

CS24 Retail Customer Service Assistant

1. Job role

TCF sub-sector	Cross Sector
Job role	CS24 Retail Customer Service Assistant
Job role description	Provides customer service and sales support in retail stores and online channels selling textile, clothing and footwear products. The role assists customers with product selection, sizing, styling advice and purchase transactions while ensuring a positive customer experience. Retail Customer Service Assistants support both in-store and digital retail operations including point-of-sale transactions, online order enquiries, product presentation and stock handling. The role contributes to brand representation, sales performance and customer loyalty within TCF retail environments.
Performance expectations	• Provide high quality customer service in store and online • Assist customers with product selection, sizing and styling advice • Process sales transactions accurately using point-of-sale systems • Respond to online customer enquiries and order requests • Maintain attractive product displays and store presentation • Support stock handling and inventory accuracy • Meet sales and customer service performance targets • Represent brand values and maintain professional customer interactions
Specialisation	Fashion and apparel retail sales, footwear retail sales, online customer service support, e-commerce order assistance and product styling support.
Application in other TCF sectors	The skills described in this profile are transferable across multiple sectors of the textile, clothing and footwear (TCF) industry and may also be applied in other manufacturing and product-based industries where similar capabilities are required.

2. Key tasks and critical work functions

Key tasks	• Assist customers with product enquiries and purchase decisions • Provide garment and footwear sizing and fit advice • Process payments and transactions through POS systems • Respond to online customer enquiries via email or chat • Prepare and process online orders and click-and-collect requests • Maintain product displays and merchandising standards
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	• Handle returns, exchanges and customer complaints • Support stock replenishment and store organisation
Critical work functions	• Delivering positive customer experiences in store and online • Supporting product sales through knowledgeable service • Maintaining accurate transaction processing • Ensuring product presentation and merchandising standards • Supporting efficient order fulfilment and customer communication • Maintaining strong brand representation and customer loyalty

3. Technical skills

Point-of-sale systems	Process sales transactions using retail POS systems.
Product knowledge	Understand apparel fabrics, garment construction and footwear features.
Sizing and fitting assistance	Provide guidance on garment and footwear sizing.
E-commerce systems	Support online customer enquiries and digital order processing.
Retail merchandising	Maintain product displays and visual merchandising standards.
Order fulfilment	Assist with packing and dispatch of online orders.
Customer relationship systems	Use digital systems to track orders and customer enquiries.
Retail operations procedures	Follow store procedures for sales, returns and exchanges.

4. Generic Skills

Communication	Engage effectively with customers and colleagues.
Customer service orientation	Provide helpful and professional service.
Sales awareness	Support achievement of retail sales targets.
Attention to detail	Ensure transaction accuracy and product presentation.
Teamwork	Work collaboratively with retail staff.
Adaptability	Respond to changing customer needs and retail demands.

5. Emerging skills

Emerging skills	• Omnichannel retail systems integration • Online customer engagement tools and chat platforms • Digital styling and product recommendation tools • E-commerce fulfilment systems • Retail analytics and customer behaviour insights • Sustainable fashion product knowledge
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6. VET Qualifications and Skill Sets

Entry-level preparation	SIR20216 Certificate II in Retail Services or equivalent
Advanced development	SIR30216 Certificate III in Retail or equivalent

7. Job progression

Possible job progression	Retail Customer Service Assistant → Senior Sales Assistant → Store Supervisor → Store Manager → Regional Retail Manager
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8. Classification

Australian Qualifications Framework	AQF Level 2-3
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 3-4 (Retail Sales Assistant)
Open Source Classification of Occupations for Australia (OSCA)	Retail Sales Assistant - Textile, Clothing and Footwear Retail



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