

THE WAREHOUSE CUSTOMER SERVICE TRAINING 2014

In 2014 we created and delivered a large scale, nationwide customer service training programme that featured training of staff in a live store environment. This project was a finalist in the 2015 HR Game Changers Awards.

WHAT OUR CLIENT NEEDED

In my previous company I had helped develop and deliver “Love Your Customer” a hugely successful off-site training programme for 5000 front-line Warehouse staff. This had been in 2013.

The Warehouse wanted to follow this training up in 2014 that built upon the messages of “Love Your Customer” as well as its theatrical delivery style. This time, however, the training needed to be based in store and cover as many staff as possible nation-wide. It also needed to fit within the current Warehouse culture and reinforce, not only the previous training messages but also their monthly customer service goals.

WHAT WE DID



We created the characters of The Love Doctors - a duo of performers in red doctors' coats who visited every Warehouse store for an hour. During that time they visited as many staff as possible - using a suitcase of simple costume items to portray different types of customers they approached Warehouse team members with various enquiries. We then followed these interactions through to completion before providing out of character feedback to the staff and a small reward.

THE CHALLENGE

We would be working in a live store environment. Not only would we be engaging with staff but also customers. We needed an approach that would allow both staff and customers to feel engaged and included but not alienate or annoy shoppers.

We also needed to include as many staff over the 92 store network as possible and complete our training within a 6 week window to keep people motivated before Christmas but not interfere with the operationally busy Christmas period.

At the same time we had a flyer to hand out to any customers watching the interactions explaining the process, outlining changes to the company's customer service and inviting them to give feedback. Some customers also chose to willingly become involved in the scenarios.

In addition to one-on-one interactions we also offered small group training sessions for store leadership on how to give good customer service feedback to their team-members. During each visit we also took photos and shot videos to create a daily and weekly post for the company's internal social media.



Our team of performers travelled the country in a Warehouse vehicle and averaging 3 store visits a day managed to complete the country in 6 weeks.

OUR THINKING

Our approach needed to utilise a small team who could go into several stores a day for a high impact visit that engaged with staff both as participants and audience.

Using our strengths as performers would also be another must. Rather than feel like another training session we needed to make the training feel different, fun and with some simple take away messages.

Our approach needed to be flexible enough to include shoppers if they wanted to participate and, if they didn't, to inform them of the exciting developments The Warehouse was making in regards to their customer service philosophy and training.



“Greg was our primary point of contact for the programme. We chose him as our partner because he totally ‘gets’ people and how they learn. Greg is highly responsive, a great problem solver and, as you'd expect, has a wonderful sense of humour!”
Christine Sewell, Head of Culture & Communications The Warehouse Group