



# Customer Service Standards - from good to 'Great'

Retaining the Garden Centre of Excellence status at Grosvenor

CASE STUDY





# Customer Service Standards - from good to 'Great'

## Retaining the Garden Centre of Excellence status at Grosvenor

'PROUD to be Grosvenor' was a Customer Service Training Programme for an audience of 120 customer facing employees, with the Garden Centre Management Team taking ownership for cascading the training to the teams via local 'coaching in the moment' sessions.

The elements of the training included:

1. Pre-training programme communication - to set the scene
2. Customer Service Standards - Focus groups to determine 'what great looks like' in all areas of the customer journey throughout the Garden Centre
3. Manager and customer facing team sessions - to deliver and communicate the Customer Service Standards
4. Manager 'coaching in the moment' training sessions - to train the Managers in using the tools to embed the Customer Service Standards within the customer facing teams
5. Customer Facing 'coaching in the moment' sessions - Managers develop their teams in the workplace to embed the Customer Service Standards (Delivered by Grosvenor Garden Centre Managers)

### MEASURING SUCCESS

Although the Grosvenor Garden Centre are very proud of the service they provide to their customers, they were looking for improvements in:

- Consistency in Service Excellence.
- Positive customer comment cards.
- Average basket sales.

- Profit.
- Team Leaders managing performance on the shop floor.

### THE TFA APPROACH

TFA worked with the management team, customers and members of the shop floor colleagues in all aspects of the programme including:

- Design of pre-training communication.
- Conducting research.
- Facilitation of focus groups to determine 'what great looks like'.
- Collation of focus group outputs to create the Customer Service Standards.

Design of the Training Materials including:

- Customer Experience Cards.
- Challenge Cards.
- Guide to the Training Materials.
- Delivery of Training Session to Team Leaders.
- Delivery of Training to Team Members (supported by Team Leaders).
- On-going support to Team Leaders during 'coaching in the moment' sessions.

### ONGOING SUCCESS

TFA has been asked to replicate the approach and process in the Rural Estates area of the Grosvenor Brand and work is due to commence during 2011.

