

About the Company

Haddenham Garden Centre is a family-run independent garden centre located in Buckinghamshire. Opening in 1978, the family have built a strong brand reputation and a sense of community within the small village of Haddenham.



With the support of the Leader Programmes: Clay Vales and the European Agricultural Funds for Rural Development the garden centre has recently expanded incorporating a coffee shop and restaurant, farm shop and well known retail outlets.

The Challenge



The client approached us to help them create an in-house customer service training programme, including the foundations of customer service and communication skills together with handling customer complaints.

They chose to engage us as they were very impressed with both Helen's experience in and passion for Customer Service.

With a large workforce, across multiple departments, the key objective was to provide all staff with the same training and level of skills to ensure customers received a consistent service delivery every time. The project involved creating a train the trainer programme for the management team to deliver in-house.

The Solution



Initial conversations with the client highlighted a gap in clear company values and customer service standards. Working with the management team, we identified 4 strong brand values that succinctly stated what and why the business stands for.

Using these 4 core values we set out the customer service standards for each department, enabling staff to fulfil their job role in line with the business values.

Once these were complete, we created a bespoke customer service train the trainer programme incorporating the values and standards.

We delivered 2 initial customer service training sessions with 33 team members and the managers taking on the in-house training moving forward. Training on the new values and customer service standards was included within these sessions.

As part of the project, we provided full tutor notes and material for the management to deliver follow up training sessions and new staff inductions.



Results

The client was delighted that we were able to offer a bespoke training service that met their exact requirements. The added value was our ability to support the client in creating their own core values and customer service standards that were incorporated into the training programme.

The client now has a clear set of standards and training programme in place so that all their employees know what is expected of them. The training sessions brought these to life ensuring every employee understands what the standards are, why they are important and how to deliver them in practice to maximise customer satisfaction and retention.



Our values are:

Customer Focus

We keep our customers at the forefront of everything that we do and provide

Drive for Results

We have the skills and incentive to deliver ambitious results

Honesty/Integrity

We act with honesty and integrity towards our customers and staff to secure their loyalty and trust

Value our People

At HGC our staff are respected and valued for their loyalty and contribution

"We are extremely pleased with the services that Helen has provided. I would highly recommend Helen. She is very knowledgeable, extremely helpful and personable and her training is very engaging and informative."

Can Helen Pettifer Training Help you?

Customer Service Consultancy and Training, specialising in Vulnerable Customers. Helen Pettifer Training provides in-house and on-line training, training manuals and eBooks. As well as compliance support, documentation, and policy consultation.

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TRAINING

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