

# **Cashier**

## **Participant Handbook**

# Contents

S.No	Units/Sub-units	Page No.
<b>1</b>	<b>Introduction to the Program</b>	<b>1</b>
	1.1 Objectives of the Program	2
	1.2 Retail Industry in India	5
	1.3 Role of a Cashier	14
<b>2</b>	<b>Communications Skills</b>	<b>21</b>
	2.1 Basics of Communication	22
	2.2 Listening Skills	26
	2.3 Speaking Skills	28
	2.4 Reading Skills	31
	2.5 Writing Skills	34
<b>3</b>	<b>Professional Skills</b>	<b>37</b>
	3.1 Decision Making and Problem Solving	38
	3.2 Planning and Organising	40
	3.3 Customer Centricity	43
	3.4 Analytical and Critical Thinking	45
<b>4</b>	<b>Service Cash Point/POS in Retail Operations</b>	<b>47</b>
	4.1 Service Cash Point	48
<b>5</b>	<b>Follow Point of Sale Procedures for Age-Restricted Products</b>	<b>61</b>
	5.1 Follow Procedures for Sales of Age-Restricted Products	62
	5.2 Provide Service at Point of Sale	69
<b>6</b>	<b>Process Customers Orders for Goods</b>	<b>73</b>
	6.1 Check the Availability of Goods for Orders	74
	6.2 Process Orders for Customers	83
<b>7</b>	<b>Process Part Exchange Sale Transactions</b>	<b>88</b>
	7.1 Decide on the Value of Items Offered in Part Exchange by Customers	89
	7.2 Negotiate Part Exchange Sales Transactions with Customers	94
	7.3 Provide Service at Point of Sale in a Store	98

<b>8</b>	<b>Process Payments</b>	<b>104</b>
	8.1 Process Payments	105
<b>9</b>	<b>Process Cash and Credit Transactions</b>	<b>109</b>
	9.1 Process Cash and Credit Transactions	110
<b>10</b>	<b>Process Returned Goods</b>	<b>117</b>
	10.1 Process Returned Goods	118
<b>11</b>	<b>Maintain Workplace Security</b>	<b>124</b>
	11.1 Workplace Security	125
	11.2 Common Security Threats at Workplace	130
<b>12</b>	<b>Health and Safety</b>	<b>133</b>
	12.1 Workplace Health and Safety	134
	12.2 Common Injuries and Accidents	136
	12.3 Lifting and Handling Goods Safely	144
<b>13</b>	<b>Create a Positive Image of Self &amp; Organisation in the Customers Mind</b>	<b>146</b>
	13.1 Introduction	147
	13.2 Grooming	149
	13.3 Customer Service	151
<b>14</b>	<b>Work effectively in a Team and Organisation</b>	<b>155</b>
	14.1 Work effectively in a Team and Organisation	156
<b>15</b>	<b>My Learning</b>	<b>159</b>
	15.1 My Learning Tree	160

Unit	
1	Introduction to the Program

## Unit Overview

This unit introduces the objectives of the program. It discusses the necessary skills needed by you to be a successful retail cashier. It gives an overview of the retail industry in India. At the end it discusses about a retail cashier and his/her roles and responsibilities.

## Unit Objective

You will be able to:

- Understand Objectives of the Program
- Gain knowledge about retail industry in India
- Understand Formats of Retail Stores
- Role and Importance of Cashier

## Unit Break Up:

S No	Sub Unit
1	Objectives of the Program
2	Retail Industry in India
3	Role of a Cashier

Sub Unit	
1.1	Introduction to the Program

## Sub Unit Objective

You will be able to:

- Understand the program overview
- Know ground rules

### 1.1.1 Project Overview : Cashier

A cashier is a person responsible for totalling the amount due for a purchase and then charging the consumer for that amount. In one form or another, cashiers have been around for thousands of years. In many businesses, such as grocery stores, the cashier is a "stepping stone" position.

**Role Description:** In a retail store a cashier is responsible for servicing and processing all customer transactions through various means while adhering to accounting principles.

**Job Description:** Individuals in this position service and process all payments made in for sales done within the retail environment whilst working cordially within the team and retail organisation.

**Personal Attributes:** The individual needs to be physically fit to withstand working in a retail environment whilst being customer responsive towards service delivery and processing payments accurately with speed.

### 1.1.2 Objectives of the Program

The objective of the program is to enable you to do the following:

- Service Cash Point / POS
- Follow point-of-sale procedures for age restricted products
- Process customer orders for goods
- Process part exchange sale transactions
- Process payments
- Process cash and credit transactions
- Process returned goods
- Maintain health and safety
- Create a positive image of self & organisation in the customers mind

- Work effectively in a team
- Work effectively in organisation

This program will enhance your knowledge in the following areas:

- Retail industry
- Role and responsibilities of a cashier
- Code of Conduct for Cashier
- Core professional and technical skills required for performing job effectively.

As a cashier you need following skills to perform your job effectively:

- Reading Skills
- Document Use
- Numeracy
- Writing
- Oral Communication
- Working with Others
- Continuous Learning
- Thinking Skills
- Computer Use

Following are the skills that the training program will impart in you:

- Core Skills/ Generic Skills:
- Writing Skills
- Reading skills
- Oral Communication (Listening and Speaking skills)

Professional Skills:

- Decision making
- Planning and organising
- Customer centricity
- Problem solving
- Objection handling
- Critical thinking

### Skills Practical – Ice Breaking

- Identify five common things that match with other participants in the group. For example – name, date of birth, hobbies, etc.

## Theory Questions:

1. What are your expectations from the program?

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Sub Unit	
1.2	Retail Industry in India

### Sub Unit Objective

You will be able to:

- Understand the relevance of retail industry
- Understand the statistics of retail industry

### 1.2.1 Introduction to Retail Industry in India

The Indian retail market has been ranked the second most attractive emerging market for investment after Vietnam. The Indian retail industry is estimated to be worth Rs 13-14 lakh crore in FY 2008. (Source: India Retail report 2009-IMAGES research).

The Indian retail sector is highly fragmented in nature. The penetration of Organised Retail in the Indian market is much below the levels in other countries. Organised/Modern retailing refers to trading activities undertaken by licensed retailers and includes formats such as hypermarkets and supermarkets, and retail chains.

