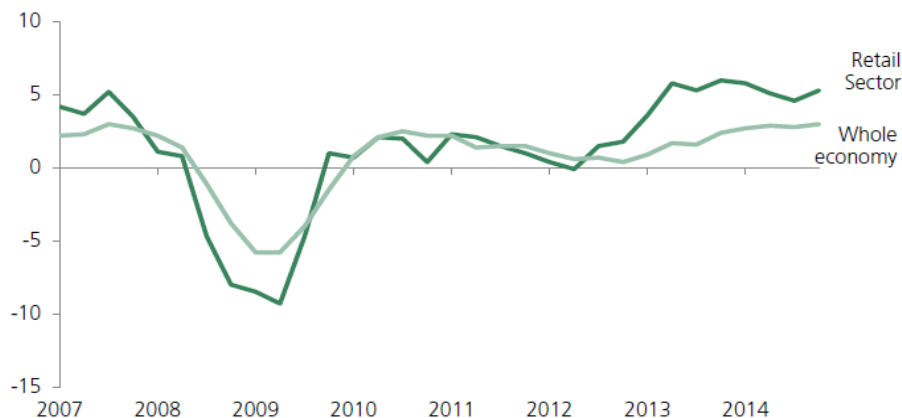


- **Educate yourself about the products you sell;** When a customer approaches an employee in store, they expect the employee to know what the products are about. The employee should regularly familiarise themselves with the products in-store so that they can deal with any queries which may arise. For example, if an employee in M&S is asked about a food product, they should know the details of the product and should be able to answer any questions the customer may have coherently.
- **Be enthusiastic about your products;** A skill which is vital in the sales process of any product or service is enthusiasm. Employees should sound interested in their products and sell them well. They should not be bored talking about a product which would turn the customer against buying it. When you enter a Tesco store, the employees are happy to help and show enthusiasm throughout the sales process, from sourcing the product to the stage at the tills.
- **Be friendly, not oppressive;** Marks and Spencer, Tesco and Dunnes Stores are three establishments who are known for their friendly, helpful staff. When a customer enters a Dunnes Store, they should feel welcomed by happy staff. The employee should be friendly and should want to help the customer with anything they are unsure about.
- **Ask the customer questions;** To make the customer feel like they are being listened to and to build a rapport with them, employees should ask questions appropriately. Manners and politeness are essential in retail and an employee asking a customer "How are you today?" could be the difference in repeat customers and no customers.
- **Sell Add-Ons, but don't be forceful;** As previously mentioned, Tesco is an organisation which are known for their "link-selling" techniques. It is a skill which encourages sales and subsequent growth of any business. By offering another product or add-on, the customer may feel like they should purchase it too, creating the sale of another item. For example, if a customer asks a Tesco employee to show them where they would find birthday cakes, once that product is found, the employee could ask the customer if they need any birthday candles for the cake. This selling of add-ons is a skill which people in retail have and one which can boost profits considerably.
- **Positive attitude;** In any organisation, it is important that employees exude a positive attitude in all parts of their job. They should be positive and hard working at all times. Customers notice the attitude of employees in any store so to increase customers and improve the corporate image of the business, having a positive attitude is essential.
- **Attention to detail;** Employees should take pride in their work and pay strict attention to detail. Nothing should be left unfinished as this will be the first thing

Economic output in real terms (GVA)
Quarterly data, % change on previous year



There are many changes in the retail industry. For example, the transition to shops on the high street moving online. E-commerce is now one of the fastest growing areas of trade in retail. A lot of changes within the industry may challenge;

