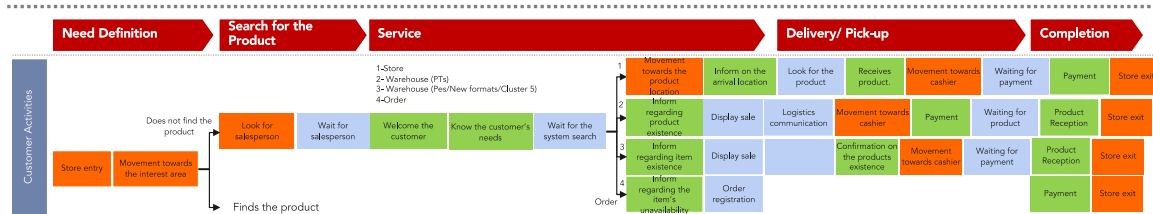
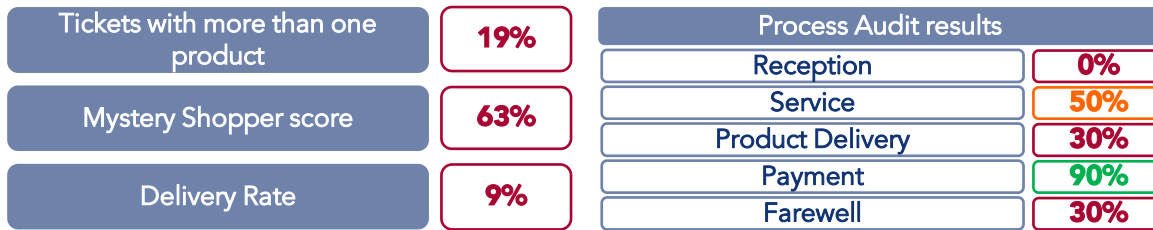
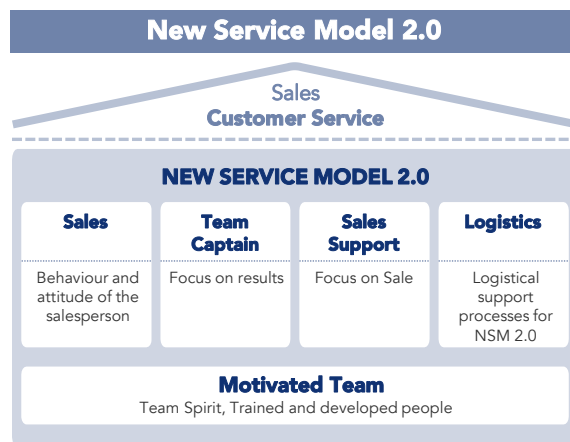


New Service Model 2.0

PICTURES BEFORE



PICTURES AFTER



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

