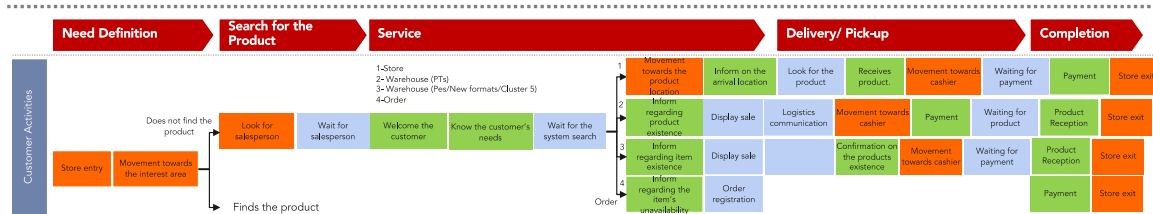
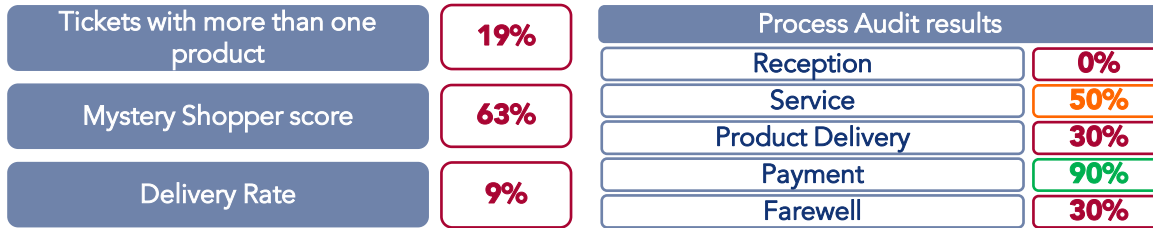


New Service 2.0

PICTURES BEFORE



PICTURES AFTER

New Service Model 2.0

Sales Customer Service

NEW SERVICE MODEL 2.0

Sales	Team Captain	Sales Support	Logistics
Behaviour and attitude of the salesperson	Focus on results	Focus on Sale	Logistical support processes for NSM 2.0

Motivated Team
Team Spirit, Trained and developed people

Customer Experience Map

Activity/ Month	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Stocks and Supply chain management								
Labelling Process								
IT Developments								
Implementation in Pilot Stores								
Pilots' alignment								
Implementation of the Team Captain Pillar:								
• Follow up Standard by the team captain								
• Approaches evaluation								
• Feedback Farewell Surveys								
Implementation of the Sale Pillar:								
• New Acting Guide Standard								
Implementation of the Sales Support Pillar:								
• Tablet use								
• Counter's design								
Execution of Farewell Surveys								
Implementation of the Logistics Pillar								
Pilot validation session: alignment of details and opportunities for improvement for implementation in each cluster								
Roll-out standards creation								
Deployment to all stores								

Problem

- Customers wait long periods of time before they are approached by a salesperson
- Customers are "left alone" in the store during logistics processes (ex: collection of products in the warehouse)
- Excessive time to find products requested

Root causes

- Salespeople do not proactively approach the potential customers in the store
- The selling acting guide is not strictly followed, resulting in several different approaches
- Many inventory items not labelled or labelled with poor visual management
- High volume product returns to the warehouse due to overstocking of the stores

Solution approach

- Standardisation of Sales guide and Team Captain responsibilities
- Optimisation of logistic processes to ensure customers are always accompanied and that the products are easily found
- Design of in-store customer flows that provide the best overall experience

Benefits

