

Fresh thinking for the home of fresh baking...

Customer Service Training for Greggs





Fresh thinking for the home of fresh baking...

Customer Service Training for Greggs

With a variety of 'local' customer service programmes in use, Greggs expected that the successful implementation of a new unified customer service training programme for the retail population would have a positive impact on capability and contribution, resulting in increased business results and customer loyalty.

Following a competitive tender process, TFA were delighted to be commissioned to design, develop and deliver the programme to an audience of c1500 Shop Managers with a subsequent internal cascade to all shop teams.

MEASURING SUCCESS

With such a significant operational commitment to allow access to all 15,000 retail colleagues, it was crucial that the project demonstrated a healthy return on investment and it was agreed that this would be represented by a 50% reduction in attitude related complaints a 5% increase on the brand 'Healthcheck', both within the first quarter following completion of the training.

THE TFA APPROACH

TFA approached the project with three key themes in mind:

- To communicate the training in such a way as to capture the imagination of shop teams in order to create a sense of anticipation and excitement.
- To carefully balance the requirement for interactive, high-energy and enjoyable sessions with a clear focus on what needs to be different as a result of the training.
- Helping the Area Managers/Shop Managers to deliver the training to their shop teams confidently, and embed the learning thereafter.

Using the 'Starfish story' (Google it if you've not come across it before!) to underpin a theme of 'Make the Difference', the training was delivered in two-phases in order to provide realistic opportunities to embed the learning.

Phase 1 Activities

- An interactive DVD to explore the impact personal behaviour has on the customer experience.
- A 'top trumps' style activity to explore the five key aspects of successful selling.

Phase 2 Activities

- A picture board/'cool wall' style activity to develop confidence in working with nutritional information and how it relates to the product range.
- A gameshow-style activity turning frequently asked questions on their heads highlighting where information can be found in the Shops and the impact of providing incorrect answers to customer queries.
- An activity based on a series of newspaper headlines requiring Shop Teams to identify how genuine complaints could have been avoided by dealing with customer issues in a different way.
- Using a 'What's occurring?' theme, Shop Teams work with customer scenarios to identify what small things can make a big difference to the customer experience and therefore business success.



Their [TFA's] professionalism is balanced by a realistic approach and a great sense of humour; this makes us feel that they 'get us' as a business. They deliver what they say they will and on time.