

# Specification of Competency Standards of the Retail Industry

## Unit of Competency

### Functional Area: Store Operations

Title	Identify and watch suspicious customers
Code	105135L3
Range	This unit of competency (UoC) is applicable to staff responsible for store operation in the retail industry. It covers the abilities to work under supervision, and to identify and watch suspicious customers according to the store security measures of the organization so as to prevent shop theft.
Level	3
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of store security <ul style="list-style-type: none"> <li>• Understand the measures for prevention of shop theft</li> <li>• Understand the purpose and the importance of performing security duties at stores and workplaces</li> <li>• Understand the legislations related to shop theft</li> <li>• Understand the methods of identifying suspicious customers, e.g. their traits, behaviour and manner</li> <li>• Understand how to operate security equipment and where it is installed, e.g. closed-circuit television and anti-theft mirror</li> <li>• Understand the authority and duties of different ranks of store staff, e.g.: <ul style="list-style-type: none"> <li>• Watching suspicious individuals</li> <li>• Reporting to the police</li> </ul> </li> <li>• Understand the ways to handle suspicious individuals, e.g. interception and reporting to the police</li> </ul> </li> <li>2. Identify and watch suspicious customers <ul style="list-style-type: none"> <li>• Master the ways to identify the behaviour and traits of suspicious customers, e.g.: <ul style="list-style-type: none"> <li>• Wearing thick and loose overcoat, which does not fit in with the weather conditions</li> <li>• Going in and out of the store frequently but making no purchase</li> <li>• Entering the store in a flock and causing some disturbances</li> </ul> </li> <li>• Use anti-theft equipment to watch the act of suspicious customers continuously or do the same personally, e.g.: <ul style="list-style-type: none"> <li>• Whether the product is hidden in the clothes or handbag</li> <li>• Whether the price tag is replaced or changed without permission</li> <li>• Whether the product is taken away but not paid for</li> </ul> </li> <li>• Handle suspicious customers or shoplifters according to the guidelines of the organization, including: <ul style="list-style-type: none"> <li>• Using customer service techniques to hint to the suspicious customer that his/her behaviour is being watched</li> <li>• Alerting security guards and other store staff</li> <li>• Intercepting the suspicious customer who want to leave, and seek assistance from the higher level or report to the police</li> </ul> </li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Strictly follow relevant legal requirements and maintain good attitude when watching or handling suspicious customers, and prevent theft effectively</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Identify and watch the behaviour of suspicious customers and take proper actions and measures to prevent theft so as to safeguard the benefits of the organization.</li> </ul>
Remark	