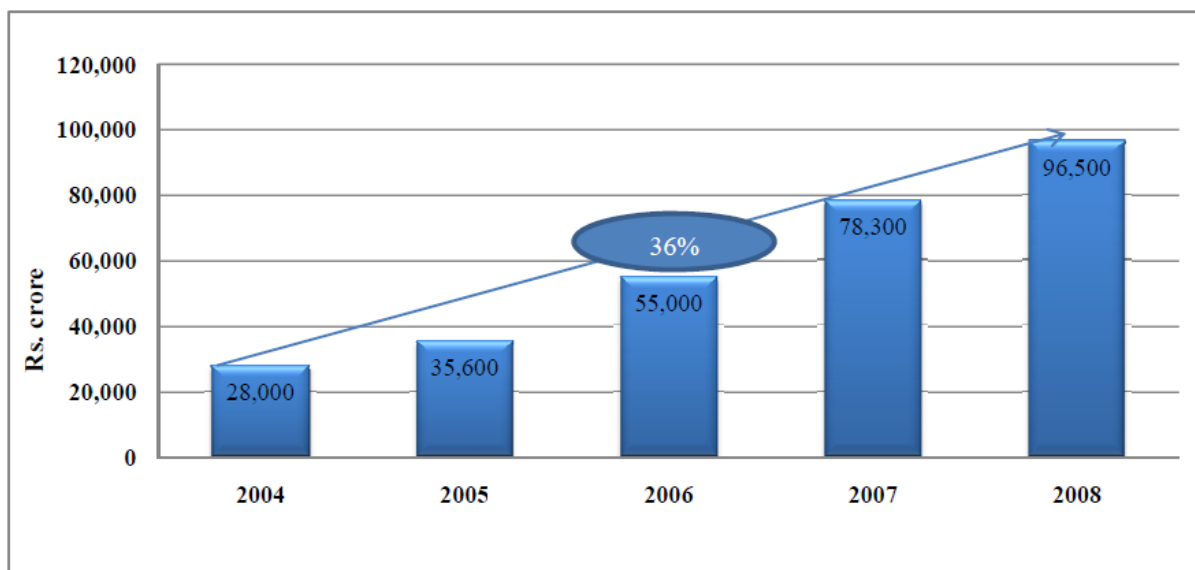
Organised Retail, valued at Rs 96,500 crore in 2008, accounts for around 5% of the total retail market. Organised Retail has been growing at an impressive rate of 35% to 40% Y-O-Y in the last few years compared to 9-10% growth in the overall retail industry. (Source: India Retail report 2009-IMAGES research).

Traditional/unorganised retailing contributes to about 95% of total retail revenues. Traditional/unorganised retailing which involves the local kirana shops, paan /beedi shops, hand cart and pavement vendors, etc. continues to be the backbone of the Indian retail industry. India has one of the highest densities of shops per population with 1.5 crore<sup>4</sup> small retail outlets in India (14 shops per 1,000 people).

The Organised Retail market stood at Rs.96, 500 crore in 2008. The industry has grown at a CAGR of 36% between 2004 and 2008. This growth was mainly driven by changing lifestyles, rising disposable incomes, favourable demographics, and easy credit availability, etc. (source- nsdc report)

The growth of retail industry in India is mentioned in the graph:





Source: India Retail Report and IMaCS analysis

## 1.2.2 Segmentation of Retail Sector

The categorisation of Indian organised retail sector is based on:

- i) Type of products
- ii) Store Based Retail
- iii) Non Store Based Retail

### Retail Segmentation Based on Type of Products

These segments are:

- Clothing, Textiles and Fashion Accessories
- Jewellery
- Watches
- Footwear
- Health and Beauty Care Services
- Pharmaceuticals
- Consumer Durables, Home Appliances/Equipment
- Mobile handset, Accessories and Services
- Furnishings, Utensils, Furniture – Home and Office
- Food and Grocery
- Out of Home food services
- Books, music and gifts
- Entertainment

Clothing and Textile, Footwear, Consumer Durables and Home Appliances, Food and Grocery and Out of food Services are the major retail categories which account for more than 76% of the Organised Retail market. The segmentation of the retail sector is illustrated in the following table:

Consumption category	Share in Organised Retail	Extent of Penetration
Clothing, Textiles and Fashion Accessories	38%	23%
Food and Grocery	11%	1%
Footwear	10%	48%
Consumer Durables, Home Appliances and Equipments	9%	12%
Out of Home Food (catering) services	7%	8%
Furnishings, Utensils, Furniture - Home and Office	6%	11%
Mobile handsets, Accessories, and Services	3%	10%
Entertainment	3%	5%
Jewellery	3%	3%
Books, Music and Gifts	3%	13%
Watches	3%	49%
Pharmaceuticals	2%	3%
Health and Beauty Care Services	1%	14%

Source: Images Retail 2009 and IMaCS analysis

### Retail Segmentation Based on Stores

Organised retail can be categorised by the type of products retailed as well as by the different kinds of formats. The major retail formats include the following:

- **Department Store:** It represents retail outlets that stock a wide variety of merchandise ranging from apparel, toiletries, cosmetics, toys, and jewellery to appliances and furniture.
- **Supermarkets:** These are self service stores which offer a range of food and household articles. These stores generally occupy a larger area vis-a-vis the departmental stores. Nilgiri's was the first supermarket in India. Foodworld was the first chain of supermarkets in India offering a wide range of products that included fruits, vegetables, etc. Other supermarkets operating in India include Food Bazaar, SabkaBazaar, Fabmall, Arambagh Food Mart, etc.
- **Hypermarket:** It has the features of both a supermarket and a department store. These stores operate on a very large scale. Some of the prominent hypermarkets include Big Bazaar (Pantaloon Retail), Star India Bazaar (Trent), Choupal Sagar (ITC), HyperCity (K Raheja Group), etc.
- **Speciality stores:** Speciality stores sell specific merchandise with focus on single/few categories. Planets M, Music World, Crossword etc. are among the leading speciality stores in India.

- **Convenience stores:** These stores are located at convenient locations like fuel stations and have flexible timings. My Mart, In & Out, Red Shop, DHL Service point, Touchworld and 24/7 are some of the players in this format.
- **Kiosks:** Kiosks are located in malls, multiplexes, railway stations, and airports where space is at a premium and mostly engage in selling consumer goods like edibles and snacks, newspapers and magazines, fashion accessories stores and entertainment.
- **Discount Stores:** Discount Retail can be broadly defined as a retail format where 60% to 70% of the merchandise is sold at a discount of 10% to 25% or more. As per estimates, nearly 20% of the sales of most brands are through some form of discounts. Some of the major players in this space include Big Bazaar, Megamart, Prateek Lifestyle (Coupon Mall), and Sankalp Retail Value Stores (My Dollar Store). Largely, Discount Retail has been dominated by apparel focused stores and factory outlets.

### Retail Segmentation - Non Store Based

When goods and services are sold outside the facility of retail outlet it's called Non-store based retailing. Following are various kinds of non-store based retailing:

- **Direct Marketing:** It is a form of retailing where a customer is first exposed to a product or service through a direct mail, broadcast or cable TV, radio, magazine and newspaper. After that if a customer likes any product then he/she orders by mail, phone and computer. For example, Asian sky shop, Tele brands etc.
- **Direct selling:** Includes both personal contact with customer in their homes (and other non-store locations) such as offices, and phone solicitations by the retailer. For example, vacuum cleaners by Eureka Forbes, cosmetics by Avon, household goods by Amway.
- **Vending machine:** A retailing format involving the coin or card operated dispensing of goods and services, such as tea/coffee. For example, vending machines of Pepsi, Coke, Thumps Up, Nescafe etc. present in a food store.
- **E-Commerce:** Marketing and selling of products done through internet is called e-commerce. For example, Flipkart.com, Jabong.com etc.

