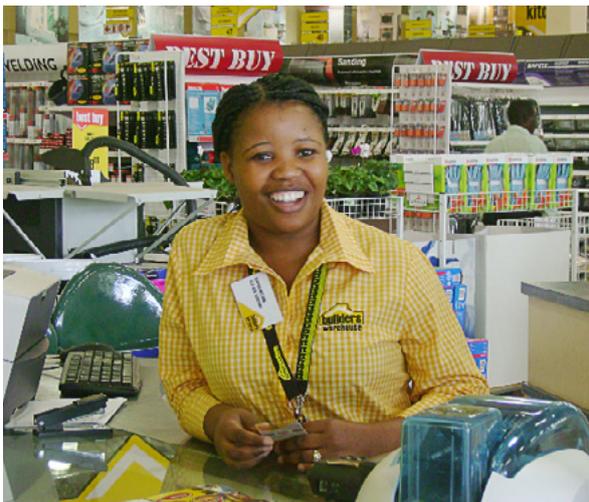




MASSMART

GROUP **UPDATE**

Massmart engages with employees about South Africa's new **Consumer Protection Act**



Next year the Consumer Protection Act (CPA) is coming into effect in South Africa end of April. Its purpose is to educate consumers about their rights and responsibilities and to help them make better-informed decisions about the products they purchase and services they receive.

In terms of the Act retailers, suppliers, manufacturers, importers and distributors will be jointly accountable for making sure customers are offered safe, good quality merchandise. Massmart's goal is to ensure full compliance with the Act and the group has already hosted conferences for the benefit of its suppliers.

Now Massmart is shifting the focus internally to arm customer-facing and product-handling employees with the information they need to meet the requirements of the Act.

CPA employee training underway

On behalf of the operating divisions, Massmart has developed a knowledge-building programme to share

with employees on the Act and its implications in their area of work. The programme will be run in interactive workshops and consists of educational DVDs, slideshows, discussion topics and assessments.

In total the Act has over 120 sections so Massmart first simplified the information into practical Do's and Don'ts guidelines for store employees. The group then further divided the information into areas most relevant to employees working in different areas. For example, different sections of the Act deal with pricing and promotions, returns and repairs, delivery of merchandise and safety guarantees. Because employees usually deal with only one or two of these areas, Massmart divided the programme into separate chapters, each one with an important message for staff working in a particular area.

There is also an introductory chapter which is aimed at first-line supervisors and managers to introduce the Act and the programme their teams will be involved in. The chapter also sets the tone for the 'customer is king' message central to the purpose of the Act.

The seven chapters are:

Chapter 1

Overview of the CPA

Chapter 2

The right to fair and honest dealings

Chapter 3

The right to good quality, safe merchandise

Chapter 4

Deliveries and the implications of incorrect delivery

Chapter 5

Product returns and repairs

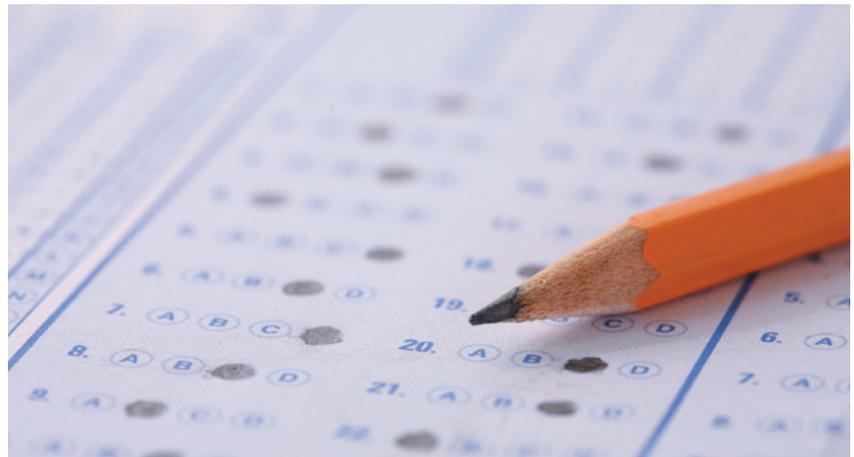
Chapter 6

Displays and pricing

Chapter 7

Ensuring sufficient stock

Included in the DVD there are retail-based scenarios laid out in cartoon format. These form the basis for the group discussions and are available in English, Afrikaans, Zulu, Xhosa and Sesotho.



Where can employees find out more?

Most Massmart chains launched their CPA training programme for employees at their recent conferences. Training and materials are currently being rolled out to chains and employees can find out more by enquiring with one of the store managers, with human resources or with the training department.

Upon completion of each chapter, employees are assessed through a simple multiple-choice questionnaire which guides the trainer to where additional coaching might be required. This will ensure all those who have completed the relevant chapters are able to apply what they have learned to common retail situations. This is important because applying CPA knowledge to everyday work situations is what's key to ensuring all Massmart stores are operating as they should be, protecting customers and delivering on their promises to shoppers. National, regional and store merchandise, marketing and operations management received a copy of The Consumer Protection Act Made Easy, which is a simple guide to assist managers in interpreting and applying the provisions of the CPA to ensure compliance.

If employees would like a copy of any of the CPA information they can request it from the person in charge of CPA employee training at the store where you work. ■

Massmart invests in employee training on the new CPA.

- Massmart is committed to ensuring its employees are CPA-aware.
- The group has invested over R200 000 in producing professional-quality educational DVDs and cartoons for customer-facing employees and staff with direct access to products.
- Each of Massmart's chains will train their own staff on meeting CPA requirements within their own operational environment.