

From the shop...
Milk, Bread, apples, ca

The Company

With the look and feel of a trade counter and the familiarity of a builder's merchant, TradePoint can be found at over 300 B&Q stores nationwide. Launched in 2010, TradePoint's model sees trade counters situated within existing large B&Q stores, benefiting from their own entrance, as well as a trade only manager, and eight member of staff, occupying between 4,000 and 6,000 sq ft.

Their Challenge

Like many businesses, Tradepoint found themselves operating in an increasingly competitive marketplace, while also facing greater service expectations from their customers. UK retailers are spending £2,775 a head on training in tough conditions and that spend is increasingly under the ROI spotlight.*

Tradepoint approached us with the problem: We believe we have the best product range and the best brand, and indeed the best people in the marketplace, but we know the service we give our customers is not good enough. We've invested money in all the usual 'customer service' training but it hasn't made the difference we expected. We're looking for something that is cost effective, sustainable and really makes a lasting impact"

* The English National Employer Skills Survey (NESS) 2007 found that across the whole of the retail sector, the average training spend per employee was £2,775 (source: Skillsmart Retail)



Me on a good day

We believe customer service isn't a skill, it's a choice...

The Model

Me On A Good Day (TM) is Leading Edge's creative but practical solution to the service questions:

- How can we make great service just what we do around here consistently?
- How can we make this change sustainable?
- How can we do it in a more cost effective way?
- How can we give managers the tools to really have an impact on service?

We used Dilts' Logical levels models to shape Me On A Good Day by asking: What does Dilts tell us about how we should approach customer service training?

We know that:

- Generally everyone knows what to do to provide great service
- The 'trick' is to get them to do it, do it willingly and do it consistently
- Training content needs to be very engaging, fun, interactive and easily applicable
- Return on Investment is vital in the current marketplace.



What we delivered

We created a 1-day workshop that was interactive, high energy and fun, aimed at sales advisors looking at reframing service. The day is not about skill (or process) but is all about 'will' or choosing our attitude! We focussed on changing the advisor's attitude to providing great service through a series of experiential activities looking at and 'playing with' their beliefs and showing that providing great service could actually be both fun and rewarding.

We also ran a 1-day workshop for managers so that their leadership style and skills were really engaging their people and therefore were most likely to lead to an increased level of 'will' to serve the customer.

What is different?

Sales increased by 5%, resulting in an additional £1m on the trial region's sales figures. Average customer spend increased by 10%.

Quotes from delegates

- It has made me more confident about what to ask and how to do it in the right way
- This will help me find out what products the customer requires and to offer a better service
- I am very aware of how a positive outlook and open body language help me connect with customers
- It has given me a higher understanding of my role in Trade Point and made me want to be better in that role
- It has opened my eyes to see how the customer sees us and to help them where possible.

The Me on a Good Day workshops have made our Customer Advisors much more confident and capable of interacting with our customers in the right way. They have a much better understanding of the type of service we want to offer our customers and are now doing this in a much more natural and enthusiastic way. In summary I think they now approach every customer as a friend. Focussing on beliefs rather than behaviour has definitely created a different result for us.'

Nigel Driver, Regional Manager