### 1.2.3 Key Success and Risk Factors for Retail Industry in India

- **Efficient Supply Chains:** Highly fragmented supply chains coupled with infrastructure issues and the vast geographical spread of the Indian market pose huge challenges to the retailers. Indian retailers have to enhance their supply chains to succeed in the cost conscious market. Segments such as food and grocery have to cope with very highly unorganised supply chains. Also, the rising customer expectations would necessitate supply chains with quick reaction times.
- **Ability to penetrate rural market:** The urban area has been the focus of Organised Retail which has led to increased competition. Rural India is home to 72 crore consumers across 6 lakh villages. 17 % of these villages account for 50 % of the rural population as well as 60 % of rural wealth. Hariyali Kisan Bazaars (DCM) and Aadhars (Pantaloon-Godrej JV), Choupal Sagar (ITC), Kisan Sansars (Tata), Reliance Fresh, and others such as the Naya Yug Bazaar have already ventured into the retail market.
- **Leveraging Technology:** The Organised Retail layers have to leverage IT and technology to sustain business growth through innovation and differentiation. A numbers of retail players like DLF Retail, Khadims, Diamexon Diamonds have expanded their SAP footprints to simplify business processes, reduce costs and adapt to the changing industry landscape. GPS and RFID technology can help in logistics and inventory management.

- **Customised solutions:** The Indian retail market is very heterogeneous in nature. The dynamics for various segments change with the geography and other cultural factors. The challenge for the retailer is to keep this heterogeneous nature of the target market in mind and to balance it with other issues like economies of scale.
- **Investing in retail brand (store brand):** A strong retail brand is a critical success factor. The retailers should invest in brand building activities which would help them in attracting new customers as well as retaining the existing ones. The strong retail brand will allow the retailers to push through “private labels “which would strengthen their bottom line.
- **Customer Relationship Management (CRM):** The retailers have to come up with innovative CRM activities to retain their customer base and to add on to their brand value. CRM activities like loyalty programs have been received well by the customers in the past.

## 1.2.4 Employment in Retail Industry

The retail industry employs over 35 million persons with the majority of the employment being in unorganised sector. The employment in the organised segment is about 0.3 million. (*source: ICRIER – Working Paper No. 222 and IMAcS analysis*)

**Core Process in Retail:** Retailing is the vital link in any typical supply chain as it is closest to the customers. Retailing adds value in terms of bulk breaking, providing a wide assortment of goods, and incidental services to customers. The value chain and core processes involved in retail are:

- Store operations
- Merchandising
- Logistics and Distribution
- Marketing
- Procurement/Purchase
- Corporate Services

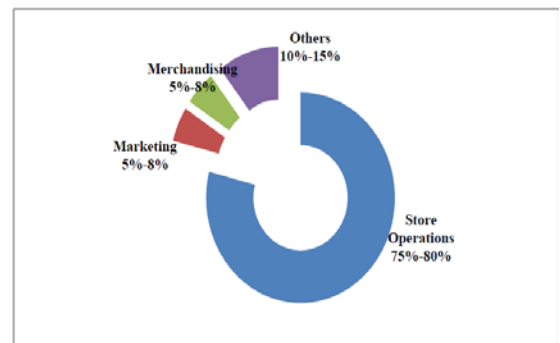
- **Store Operations:** Store operations play a critical role in shaping the customer perceptions towards the store/mall. Store operations involve selling, management of goods flow, store maintenance, customer service and transaction processing. The sales person plays an important role in technology goods, high value high involvement goods such as jewellery, watches, etc. Customer service includes delivery, repair, warranty work and handling of customer returns, etc.
- **Merchandising:** It involves selecting and displaying of the assortment of goods to be sold. The right mix/kind of merchandise plays an important role in selection of a particular store by the customer and is a key differentiating factor. It is a dynamic activity which has to be in resonance with customer trends and also has implications for the top-line and bottom-line of a retail outlet.
- **Logistics:** The infrastructure bottlenecks in India i.e., road conditions, lack of strong cold chains, poor warehousing facilities, are well documented. These bottlenecks add up to the logistics cost both in terms of time and money. Logistics plays an important role for Organised Retail as the economies of scale are mainly on account of centralised sourcing systems. The high logistics cost

also forces the retailers to trade off between availability of goods to the customer and high inventory costs.

- **Marketing:** Marketing strategies of a firm shape both the pulling the target audience to the store through advertising and pushing merchandise to the customers through sales promotion programmes. The challenge for Organised Retail is to ensure both high footfalls and conversion ratio. Increasing the average transaction size is one of the main concerns for a retail outlet. Effective CRM strategies such as loyalty programmes play an important role in achieving the aforementioned objectives
- **Purchase:** Centralised purchasing is important for the organised retailers to get advantage of their scale of operations. Retailing often involves a number of products and SKUs which make this task even more difficult. Purchasing function has to work in co-ordination with logistics and merchandising. The function also takes care of Vendor selection and development.
- **Corporate services:** Corporate services are support functions such as Finance, HR, IT, Administration. IT and HR functions are increasing in importance. IT plays a key role in improving the efficiency as well as CRM activities

Major proportion of the employment in the retail sector is in front-end/retail assistant profiles in stores. The function/activity-wise distribution of human resource in the Organised Retail sector is shown in the following figure.

Store operations account for 75%-80% of the total manpower employed in the Organised Retail sector. The function/activity-wise distribution will vary based on the format of the stores (Departmental store, Hypermarket etc.) as well as other factors like Single/Chain stores, type of products etc. Also, standalone/small retailers may not have explicit demarcation of functions for merchandising, or marketing.

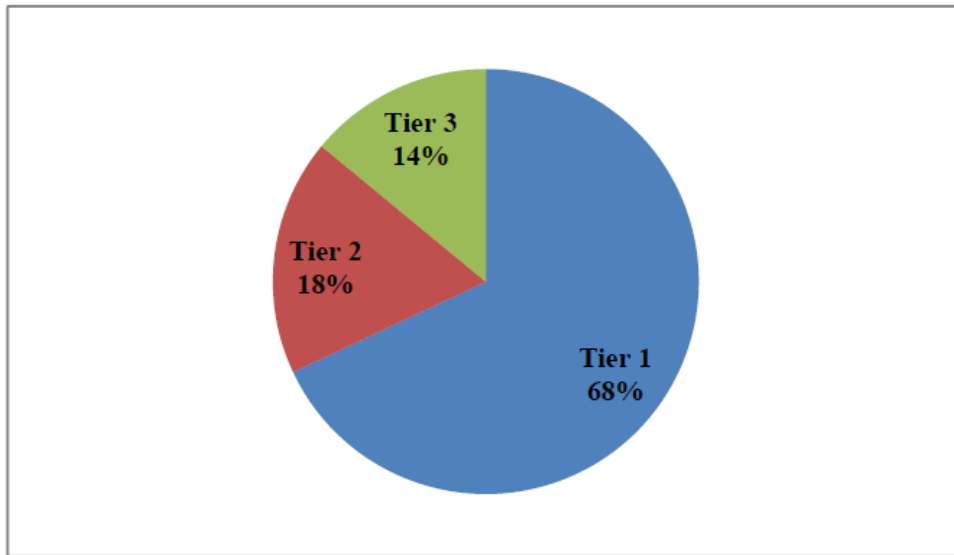


Source : Primary Research IMAcS analysis

### Major Regions of Employment Concentration

- Organised Retail has been more of an urban phenomenon till recently, but this is rapidly changing.
- The eight 'Megacities' that apart from large population also have large consumer markets are Mumbai, Delhi, Kolkata, Chennai, Bangalore, Hyderabad, Ahmedabad, and Pune.
- Organised Retail has spread to the seven 'Boomtowns' that have a large population and high expenditure per household, namely, Surat, Kanpur, Jaipur, Lucknow, Nagpur, Bhopal and Coimbatore.
- It has also spread to the five 'Niche' cities that are relatively smaller in population but have above national average household spend, namely, Faridabad, Amritsar, Ludhiana, Chandigarh and Jalandhar.
- Tier 1 cities account for a major portion of the malls - a scenario that is not likely to change drastically over the next few years at least. It is estimated that by the year 2011, the tier I cities will continue to hold a majority share, with the tier II and III cities inching a notch up in terms of supply.

