

Retail Customer Service

Professional retail service, sales, and customer experience skills for frontline staff



WHY RETAIL CUSTOMER SERVICE MATTERS

Frontline retail employees are often the first and **most influential point of contact**

Retail customer service plays a vital role in shaping customer satisfaction, brand perception, and sales performance.

The **Retail Customer Service Program** equips participants with the practical skills and workplace behaviours required to deliver high-quality service, support sales performance, and represent their organisation professionally in retail and point-of-sale environments.

WHY RETAIL CUSTOMER SERVICE MATTERS

Retail customer service is a critical driver of customer experience, brand trust, and commercial performance. Every interaction on the shop floor shapes how customers perceive an organisation.

- Frontline staff directly influence customer satisfaction and repeat visits
- Service quality impacts sales conversion and average transaction value
- Consistent service builds brand credibility and customer loyalty
- Poor service can quickly damage reputation and business outcomes

In retail, service is not a support function – it is a core business capability that determines whether customers return or choose to walk away.

PROGRAMME OVERVIEW

The Retail Customer Service Program is a comprehensive professional training programme designed to prepare participants for effective performance in retail outlets and point-of-sale environments.

Participants develop a clear understanding of the retail work environment, customer expectations, and professional service standards. The programme covers customer interaction, sales techniques, visual merchandising, POS operations, and workplace communication, with strong emphasis on real-world application.

The result:

The result is confident frontline staff who deliver consistent service excellence, support business outcomes, and contribute positively to customer satisfaction and loyalty.

Retail success is not only about selling products. It is about creating experiences customers want to return to.

Data entry and management are not just about inputting information. They are about accuracy, structure, and reliability.

Accredited and **quality assured**



What this programme Prepares you to do

This programme prepares participants to work confidently in retail environments by combining professional customer service, effective sales techniques, and accurate operational practices.

Participants learn how to engage customers professionally, manage service challenges, handle transactions correctly, and contribute to positive and consistent customer experiences.

PARTICIPANTS DEVELOP THE CAPABILITY TO

- Understand the retail work environment and customer expectations
- Deliver professional customer service in retail settings
- Apply effective sales techniques aligned with customer needs
- Communicate confidently and professionally with customers
- Handle customer complaints and difficult situations appropriately
- Use point-of-sale (POS) systems accurately and efficiently
- Manage daily retail operations and transactions
- Contribute to improved customer satisfaction, loyalty, and repeat sales

OUTCOMES FOR PARTICIPANTS

By the end of the programme, participants will be able to:

- Deliver high-quality customer service in retail environments
- Apply effective sales techniques aligned with customer needs
- Use POS systems accurately and confidently
- Handle customer complaints and service challenges professionally
- Contribute to positive customer experiences and store performance
- Support customer satisfaction, loyalty, and repeat business
- Represent their organisation professionally in frontline retail roles

Programme structure and **delivery options**

Programme Duration

160 learning hours
(40 training days)

Delivery Format

Online instructor-led training
Subject Matter Expert

Learning Approach

Practical and interactive sessions
Real-world scenarios and guided discussions

Flexible Delivery

Adaptable for organisational requirements and cohort-based delivery

Instructor-led delivery

All training units are delivered by subject-matter experts with real-world retail and customer service experience, ensuring learning is practical, relevant, and immediately applicable.

HOW LEARNING IS APPLIED

Participants apply retail service and sales skills to realistic workplace scenarios where professionalism, accuracy, and customer focus are essential.

Learning focuses on practical application in real retail environments rather than theory alone.

PARTICIPANTS EXPLORE

- ✓ Retail environments and customer expectations
- ✓ Professional customer interaction and service standards
- ✓ Sales techniques and identifying customer needs
- ✓ Visual merchandising and store presentation
- ✓ Handling complaints and difficult situations
- ✓ Using POS systems and processing transactions accurately
- ✓ Managing daily retail operations and teamwork

THIS PROGRAMME IS DESIGNED FOR

This programme is suitable for:

- Retail sales representatives
- Cashiers and point-of-sale staff
- Customer service employees in retail outlets
- Store supervisors and team leaders
- Retail store managers
- Individuals seeking employment in the retail sector

COURSE PREREQUISITES

No advanced accounting qualification is required.

The programme is suitable for participants seeking to build or strengthen practical accounting capability in corporate environments.

PROGRAMME DELIVERY

- Online instructor-led training
- Practical and interactive sessions
- Real-world scenarios and guided discussions

WHAT THIS TYPE OF TRAINING DELIVERS

Immediate Application

Apply customer service and sales skills directly in retail

Service Excellence

Deliver consistent, professional customer experiences

Sales Confidence

Handle transactions and retail operations correctly

Operational Accuracy

Build practical data capability across teams and functions

The result:

More confident frontline staff. Stronger customer experiences. And retail teams that directly support service quality, brand reputation, and business success where it matters.

COCREATE TO ACTIVATE™

CoCreate to Activate™ is Maximus Academy's four-step method for building skills that last—not just in the classroom, but inside real organisations operating in fast-moving, high-demand sectors across the region.

Turning capability into national outcomes.



ASSESS

Understand the real operating world

What this Ensures

- Skills that match global industry demands, not generic international templates.



DESIGN

Build training that fits the sector

- Immediate operational impact, because training is built around real sector challenges.



DELIVER

Teach through Saudi SMEs and practitioners

- Lasting organisational capability through the adoption of performance-driven tools and behaviours.



SUSTAIN

Embed the change inside organisations

It is the difference between training individuals and equipping an entire workforce with the capabilities to perform, adapt, and deliver at scale.



Register for the course through the QR code

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Training that fits your world

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