



Keep customers coming back

YOU'VE GOT THE INVENTORY.

NOW BUILD YOUR BUSINESS.

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**Service IQ** SMARTER PEOPLE FOR  
SMARTER BUSINESSES



## Retail is all about people.

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Whatever your niche, retail is all about looking after people. Everyone expects to be treated as a valued customer. Giving consistently great personalised service is vital for success. It's the key to gaining repeat business, and generating positive feedback that attracts more customers.

### **Satisfied customers are your best advertisement.**

Dissatisfied customers will harm your business, but customers who leave with a positive impression become ambassadors for your brand – they are your best advertisement. Motivated, skilled and trained employees are your best investment.

### **That's where ServicelQ can help you.**

We'll keep your business on top, by helping you and your people develop and finesse the finer skills needed for great customer service, store supervision, merchandising, management and more.

### **Your industry experts.**

ServicelQ is the Industry Training Organisation (ITO) for the retail, tourism, hospitality, aviation, travel and museums sectors. We also work closely with secondary schools around New Zealand. We set the standards, develop the training programmes, and help empower and motivate talented people to provide great service.



*Giving consistently great personalised service is vital for success. Motivated, skilled and trained employees are your best investment.*



## Success depends on skilled people.

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Retail is part of the lifeblood of our nation. It employs thousands of people, each of whom needs the skills and knowledge to help customers enjoy a great experience and come back for more.

Whether behind the scenes or out front selling, good skills and customer service lead to happy clients and success for your business.

### **Expertise builds experts.**

As the government-mandated industry training organisation for New Zealand's service sectors, ServiceIQ has the expertise and experience to help your people be the best they can.

Our wide range of on-job training programmes is carefully designed, with retail industry input, to give your employees the skills and knowledge they need to be successful and make the most of their job. The programmes are easily delivered, on the job, and at a pace that works for your business. This way, you, your people and your customers get the immediate benefit of new skills designed to help take your business to the next level.

### **Satisfaction guaranteed.**

The programmes have another advantage: on successful completion, your employees will be awarded with a nationally recognised qualification. Achieving a high standard gives you the confidence that your people have the right skills to provide customers with great service, and it gives your people increased job satisfaction and motivation.

### **Cost?**

There are options where the training programmes could be free. We also offer cost-effective online short courses that allow learning anywhere, anytime. These short courses are ideal as part of the induction for new employees.



*Our wide range of on-job training programmes is carefully designed to give your employees the skills and knowledge they need.*



## Your one-stop retail training shop.

Get the benefit of proven skills for your people to help your store stand out from the competition with outstanding customer service. We offer expert on-job training programmes for your people, from school leavers all the way to essential leadership knowledge and qualifications for your senior retail managers.

**ServiceIQ programmes include:**

*Getting retail basics right*

▶ **New Zealand Certificate in Retail – Level 2**

This is the perfect start for employees to get vital knowledge they need to succeed in retail. Your people learn core skills in communication, sales, numeracy and literacy and excellent customer service.

*Ready to take the next step*

▶ **New Zealand Certificate in Retail – Level 3**

An on-job training programme to help take your more experienced retail assistants and assistant managers, with a talent for leadership, to the next level. It gives your people the professional knowledge, standards and best practice skills they need to become supervisors and senior store managers.

*Leading your team, your store*

▶ **New Zealand Certificate in Retail – Level 4**

Line managers, senior team leaders and supervisors who have the talent to manage a store can get the professional skills and knowledge they need for this important role. Your up-coming manager/s will learn industry endorsed best practice standards for everything they need to know to be able to run the store effectively and help build the business.



*Get the benefit of proven skills for your people to help your store stand out from the competition with outstanding customer service.*



## Great leaders aren't born. They are trained.

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You will know that people may be experts at their job, but it takes a completely different set of skills to manage and lead a team successfully...

Great leaders have real hands-on operational experience plus excellent management and leadership skills. ServiceIQ offers two popular programmes designed to give your talented employees with management potential the skills they need to take on greater responsibility and contribute more to your business.

The business management programmes are two-tiered and lead to nationally recognised qualifications. They are also perfect for business succession planning.

- 1. New Zealand Certificate in Business (Introduction to Team Leadership) Level 3** is ideal for supervisors or the people you want to move into effective team leadership or supervisor roles.
- 2. New Zealand Certificate in Business (First Line Management) Level 4** is designed for your team leaders or supervisors who are ready to step up into management.

Both programmes involve a mix of theory and practise. They are completed separately and can be easily achieved by your employees on the job and at a pace that works for your business. Your ServiceIQ advisor will be able to help you decide what works best for your business and your people.



*Good managers are vital for success, and you will know it takes a completely different set of skills to lead and manage a team.*



**ServiceIQskillsonline.org.nz**

## Your online training partner.

Online learning can be done anywhere and anytime. Whether new, young, experienced or older, all your staff can quickly be brought up to speed or get refresher training, helping you maintain consistent service no matter where they are.

**ServiceIQ Skills Online** provides online courses that cover the key essentials for businesses in the service industry, and most for a cost-effective price of just \$25 each – or less if you belong to an industry association.

Available now:

- ▶ Introduction to Visitor Experience (\$35).
- ▶ Introduction to Customer Service Skills.
- ▶ Resolving Customer Complaints Effectively.
- ▶ Introduction to Consumer Legislation.
- ▶ Being a Responsible Host – Licensed Premises.
- ▶ Being a Responsible Gambling Host.
- ▶ Introduction to Preventing Theft and Fraud.

These short introductory courses are purchased online, and can be accessed on smartphone, tablet or computer.

Visit [www.ServiceIQskillsonline.org.nz](http://www.ServiceIQskillsonline.org.nz).

**Find out how we can help your retail business, by contacting us on 0800 863 693 or email us at [intel@ServiceIQ.org.nz](mailto:intel@ServiceIQ.org.nz)**



*ServiceIQ Skills Online provides a number of online courses that cover the key essential for businesses in the service industry.*



## Contact us

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