- Of the 325 malls expected by 2011 covering an area of approximately 154 million sq. ft. the majority is accounted by the western and southern regions with 114 and 195 malls respectively together adding about 100 million sq. ft.
- The highest contributors in each zone are primarily the tier I & II cities such as NCR, Chandigarh and Ahmedabad in the north; Bangalore, Chennai and Hyderabad in the south; Kolkata, Raipur and Jamshedpur in the east; and Mumbai, Pune and Nagpur in the west.



Source : Primary Research IMAcS analysis

- Tier 1 includes Delhi NCR, Mumbai, Bangalore, Chennai & Kolkata
- Tier 2 includes Hyderabad, Pune, Ahmedabad , Chandigarh, Jaipur & Lucknow
- Tier 3 includes cities like Agra, Allahabad, Ludhiana, Kanpur etc.

### Skills Practical: Group Discussion

Perform group discussion out of the two topics given below:

1. Organised Retail Vs Unorganised Retail
2. Store based retailing Vs Non-store based retailing

### Theory Questions

1. .... retail in India accounts for over 92 % of market in Indian Retail industry.
  - a) Organised
  - b) Unorganised

- c) Mixed
- d) None of these

2. Which of these is not a major retail player in India?

- a) Future Group
- b) Tata Group
- c) Wal-Mart
- d) Lifestyle Retail

3. What does RAI stands for?

- a) Retailers Association of Indonesia
- b) Retailers Assistance Industry
- c) Retailers Associates of India
- d) Retailers Association of India

4. The purpose of RASCI is:

- a) Sell more goods
- b) Skill Development for Retail
- c) Open more retail stores
- d) None of these

5. What are the two categories of Retail?

- a) Organised and Unorganised
- b) Supermarket and hypermarket
- c) Mixed and Single
- d) None of these

6. Selling of goods through internet is?

- a) Vending Machines
- b) Direct Selling
- c) e-Commerce
- d) None of these

7. Describe the segmentation of retail sector in India.

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Sub Unit	
<b>1.3</b>	<b>Role of a Cashier</b>

## Sub Unit Objective

You will be able to:

- Understand the role and responsibilities of a retail cashier
- Awareness about the personal attributes needed for the role

### 1.3.1 Role of a Cashier

Cashiers operate cash registers, optical price scanners, computers, or other equipment to record and accept payment for the purchase of goods, services, and admissions. They are employed in stores, restaurants, theatres, business offices, and other retail and wholesale establishments.

There are many job titles that a cashier might have. They include:

- Box office cashier
- Cafeteria cashier
- Car park cashier
- Dining room cashier
- Food store cashier
- Grocery store cashier
- Hotel cashier
- Movie theatre cashier
- Restaurant cashier
- Supermarket cashier



#### **Cashier's Role and Responsibility**

- Total the cost of the goods, services, or admission
- Use a cash register
- Use a scanner



- Put items in a bag
- Use a debit machine
- Take payments using credit cards
- Accept reservations and take-out orders
- Stock shelves
- Clean shelves and counters
- Provide information to customers
- Calculate the total sales at the end of a shift
- Give receipts
- Fill in forms (returned items, rain checks)

### 1.3.2 Nature of Cashier Job

Although specific job duties vary by employer, cashiers usually are assigned to a cash point or Point of Sale (POS) at the beginning of their shifts are given drawers containing a specific amount of money with which to start their shift. They must count their cash register to ensure that they contain the correct amount of money and adequate supplies of change. They must ensure that returned merchandise is in good condition and determine where and when it was purchased and what type of payment was used. After entering charges of all items and subtracting the value of any coupons or special discounts, cashiers total the customer's bill and take payment.

Cashiers must know the store's policies and procedures for each type of payment the store accepts. When the sale is complete the cashier issue a receipt to the customer and return the appropriate change. They may also wrap or bag the purchase. At the end of their shift they once again count the drawers contents and compare the total of sales data. Most cashiers now use scanners and computers, but some businesses still require price and product information to be entered manually. In a store with scanners a cashier passes a product's over the scanning device which transmits the code number to a computer.

In other businesses cashiers manually enters code into computer and description of the items and their prices appears on screen. Depending on the type of business cashiers may have other duties as well.

- **Supermarkets:** Cashier weigh produce and bulk food, as well as return unwanted items to the shelves.
- **Convenience stores:** cashier s may be required to know how to use variety of machines other than cash register.
- **Movie Theatre :** Operating a ticket dispensing machines and answering customers questions are common duties

The role of cashier is performed in a range of retail operations as:

- Department Store
- Supermarket

- Specialty Store
- Fresh Food stores
- Quick Service Food Stores

Cashiers operate cash registers, optical price scanners, computers, or other equipment to record and accept payment for the purchase of goods, services, and admissions. They are employed in stores, restaurants, theatres, business offices, and other retail and wholesale establishments. Depending on the type of business, cashiers may have other duties as well.

- **Department Store:** A Department store is a retail establishment that typically offers a wide variety of merchandise organized, within the store, into different departments. Department stores are typically large in size, to accommodate the many items that they carry. They are usually associated with retail chains, and have many locations regionally or nationally. In department stores, cashiers may be required to know how to use a variety of machines other than cash registers.
- **Supermarket:** A **supermarket**, a large form of the traditional grocery store, is a self-service shop offering a wide variety of food and household products, organized into aisles. In supermarkets cashiers weigh produce and bulk food as well as return unwanted items to the shelves.
- **Specialty Store:** A small retail outlet that focuses on selling a particular product range and associated items. Most specialty store business operators will maintain considerable depth in the type of product that they specialize in selling, usually at premium prices, in addition to providing higher service quality and expert guidance to shoppers.



