

Customer Assistant

Role & responsibilities

PURPOSE	
<ul style="list-style-type: none"> Why does the job exist? 	<p>This role is to assist in the operation of one of our stores. Your working week will be focused in the main on one of the three departments in store, however at times where the business requires it you will be required to work cross functionally to support other departments. Your role is to provide customers with a magical shopping experience, one which makes them feel special.</p>
REPORTING RELATIONSHIPS	
<ul style="list-style-type: none"> Reports to which role? Supervises which role(s)? Peer Relationships 	<p>Reports To: Relevant Team Leader/ Manager</p> <p>Supervises: N/A</p> <p>Peers: All Customer Assistants & Greengrocer</p>
ACCOUNTABILITIES	
<ul style="list-style-type: none"> Describe all the core outputs of the job. The key areas in which results must be achieved 	<ol style="list-style-type: none"> To deliver a high level of customer service by delivering a warm northern welcome to every customer each and every time. To demonstrate all of the characteristics of Booths outlined in the Company Purpose. To respond to any customer queries and complaints in a professional manner directing them to the relevant department if necessary and in a timely manner. To delight customers with our daily tasting sessions in order to create a magical experience. To always work in a positive, customer focused way to support a store environment which is always looking to find ways to improve Responsible for the quality of fresh products on sale in store throughout the trading day. To deliver the highest levels of presentation, replenishment and stock rotation in the relevant department throughout the trading day To ensure departmental signage and point of sale material is accurate, engaging, impactful and consistent for all our customers. To ensure that goods are rotated and handled with care to minimise damage/ wastage. To ensure that any good not fit for sale, highlighted through daily date checks and stock rotation are correctly recorded and securely wasted in line with company policy and procedures.

	<ol style="list-style-type: none"> 11. Ensure that all legal records are updated and maintained accurately including (a) deliveries and replenishment (b) reduced or waste products (c) daily inventory checks (d) temperature checks (e) daily cleaning tasks (f) refusal log 12. Reduce shrinkage by remaining vigilant at all times and through careful handling and rotation of stock. 13. To follow the detect, deter and report process to protect stock loss. 14. To achieve and maintain professional standards across all aspects of the role and present a smart, respectful, clean and professional image at all times. 15. To adhere to all safe and legal practices and to work in accordance with departmental Standard Operating Procedures (SOPs) and guidance notes. 16. To report any personal injury, accident or damage to any company equipment or machinery to the on duty manager, team leader or manager as soon as reasonably practicable. 17. To be prepared to work flexibly including early morning, evenings, core days, weekend (in line with your outlined availability) 18. Continuous product knowledge development. 19. To be an active member of the store team undertaking any other duties within the store as reasonably directed by team leaders and management in the interest of customer service and efficiency. Duties may include (list not exhaustive) <ul style="list-style-type: none"> • Food preparation • Table service in our cafes • Cleaning • Stock replenishment • Inventory checks • Operating a till or self-scan • Manual handling • Warehouse duties • Store Greeter • Working in our chilled/freezer department • Trolley collection • Tasting table
KEY WORKING RELATIONSHIPS	
<ul style="list-style-type: none"> • <i>Identify the most significant internal and external relationships</i> 	Internal: Relevant Manager Duty Manager Team Leader

	External: Customers
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All employees are also responsible for complying with their duties and responsibilities under both national legislation and Booths Company policies regarding Health and Safety and Data Protection.

I understand and accept the accountabilities of this role.

Employee Signature _____ Date _____

Criteria

Criteria	Essential/Desirable
Qualification	
GCSE Maths & English grades A-C or equivalent	D
Basic Food Hygiene certificate or equivalent	D
Health & Safety Certificate or equivalent	D
Knowledge	
Knowledge of the retail trade	D
Knowledge of Booths products	E
Knowledge of Booths policies and procedures	E
Skills	
Ability to serve customers in a friendly, polite and approachable manner in line with our warm northern welcome.	E
Effective communication	E
Ability to listen to what our customers need	E
Ability to advise our customers in relation to our products and latest offers	E
To support those around you, being mindful of treating others as we would want to be treated	E
Ability to demonstrate a flexible attitude to work, and working hours	E
Character	

To be Impactful	E
To be Innovative	E
To be Courageous	E
To be Uncompromising	E
To be Responsible	E
To be Caring	E
To be Warm	E
To be Authentic	E
Experience	
Experience of working in a retail environment	D
Experience of working in food retail	D
Experience of working in a team situation	E
Ability to cross check numerical information.	D
Experience of food preparation	D
Experience or working in a customer service environment	D