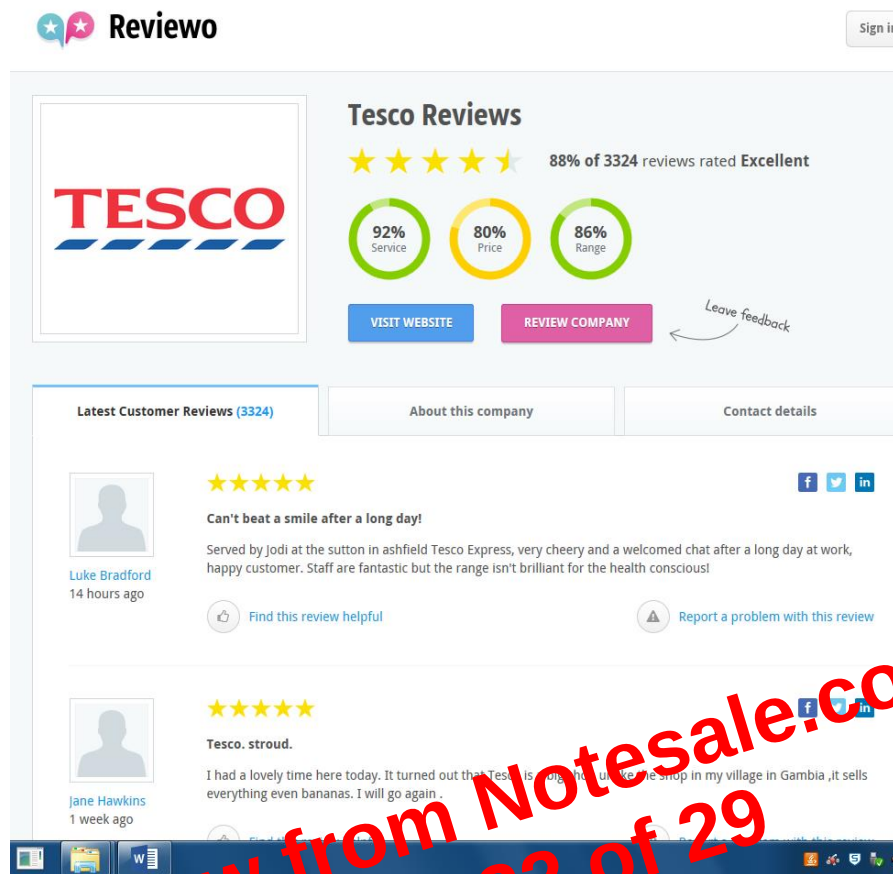
Multi-channel retail; Business now sell goods and services using many different channels. For example, Tesco. You can buy products in-store and online. Using a computer, a phone or a tablet, you can place an order with Tesco. This has opened up businesses, allowing them to explore more markets and more customers, increasing their sales and profits which help them to grow. In the UK, 40% of shoppers believed it was important to be able to purchase from a retailer using different channels.

Mobile shoppers; Mobile shopping is growing and growing and has become huge in the past decade. Shoppers can now compare prices of different companies and see which store has the cheapest product. This is gaining popularity recently as customer's search for the best deal. Shopping is moving more mobile in recent times and it is set to continue to grow. 70% of shoppers are more likely to buy from businesses offering mobile commerce websites or dedicated smartphone apps.

Business flexibility; The internet has increased competition between businesses which has made it harder for retailers to maintain or grow their market share. To remain competitive, businesses need to look at multi-channel retailing. While doing this, they will need to differentiate their products and services from the rest of the market to gain a competitive advantage and stand out in the market. The internet has actually caused some businesses to change their products and services and has forced other businesses to dive in to the Niche market.

Retail has changed significantly over the years, from the very first supermarket to online retailing. There are many different types of ownership in retail and factors which decide on the ownership include the type of store, the brand and the product being sold. Retailers

were getting a good deal with the card and more customers purchases from Tesco as a result.



From www.reviewo.com, customers can write reviews about their experiences with selected organisations and Tesco has excellent customer reviews. 88% of the 3323 reviews were rated Excellent. This is a result of Tesco providing excellent customer service such as;

- **Good response to queries;** Tesco are excellent with customer queries, ordering and returns. Having good responses to queries has a positive impact on customers as customers like their queries to be dealt with quickly and effectively.
- **Clean, tidy store;** Store should be clean, tidy and safe. It should pose no danger to customers. Having a clean store provides a better shopping experience for customers of Tesco and by providing this, customers will be more inclined to shop with Tesco.
- **Provide information as requested;** Tesco is an excellent example of an organisation who provide information to their customers. They are always there to answer any questions any of their customers may have.

interests of the business. Some reasons why customer service is appropriate for the future include;

- Customer service will adopt a mobile-first mind set.
- Companies will explore proactive engagement.
- Insights from connected devices will trigger a higher standard of service.
- Knowledge will evolve from dialog to engagement.
- Predictive analytics will power strategic decisions.
- Improved experiences come in to the spotlight.
- The customer service technology ecosystem will consolidate.

If Tesco extend the services they provide for their customers, this can help the business grow as more customers will be accommodated for in the business. Tesco will revise their customer services so that in the future, the company can remain profitable, grow and dominate a larger share of the retail industry and indeed the many markets in which they participate in.

Conclusion

This report explains how focusing on customers by providing good customer is essential to retailing. Tesco, Dunnes Stores and Marks and Spencer were looked at throughout this report and their successfulness in providing customer services was studied. Tesco are a company known for their high levels of customer care and this results in the company having excellent standards of customer satisfaction.

The report then went on to explain the ways in which sales techniques and customer service have developed in retail organisations were investigated. Different selling skills and techniques have been looked at as well as how these three organisations have adapted selling techniques into their businesses which have helped customer services improve throughout.

The final section of the report assessed the impact of different sales techniques and customer service in Tesco. This part of the report clearly shows that Tesco is a company which possesses many different customer services which have allowed the company to become the most successful and competitive in the industry as well as having the most customers and gaining the highest market share.

Appendices

<http://blog.cashierlive.com/2011/04/28/6-tips-for-selling-more-merchandise-at-your-retail-store/>

<http://www.helpscout.net/blog/customer-service-skills/>

<http://www.customerchampions.co.uk/customer-service-a-key-differentiator-in-retailing/>