- **Fresh Food Stores:** Grocery stores offering a full line of grocery products, including fresh fruits and vegetables, fresh meats, dairy and other food and non-food products.
- **Quick Service Food Stores:** A fast food restaurant, also known as a quick service restaurant (QSR) within the industry, is a specific type of restaurant characterized both by its fast food cuisine and by minimal table service. Point of Sale Systems has truly revolutionized the restaurant industry. It is most evident in fast food franchises



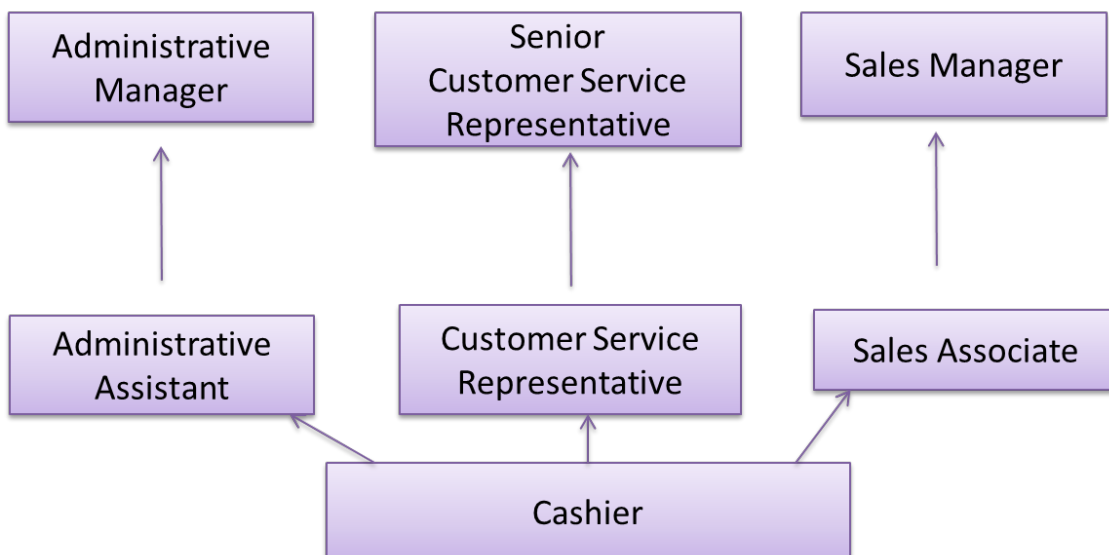
### Working Condition for a Retail Cashier

Most of the cashiers work indoor usually standing behind the booth or behind the counter. They are responsible for large sum of money and cannot leave their workstation without approval of their supervisor or manager. Work of cashiers is repetitive which means doing a movement or an act over and over. Work can sometimes be dangerous; the risk from robberies and homicide in a retail store is much higher than the other workforce.

### 1.3.3 Training Experience Required for a Cashier's Job

- Cashier is an entry level job which required little or no work experience (0-1 year).
- There are no specific educational requirements for the job of cashier but employers prefer applicants with high school education.
- Almost all the cashiers are trained on the job.
- People who want to become cashier should be able to do repetitious work accurately.
- Basic mathematics skills and good manual dexterity is also a prerequisite.
- Cashiers deal constantly with the public; they should be neat in appearance and should be able to deal tactfully and pleasantly with customers.

### 1.3.4 Career Progression of a Cashier



### 1.3.5 Skills Required for a Cashier

There are nine Essential Skills. They are:

- Reading Skills
- Document Use
- Numeracy
- Writing
- Oral Communication
- Working with Others
- Continuous Learning
- Thinking Skills
- Computer Use

### **Skills Required for a Cashier According to NOS**

- To service Cash Point / POS
- To follow point-of-sale procedures for age restricted products
- To process customer orders for goods
- To process part exchange sale transactions
- To process payments
- To process cash and credit transactions
- To process returned goods
- To maintain health and safety
- To create a positive image of self & organisation in the customers mind
- To work effectively in your team
- To work effectively in your organisation

### **Skills Practical – Group Discussion**

Discuss the different types of cashiers and the work they perform. Have you worked as one of these cashiers?



Sub Unit	
<b>4.1</b>	<b>Service Cash Point</b>

### Sub Unit Objective

You will be able to:

- Monitor receipt practices and processes at cash point/POS

#### 4.1.1 Cash Point /Point of Sale(POS)

POS or PoS is an abbreviation for Point of Sale (or Point-of-Sale, or Point of Service). It is the checkout/cashier counter in the store, or a location where such transactions can occur in this type of environment. It is the point at which a customer makes a payment to the merchant in exchange for goods or services. At the point of sale the retailer would calculate the amount owed by the customer and provide options for the customer to make payment. The merchant will also normally issue a receipt for the transaction.

The POS in various retail industries uses customized hardware and software as per their requirements. The retailing industry is one of the predominant users of POS terminals. Point of Sale Systems are utilized in many different industries, ranging from:

- restaurants,
- hotels & hospitality businesses,
- nail/beauty salons,
- casinos, stadiums,
- retail environments.

In the most basic sense, if something can be exchanged for monetary value - a Point of Sale System can be used.

#### **Retail POS**

A retail point of sale or cash point typically includes:

a. **Cash register:** A Cash register comprises :

- Computer
- Monitor



- Cash Drawer
- Receipt Printer
- Customer Display
- Barcode Scanner

#### **b. Debit/credit card reader**

It can also include:

- Conveyor belt
- Weight scale
- Integrated Credit Card Processing System
- Signature Capture Device
- Customer Pin Pad Device.

POS monitors use touch-screen technology for ease of use and a computer is built into the monitor chassis for what is referred to as an all-in-one unit.

The POS system software can typically handle customer based functions such as sales, returns, exchanges, layaways, gift cards, gift registries, customer loyalty programs, promotions, discounts and much more. POS software can also allow for functions such as pre-planned promotional sales, manufacturer coupon validation, foreign currency handling and multiple payment types. The POS unit handles the sales to the consumer but it is only one part of the entire POS system used in a retail business.

"Back-office" computers typically handle other functions of the POS system such as inventory control, purchasing, receiving and transferring of products to and from other locations. Other typical functions of a POS system are to store sales information for enabling customer returns, reporting purposes, sales trends and cost/price/profit analysis. Customer information may be stored for receivables management, marketing purposes and specific buying analysis. Retail operations such as Electronic stores and super-stores need specialized additional features compared to other stores. POS software in these cases handle special orders, purchase orders, repair orders, service and rental programs as well as typical point of sale functions. Rugged hardware is required for point-of-sale systems used in outdoor environments.

#### **Restaurant POS**

Point-of-sales systems have revolutionized the restaurant industry, particularly in the fast food sector. Typical restaurant POS software is able to :

- create and print guest checks
- print orders to kitchens and bars for preparation
- process credit cards and other payment cards
- Run reports.

In addition, some systems implement wireless pagers and electronic signature-capture devices. In the fast food industry, displays may be at the front counter and order taking. Front counter registers take and



serve orders at the same terminal, while drive-through registers allow orders to be taken at one or more drive-through windows, to be cashiered and served at another.

In addition to registers, drive-through and kitchen displays are used to view orders. Once orders appear they may be deleted or recalled by the touch interface or by bump bars. Drive-through systems are often enhanced by the use of drive-through wireless (or headset) intercoms. The efficiency of such systems has decreased service times and increased efficiency of orders.



