

Year 1 Programme – key content & outputs

A Great Place to Work

(Three training programmes)

Your People Count!

The Customer Experience

Customers Count!

One-day workshop

Three one-day workshops

3-hour workshop

All managers & 2 i/c's attend the training

All managers attend the training

All team members attend the training

Your People Count!

Key content

What is performance management?

Correction, discipline & punishment

The performance equation:
Ability x Willingness x Opportunity x Direction

Why employees don't do what they're supposed to do

Best practice principles of performance management

Case studies and practice

Key outputs

Store specific performance management process

Store specific interim performance planning and review forms

Store specific full performance planning and review forms

Follow up action required

Confirm store reporting structure

Communicate process to all staff

Year 1 Programme – key content & outputs

Understanding The Customer Experience

Key content

The 'Life Time Value' of customers

Moments of truth

Customer expectations and the three choices of business

The two key elements of the customer experience

Saturating your business with the voice of the customer

Key outputs

3 -5 store specific emotions to underpin the customer experience

A store specific customer experience statement

Follow up action required

In store surveys of customers to identify expectations and opportunities to delight

Designing Your Customer Experience

Key content

Survey analysis
Customer expectations, frustrations and opportunities to delight

Mapping your customer journey

Strategies to exceed expectations whilst generating target emotions

Leadership implications for embedding the customer experience into store culture

How to communicate the programme within store

Key outputs

Draft departmental customer experience action plans

Follow up action required

Gain input from 2 i/c's and supervisors on customer experience action plans

Begin to communicate key concepts to departmental teams

Year 1 Programme – key content & outputs

Implementing Your Customer Experience

Key content

How to train people in the customer experience

How to measure progress

How to record and report the score

Getting people to do the right things

Key outputs

Draft departmental quality checklists

Draft departmental steps to quality service

Draft departmental audit checklists

Draft customer feedback process

Draft customer experience score card

Follow up action required

Finalise supporting documents

Implement scorecard reporting system

Customers Count!

Key content

What is the 'Life Time Value' of a customer?

Is 99% good enough?

What are the benefits of giving exceptional service?

The three choices of business - plus the story of Johnny the Bagger

The two most important moments of contact

Glad - Sorry - Sure: The key to handling customer complaints