

PAK'nSAVE

Tuesday, 12 December 2017 Labyrinth Solutions

PAK'NSAVE Hastings is excited about the initial changes it has seen in the 300-employee-strong store as a result of introducing a sophisticated communication solution that's grabbing attention in the staff room through two large screens.



The high-tech, but simple to use, system has revolutionised both the way staff are kept in the loop about what's going on and the level of attention given to customer service.

Customer Experience Manager, Ben Allen said **"There is so much potential for this tool that after only a few months of using it, it's already a valuable asset in store. So I can only imagine that it will continue to demonstrate further benefits over the next few months."**

Triggered by a workshop on vision and values, this solution has been an integral part of improving company culture, because 'communication' was identified as one of the main areas that staff felt needed to improve. It wasn't just about employees improving communication with each other but also being kept up to date with important information affecting customers explains Ben, **"there were instances when customers were telling staff about part of the carpark being closed and the staff didn't know about it themselves and they felt a bit silly."** Relying on noticeboards, emails or staff briefings has challenges around grabbing and holding interest as well as consistency.

In a digital age where people have a preference for receiving information in bite-size chunks on screens, it makes sense that this innovative solution would be the answer to PAK'NSAVE's communication woes. Highly visual, with a blend of company and entertainment content (such as news and weather), the screens placed in the staff room provide an engaging focal point and offer the benefit of repetition in added cut-through.

"The owner/operator of the Hastings store has a keen interest in technology and innovation and is always looking for ways to better serve customers", explains Ben. The Communications Channel was a natural progression from the Text Radar system that had already been established in store as a way for customers to give feedback. After a visit to the store, customers are invited to text their comments about their shopping experience.

Labyrinth's solution provided an ideal platform to take this customer feedback and turn it from being a reactive tool into a proactive one. Now, the customer comments and NPS score feed straight into the communication system and are displayed live on the staff room screen. **"They are totally unfiltered...good and bad comments, including spelling mistakes,"** comments Ben. This instant feedback has resulted in better motivation and 'buy in' to customer service from the staff.



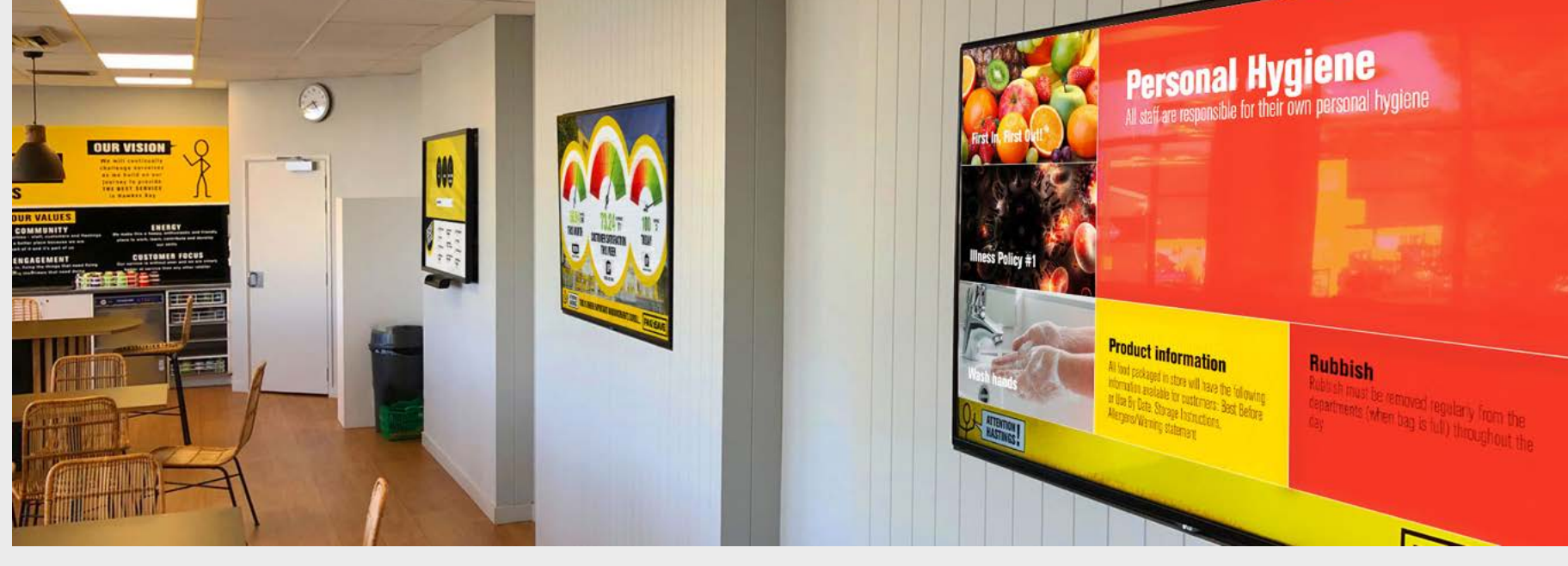
Before the new Communications Channel went live, the management team would receive the output from the Text Radar, however, this customer feedback was inconsistently passed back to staff. Usually just the bad comments were addressed by management, often involving a phone call to the customer – the wider staff were sometimes not aware of the impact.