#### 4.1.2 POS Functions

The POS acts as a cash register as well as a computer. It performs multiple functions, including the following:

- Calculate cash due for every order entered
- Record the method of payment
- Keep track of the cash in the cash drawer
- Create hourly and daily sales reports
- Allow hourly employees to clock in and out
- Calculate labour and payroll data
- Record daily check averages for each worker
- Keep track of menu items sold
- Record information on repeat customers

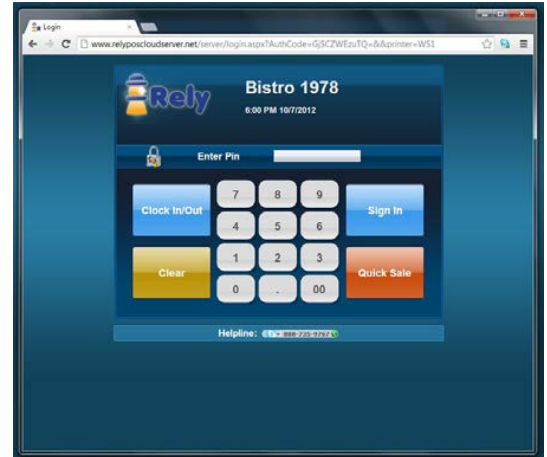
A cashier performs following operations at cash point on daily basis:

- Daily opening for sale transactions
- Ring up sale transaction
- Cancel a transaction
- Price lookup
- Void an item from a transaction
- Return an item
- Price adjustment
- Finish the sale

- End of day closing

### 4.1.2.1 Daily Opening for Sale Transactions

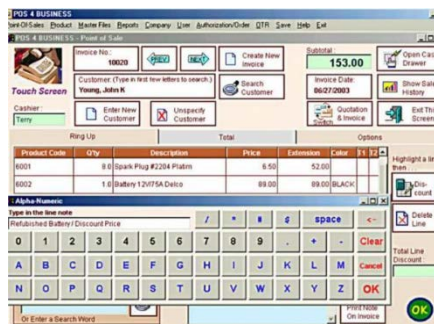
- **Preparing cash register:** The drawer of the cash register is kept in the safe until ready to use for the day. The supervisor is responsible for getting cash bags out of safe in time for each daily shift.
- **Sign in at POS Terminal:** If the screen saver is on and the screen is dark, touch the screen to activate. The main sign-in screen looks like:



- **Type in your entry code and press enter.** Store supervisor will provide the entry code. You will reach at main cashiering screen which looks like this:



- **Open cash drawer:** To open drawer press the **Common Check Functions** button. Press **No Sale** button. The drawer will open. Place the cash drawer insert inside and close the drawer. Press the **Previous** Button to return to the main cashiering screen. The terminal is now ready for sale transactions.
- **Sign out POS Terminal:** Sign out every time you leave the terminal, sign in each new time you approach the terminal. This will ensure that the terminal is locked and sales will be attributed to the correct entry code.
- Signing in and out of the sales screen has no effect on the tallying of daily sales. Each cashier has their own entry code.





## 4.1.2.2 Ring Up Sales Transactions

There are three ways to ring up sales items:

- **Scan the items bar code with the laser scanner:** Most of the items have barcode on the packaging. Hold the item under the laser scanner until it beeps to confirm the scan. Do not hold the item too close or too far away.
- **Enter the item's PLU number (Price Look Up) using touch screen:** Item that do not have a barcode have a PLU assigned to them.



- **Find an item's button on the menu:** All items have a corresponding button on the menu. Find the category that the item belongs to. There may be another screen of sub-menus before the individual items buttons.

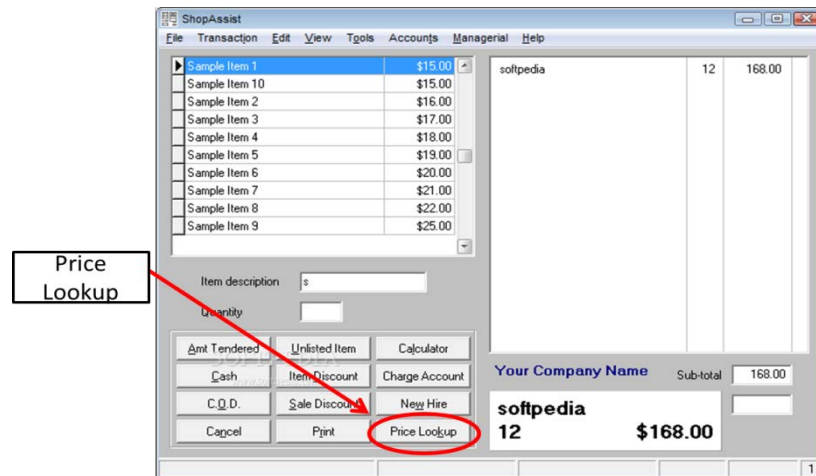
## 4.1.2.3 Cancel a Transaction

Touching the Cancel Button will cancel the entire transaction. You will be then prompted to make sure that you actually want to cancel the transaction.



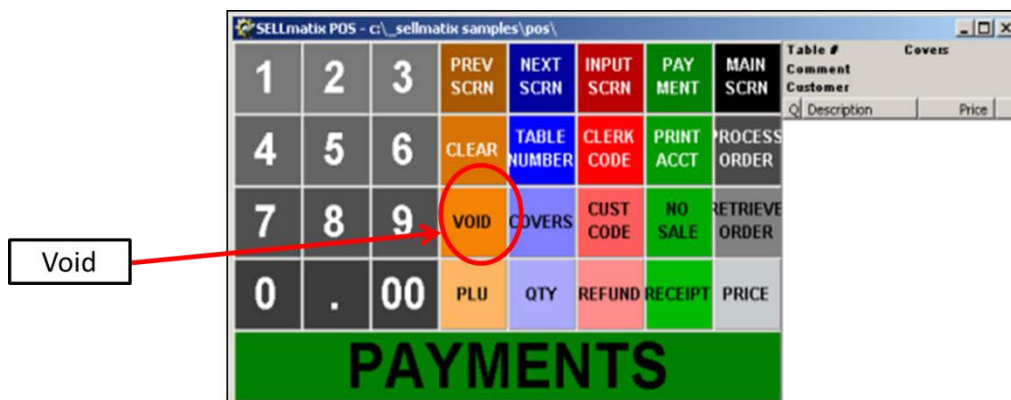
#### 4.1.2.4 Price Lookup

Use this function when you need to quickly check the price of an item. Press the Price Lookup key on the main screen.



#### 4.1.2.5 Void an Item from a Transaction

An item can be removed once it's rung up, but only before the transaction has been completed (before entering the cash amount). Highlight by touching the item you want to void on the itemised sales screen. Touch the void key. The item will disappear.



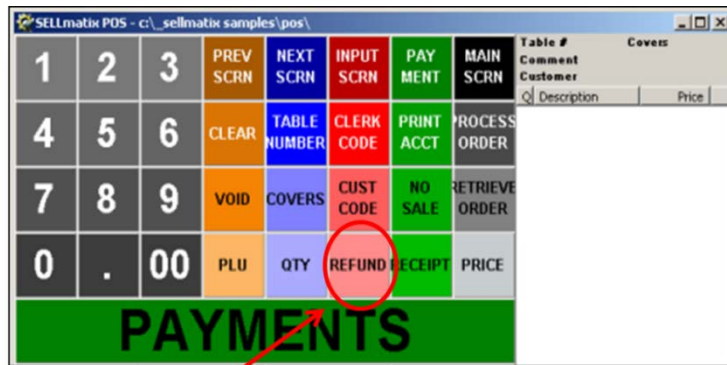
#### 4.1.2.5 Return an Item

A customer brings something back and wants to return it. In most cases the store policy is to return items without questions. However there are few things to consider before accepting a return.

