand season such as festival time
- calculate the time required for dispatch of new orders and place the orders promptly

Performance Criteria

- tally opening stock, sales for the day and closing stock
- maintain record of daily account of stock as per store rules
- ensure that there is no stock shortages at sale counter at any point of time
- ensure that there is no over stocking of any jewellery at the counter
- promptly place order to receive the stock on time
- place order mindful of occasions such as festivals and seasonality

Knowledge

- company's policies on: Personnel management, relevant legislation, standards, policies, and procedures followed in the company
- organisation structure

- retail store's hierarchy and reporting structure
- return and exchange policies followed by the company
- company's stock management policies
- . company's order procurement process
- documentation and reporting practices in organization
- arithmetics for maintenance of stock accounts
- general industry trends such as seasonality effects, gold price and festivals to estimate demand
- recording accounts for reporting
- computers software for stock management and tracking movement

Technical Skill

- read the stock account for opening and closing stock status
- read the sales data to record for stock management
- maintain and record the stock accounts on a daily basis
- prepare report on stocks periodically
- coordinate with other departments for stock replacement
- order for replenishment of stock
- operate the computer
- use computer system and software for recording account of stock
- identify any pricing errors due to wrong data entry
- . calculate to prepare the stock maintenance account
- decide on when to order for replenishment of stocks
- report problems to manager if there is a mismatch in the stock maintenance account in time to take corrective action

Module-5: Maintain IPR of the company

Scope

Protect company's Intellectual Property Rights (IPR)

- to prevent leak of new designs/ plans to competitors by reporting on time
- to be aware of any of company's product, process and design patents
- to prevent leak of company's pricing policy and promotional strategies
- to report IPR violations observed in the market, to manager or company head

Performance Criteria

- be aware of company's code of conduct, patents and IPR
- not involve in IPR violations

Knowledge

- company's policies on: incentives, delivery standards, safety and hazards, code of conduct, integrity and IPR, and personnel management
- work flow involved in entire sales process followed in the company
- importance of the individual's role in the organisation
- reporting structure
- market trends
- patents and IPR laws
- how IPR protection is important for competitiveness of a company

Technical Skill

- effectively communicate any observed IPR violations or order leaks
- report potential sources of violations
- learn from past mistakes and report IPR violations on time
- spot signs of violations and alert authorities in time

Module-6: Coordinate with personnel from other departments

Scope

Coordinate with inventory controller to:

- replenish stock
- value old-gold jewellery for exchange as received from customers
- inform about any loss of goods

Coordinate with factory:

- to track the status of the customized jewellery order

Coordinate with cashier:

- to provide details on billing and cash collection
- to tally cash with billing in case of discrepancies
- to enable customer to complete the sales process in short time

Coordinate with Goldsmith(repairs):

- to provide details of repair to be done on the jewellery
- to provide return schedule to customer
- to communicate the value and anticipated charges to customer

Coordinate with housekeeping personnel:

- to arrange refreshments for customer
- to maintain clean work environment

Performance Criteria

- carry out role requirements and responsibilities as per company training
- promptly escalate concerns and problems encountered
- ensure that there is no delay in the sales process
- ensure that the customer is satisfied with the shopping experience

Knowledge

- company's policies on: Personnel management, relevant legislation, standards, policies, and procedures followed in the company
- organisational structure
- retail store's hierarchical and reporting structure
- documentation and reporting practices in organization
- how to contact appropriate persons for various functions, for example, loss of stock needs to be reported to manager and inventory controller
- basic functional and process knowledge of other

Technical Skill

- raise request to coordinate with other departments in the system such as order placement
- communicate effectively with other department personnel in order to achieve smooth sales
- report any concerns to manager
- reports any stock related issues to inventory controller
- understand how to resolve conflict at work
- know when to escalate interpersonal concerns to seniors
- understand that interpersonal concerns must not affect customer service

Module-7: Maintain safe and clean environment in the retail area

Scope

Display products at the counter

- clean the counter
- display trays one by one instead of all together
- clean the jewellery off any stains or dust
- display products attractively

Maintain safety of jewellery displayed to customers

- be vigilant on the stocks under display during sales
- communicate promptly about any potential theft in the store

Maintain personal hygiene

- to be presentable as per store requirement
- to follow prescribed dress code
- to be easily approachable to customers

Maintain cleanliness in the retail area

- coordinate with housekeeping department to maintain cleanliness in the retail environment

Performance Criteria

- maintain cleanliness at the retail counter
- personal hygiene and presentable at all times
- ensure that there is no loss of product or shoplifting
- report for potential theft or raise alarm in time

Knowledge

- company's policies on: Personnel management, safety practices and procedures, standards, policies, and procedures followed in the company
- organisation structure and its policy related to theft
- different departments in the retail store
- company's dress code policy and other etiquette
- documentation and reporting practices followed by the company
- knowledge of cleaning the jewellery using equipments such as ultrasonic cleaner
- knowledge of cleaning agents that can be used for cleaning the display
- knowledge of hazardous material in the store
- basic knowledge on visual merchandising and display of products

Technical Skill

- coordinate with housekeeping department in order to maintain a clean environment in the store
- escalate concerns on hazardous material to the store or floor manager
- effectively inform about any potential theft
- keep the stocks, system and other equipment used such as weigh scale, calculators in an organized manner
- keep the sale counter clean

- report potential sources of danger
- follow prescribed procedure in the event of an accident