Asked if the store had noticed a difference in customer satisfaction, Ben confirmed that the solution had made a real difference **"...it has been perfect and delivered on its promise. I would say that our NPS scores have improved significantly as a result of this system and other efforts to improve communication. The staff take more pride in their work and this is reflected in the customer comments."**

"Before the Communications Channel, our biggest frustration was not being able to get information out at all...nobody looked at noticeboards, it was hard to get a consistent message across to the wider team because of not being able to pull everyone together at the same time" explains Ben. **"Now we have staff coming forward with sporting and community achievements about their colleagues to display on the screen. And we have had appreciative comments from staff about being able to put faces to names such as finally knowing who the butchery manager is as a result of displaying photos."**

Ben is particularly happy with being able to do quick updates to the Communications Channel via his mobile phone and is finding it really easy to use... **"after just a quick training session I feel confident about passing over the reins for someone else to look after it when I'm not here"** he says.

Ben said he would absolutely recommend it to other stores within the Foodstuffs group because not only has it had a positive impact on customer service, it has also improved their communication challenges and brought everyone closer together, resulting in a stronger team culture.



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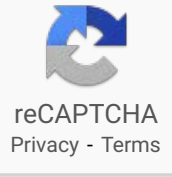
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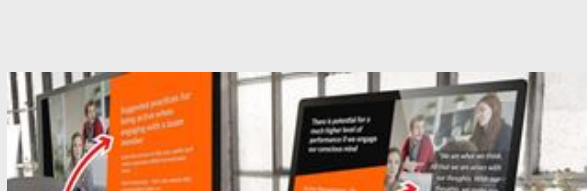
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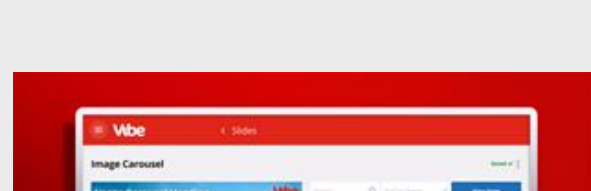
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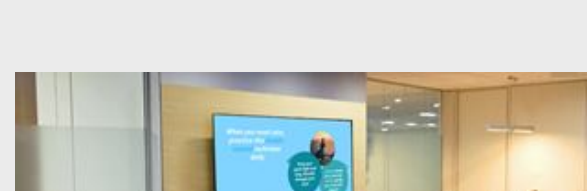
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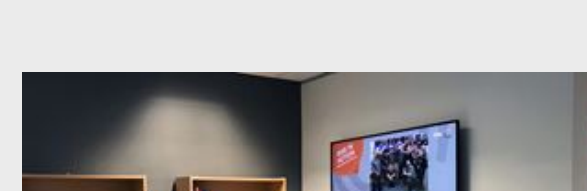
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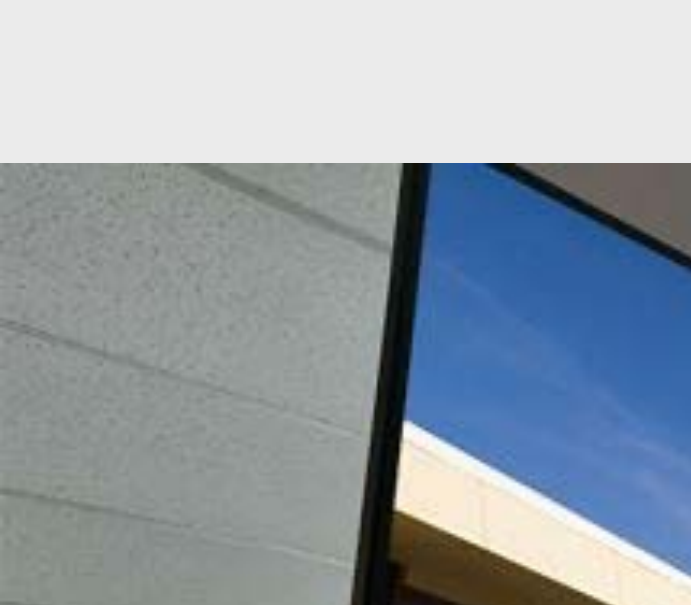


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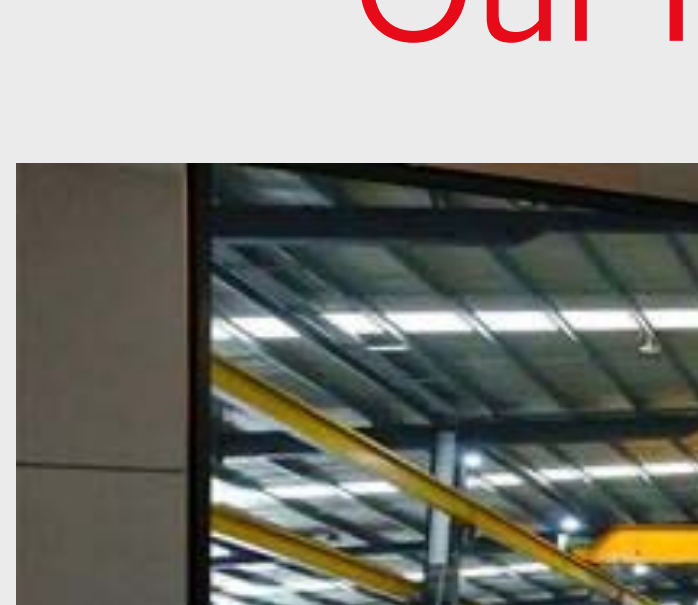
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