- Is item still in stock in the store? Do you recognize it as a store item?
- Is packaging of the item in good condition? Is it unused etc.

##### Processing the Return:

- At the main POS transaction screen press the return button.
- Enter the item by scanning, entering the PLU number or using a menu button.

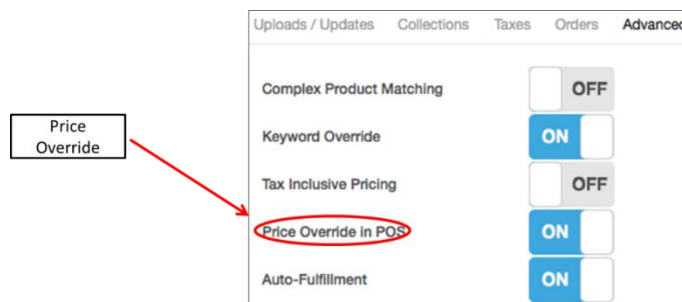


Refund

- Select the reason by touching and highlighting it. If you can't find a correct reason select another.
- The item will appear on the sales itemising list and the total will be a negative number.
- You must enter a cash amount to complete the transaction and open the drawer. Ideally you should enter same positive number for cash.

#### 4.1.2.7 Price Override/Adjustment

- A price override or a price adjustment is rarely performed. But when an item is priced incorrectly in the system or for special in house transactions.
- Seek managers' approval before performing a price override.
- After ringing up the item, press override button
- Type in new price you wish to charge for the item remembering to include the decimal point and press enter.
- The new price should be reflected in the itemised list.



#### 4.1.2.8 Process a Credit Card Transaction

- Take credit card from the customer and press the credit card authorisation button.
- Slide the credit card from left to right or right to left stripe side down through the credit card slot located under the POS screen.
- Place the card signature slide up on the edge of the cash drawer.
- Once the sale is approved cash drawer will open and receipt printer will print two receipts. The first receipt is the store copy – detach it and hand it to customer for their signature.
- When customer is signing glance at the signature on the card to make sure it is the same.
- Detach second slip of paper labelled customer and hand it directly to the customer with their credit card.

carefully, have your customer sign it, and call Customer Service at the time of the purchase. The call is to obtain an approval for the purchase. If you make the call after the customer leaves the store and there are not enough funds left in the customer's account, you will not get paid.

Systems have an end-of-day or cut-over time when all the transactions for the day are totalled and the transfer of funds for settlement of accounts begins. It's important to keep track of your business by producing daily end-of-day totals for your store. This will help you keep your accounts in order.

You do not need the customer's signature when the transaction is done with a PIN. You do not need a signature for purchase or refund transactions. If you are using a voucher to process the electronic transaction, the customer must sign the voucher. This is needed in case of a dispute, so keep the voucher with the original signature for at least 6 months for your records and provide a copy to the customer.



#### 4.1.5 Precautions while Performing POS Operations

Always watch the messages on the POS machine display. These messages indicate the transaction type and the results. Be sure you press the purchase key and not the refund key, and be sure the purchase is approved. Your store will be paid only when purchases are approved. Be sure your POS machine is not in training mode. If the purchase is denied because there are insufficient funds customer's account, the customer may pay in cash or use another form of payment. Never ask your customer for the PIN and do not watch the PIN being entered. Do not enter the PIN for the customer. Give the card back immediately.

Never keep the card or the card number. No cash change is given back in case of electronic transactions because the exact amount of the purchase is entered and debited. For electronic based cards cash refund is not permitted.



#### Cashier Role at POS

- Cashiers usually are assigned to a register/Point of Sale (POS) at the beginning of their shifts and are given drawers containing a specific amount of money with which to start – their POS.
- They must count their register to ensure that they contain the correct amount of money and adequate supplies of change.
- Cashiers also handle returns and exchanges. They must ensure that returned merchandise is in good condition, and determine where and when it was purchased and what type of payment was used.
- Cashiers must know the store's policies and procedures for each type of payment the store accepts.
- Policies are rules the store and its employees must follow. Procedures are how those rules are to be followed.
- For cheques and charges, they may request additional identification from the customer or call in for an authorization.





- **Computer and CDS:** Kids who view violent acts are more likely to show aggressive behaviour. TV characters often depict risky behaviours, such as smoking and drinking.

## 5.1.2 Selling Age Restricted Products

The law requires that the store should clearly display notices if they sell particular age restricted products. You must display the required notices if you sell any of the following:

**Tobacco and tobacco products:** A notice stating “It is illegal to sell tobacco products anyone under the age of 18” must be prominently displayed at the point of purchasing cigarettes, cigars, rolling tobacco etc. The notice must be large enough and clearly visible.

**Alcohol:** It is illegal to sell alcohol to anyone under the age of 18. It is illegal to sell alcohol to anyone aged 18 or over if they are buying on behalf of someone under the age of 18. All premises that sell alcohol must have an alcohol license and designated premises supervisor. It is illegal to sell liquor chocolates to anyone under the age of 16.

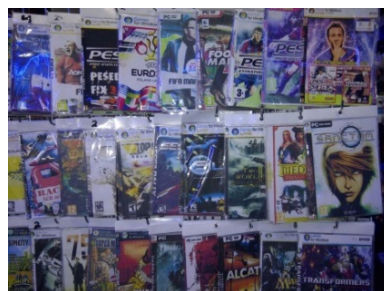


**Glues and Solvents:** These include glues, aerosols, cleaning fluids, paint stripper, nail polish remover and anti-freeze.

- These can't be sold if you think the person is going to abuse them in any way.
- Gas lighter refills can't be sold to anyone under age of 18.
- It is illegal to sell an aerosol paint container to persons below age of 16.

**DVD & Computer Games:** A work classified as 'Restricted 18' can only be sold to someone over 18.

**Party Poppers:** These include caps, cracker snaps, novelty matches, party poppers, serpents and throw downs. Age restrictions for party poppers is 16 year.



Sub Unit	
5.2	<b>Provide Service at Point of Sale</b>

Sub Unit Objective
After completing this sub unit you will be able to: <ul style="list-style-type: none"> <li>• Provide service to the customer at point of sales</li> </ul>

### 5.2.1 Provide Services at Point of Sale

The job of a cashier consists of helping customers at point of sale, when they want to pay for their merchandise and exit the store. Basic knowledge a retail cashier must acquire includes knowing how to accept cash and give the appropriate change. Some cash registers list amount of change that needs to be given and others depend on the cashier to count out from the total received. Since there are varied means of payment, the retail cashier will also probably need to know protocol for accepting checks, how to run ATM/credit machines, and how to properly ring up each sale.

#### Serving POS

As a cashier in a retail you need do the following things:

- Open the POS/cash register drawer by entering your cashier ID number and pressing Enter.
- Count the money and place it in the register, verifying the amounts indicated in opening form.
- If the amount in the fund bag does not match with the amount indicated on the Opening form, notify the Store Manager immediately.
- Place your initials on the opening form.
- Place the opening register inside the opening/closing plastic documents bag on the register.
- Scan each item separately even the items appears the same.
- Scan the bar code or the price tag and verify that the information on the tag matches the POS information.
- In case of non-scannable item first scan the merchandise then type the details and price of the item.
- Once all merchandise has been scanned press total.
- Enter the mode of payment i.e. cash/card/gift card/reward points.
- Process the payment.

