

Unit-7: Profile of a Retail Bagger

INTRODUCTION

This unit provides information about service to customers and delivery of goods. This also includes planning delivery schedules that can help make the best use of time and other resources.

This is not a selling profile, but the person is expected to take opportunities to promote other products depending on the customer's need.

Bagging:

In a retail sector, employees must be able to interact with the customers in a friendly and professional manner as they are the face of the company.

A bagger needs to greet customers, and assist them in finding items throughout the store. Store baggers should be the friendly faces of the store besides being able to answer the customer's questions correctly and politely.



Main duties of a Bagger

- ☆ Helping the cashier is the main duty of a bagger.
- ☆ Baggers usually work directly with cashiers at the same counter.
- ☆ The cashier prepares the bill and the Bagger packs the goods, ready to be handed over to the customer. Therefore store baggers must be fast and organized.
- ☆ The employee should confirm with customers that the products and supplies being packed, wrapped and billed exactly match their selections.



This will save both the trouble of return and exchange of goods due to incorrect packing.

- ☆ Furthermore a Bagger's duty also requires him to return any items left at the sales counter by customers to its proper place in the store.
- ☆ This helps the Bagger understand the store layout better and also increases his knowledge about products which is invaluable while guiding customers.

Transportation and Delivery of goods:

- ☆ A Bagger works in the shipping and receiving department store as well.
- ☆ Receiving jobs involve accepting, signing for and keeping records and documents of deliveries and merchandise.



- ☆ He/he has also to report to the shift in charge.
- ☆ A Bagger also keeps track of incoming and outgoing shipments.
- ☆ At times they have to prepare packing boxes by putting lining or padding inside cartons with materials to protect items if they are to be shipped or sent by air.
- ☆ It is important for them to decide a packing strategy to ensure that goods do not get damaged during packaging, for example, delicate, decoration and glass items.

Different packing material is used to package different goods (Bubble paper for breakable items).

Additional responsibilities of a Bagger:

- ☆ Besides, store Bagger must check that he/she has all the delivery details that they need to know and also how to get to the delivery address.
- ☆ He should check the equipment and paperwork needed for the delivery.
- ☆ Baggers also label boxes with stickers indicating where the boxes are being shipped.
- ☆ Another back office duty involved is recording item details of the item packed and where they are being shipped.
- ☆ Make the best use of time and other resources while making deliveries.
- ☆ Let the right person know about any delays in making deliveries.
- ☆ The bagger should deliver the products at the time agreed upon with the customer.
- ☆ He should follow company procedures for ensuring that deliveries are left only with individuals who may legally receive them.



Health and Safety measures:

- ☆ Typical duties include unloading deliveries, setting up promotional displays, stocking merchandise, and facing the store.
- ☆ Lifting and carrying heavy boxes are also a part of a Baggers duty.
- ☆ It is of utmost importance to make sure that he/she protects his own health and safety while moving and transporting products.
- ☆ The Bagger must take immediate and effective action to limit the effects of risks, without putting himself or others in danger.
- ☆ He must also give clear information or instructions to other people



Flexibility and the willingness to do any odd job is the most important quality a Bagger must possess. Large stores require constant maintenance, organizing and cleaning to keep the ambience of the store. Another



important duty is to ensure that shelves/racks/displays/merchandise areas/spaces and other materials are cleaned safely, and without causing damage. Ensure that pungent or badly smelling goods are not stocked or placed close to food products as the odour could get transferred to the food items.



They also need to have strong interpersonal skills and the ability to solve issues. A Bagger must extend appropriate courtesy to customers during the sales process and provide accurate information and advice. He should also ascertain that the customers purchase process goes smoothly right from start to billing by minimizing waiting times at different stages of the process.



The Bagger should assist the customer appropriately depending on the nature of the store environment (self service etc). At times customers want to be left on their own so that they can take time to decide. In such cases the Bagger should unobtrusively assist them without bothering and interfering.

If a store bagger excels at his job, he may progress to the position of a cashier and ultimately a shift manager etc.

If an employee has to deliver goods to different people at various locations in the city then he/she must chalk out a route and also write down in a diary (if diary is not available then on a piece of paper), so that the chance of forgetting a destination is minimum. This will not only save time and energy but the unnecessary harassment will also be zero. Such type of planning of delivering goods at several locations becomes very crucial at the time of festivals such as Diwali, Christmas, etc.

In case of the distance selling (mail orders), it is quite possible that the consignments are not accepted by the customer. The refusal to accept can be for the following reasons:

- ☆ The good are not delivered within the stipulated time period
- ☆ The goods have not arrived in proper order. The damage may have been due to transportation or mishandling of the products
- ☆ The goods are different than what was ordered by the customer.



- ☆ The goods are faulty.
- ☆ The price of the goods is not same as was agreed upon at the time of placing the order.
- ☆ Additional price such as transportation charges, handling charges & other miscellaneous charges are added without the knowledge of the customer.
- ☆ Any other genuine reasons.



In such cases of refusal the bagger should not get annoyed. Keeping his cool, he/she should first inform his/her supervisor on phone and request the customer to talk to the concerned authority. The authority/in charge is likely to do the needful as per the company norm in cases of refusal. In fact the bagger/delivery employee should also be trained about the company norms in such cases. So that if need be, he/she can also act accordingly, without being puzzled.