### 5.2.2 Handling Cash

- Be sure to close the register drawer when it is not in use.
- If a customer leaves without their change, immediately attempt to attract the customer's attention.
- If necessary, have another employee pursue the customer. If the customer cannot be reached, notify the supervisor immediately.

Be sure to provide the receipt and correct change to the customer. Verbally count out the change to the customer to prevent any errors.

- Where?
- Why?
- When?
- How?

**For example:**Radhika stops at the SuperSmart to buy some apples. She has her 4 year old son with her. He needs to use the washroom. She doesn't know where it is so she asks John, a cashier in the store.



- **Radhika :** “Excuse me, can you tell me where the washroom is?”
- **John:** “Back of the store.”

Did John answer the question? Yes. Did John *clearly* answer the question? No.

What could John have said to give clear information?

- **John:** “Go to the end of this aisle. Turn left. Go all the way to the end. The washroom door is between the meat counter and the dairy section. There’s a sign above the entry way. There’s a buzzer beside the door. Push that and someone will come and open the door.”
- Customers want to feel that you, as a representative of the company, are interested in them. Giving one word answers to customers is not the way to do that.
- Making customers feel welcome is not hard work. Smile. Make eye contact. These actions are two of the most important things you can do as a cashier.
- Don't be afraid to ask a customer to repeat something or slow down. The important thing is that you get the right information.
- As an employee of the store, it's up to you to provide the best possible answer to the customer's question.
- When you give clear information to a customer, you make the store and your employer look good.



### Be Courteous and Pleasant

*“A smile on your face, is a smile in your voice!”*

- Be sure that you are being courteous and pleasant
- Listen to your voice as you are speaking.
- Try smiling. It makes you look and sound interested.



### Use an Appropriate Volume

Keep your volume at an appropriate level. Speak so that the customer in front of you can hear you, but not so that a customer 5 aisles away hears you.

- If the customer has a hearing problem, raising your voice may help and would be appropriate.
- For the most part, you don't want people across the room to hear your conversation word for word! Speak at a normal volume, in a clear voice. If you suspect that the customer may not be able to hear you, ask if they would like you to speak a little more loudly.

### Use a Moderate Rate of Speed

Being a cashier means that you probably will be repeating the same information many times a day. It might become second nature, and you might be able to do it without really thinking about it. The problem with this is that we tend to speed up when we are reeling off information that we know so well. We must remember that even if this is the tenth customer today who has asked the store hours of operation, it is the first time that the caller is hearing it.

Nervousness can also lead to speaking quickly. Some people get nervous talking to customers and just want to get it over with faster. To help relieve this, take a deep, calming breath before answering the phone, and then at a moderate rate of speed (normal to slow), answer the question.

If you are in the middle of a conversation and you realize that you have been speaking quite quickly, ask the customer if he needs any of the information repeated or clarified, or if he has any questions. Then repeat the information more slowly.



### Speak in a Calm Voice

Remain Calm! No matter what the situation. If you become upset or anxious and it shows in your voice, no one will be able to understand you, and you will lose the confidence of those around you. Remember that you are the professional and you must remain calm even if the customer doesn't do the same!



### Listening with Interest to Customers

Customers want to feel that you, as a representative of the company, are interested in them. Giving one word answers to customers is not the way to do that.



- Most likely the cash register will tell you the amount to give back.
- You will need to pull the correct amount out of the cash drawer.
- You should always use the least amount of currency possible to make the change. Making change isn't about giving the correct change but also about treating customer well.

### To Make Change

- Always start with the highest currency notes or coins.
- Use as many of these as possible.
- Repeat this with the next highest currency notes or coin. For example: The change due back to a customer is Rs. 153. The highest currency note you need to return is Rs. 100. Pull Rs 100 note out of the drawer. Now you have to deal with Rs 53. Pull a Rs 50 note from the drawer. Finally you have to take Rs. 3 coins from the drawer.
- If the cash register doesn't tell you how much change to give you will still need to know how to make change.
- Start up the total and count up to the amount given to you by the customer. For example total is Rs 323 and customer has given you Rs 500. Start with the total. Pick up Rs 2 coins while saying Rs. 324, 325. Add Rs. 5 coin more and say 330. Pick up 2 Rs. 10 notes and count 340, 350. Now pick up Rs.50 and say 400 and finally pick one Rs.100 note and say 500.
- Take the amount that the cash register shows as change due back and add it to change that the customer wants to give you.
- This becomes the new amount that you have to give back to the customer.



## 9.1.2 Process Transactions Through Cards

When customers opt to pay through cards they can use different modes of payments which includes:

- Debit Cards
- Credit Cards
- Gift Cards

### Debit Cards

- A debit card is used as an alternative to cash when making purchases.
- The money is directly withdrawn from the purchaser's bank account.
- Many businesses have a minimum purchase amount.
- That means that the customer is required to spend a certain amount before they can use their debit card.
- This is usually the case with the smaller businesses.



- The reason is that businesses have to pay a per transaction fee

### Credit Cards

A credit card is different from a debit card. The credit card issuer lends the consumer money rather than having the money removed from an account. Interest on the balance is charged to the consumers every month. When a purchase is made the credit card user agrees to pay the card issuer. Once the transaction is accepted by the lending company, a credit card receipt is printed out. Customers are required to sign this receipt. Cashiers should hold on credit card until after the receipt is signed, so that the signature on the card can be verified. This means the signature on the back of credit card and the receipt should be same. If not you should notify your supervisor.



### Gift Card/Voucher

A gift voucher is a piece of paper or electronic card that can be exchanged for goods or services up to the value written or loaded on the voucher. Vouchers can be used at either:

- a specific store
- all branches of a store
- a number of stores that sell this type of product
- any store that belongs to the association that sells the voucher.
- terms and conditions are printed on the voucher.



### Terms and conditions:

- The voucher is to be redeemed in full and partial redemption is not allowed
- The voucher cannot be exchanged with cash or cheque
- No duplicates are issued in case vouchers are lost
- Validity given on the voucher cannot be extended in any condition.
- Holder of voucher is considered to be the beneficiary.
- Regarding any dispute decision of retail company would be considered final.



### Payment through Gift Card

- In case of electronic gift cards method is same as in case of debit or credit cards.
- It is important to reconfirm from the customer about the balance of gift card to avoid payment declines.
- In case of declined transaction inform customer and ask him to reconfirm with the card issuer.
- To make a purchase for an amount greater than the balance of the gift card, you will need to use a second form of payment—credit or debit card, cash or check—to cover the difference.

<b>Unit</b>	
<b>14.0</b>	<b>Work effectively in a Team and Organisation</b>

<b>Unit Overview</b>
This unit covers the skills and knowledge required to work effectively in a team and organisation.

<b>Unit Objective</b>
<p>After completing this unit, you will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the importance of team work</li> <li>• Understand the importance of working effectively in the organisation</li> </ul>

<b>Unit Breakup</b>	
<b>S.No</b>	<b>Sub Units</b>
1	Work effectively in a Team and Organisation