



Workplace Communication, Inc.

CASE STUDY

Large Manufacturing organization

Typical client results

Creating an organizational brand that improves customer service and increases revenue

The Challenge

This independent retail department store offers an assortment of brand-name fashion apparel and accessories for women, men and children as well as home furnishings and other goods. Customers have complained that sales clerks are less than attentive and talk about coworkers, bosses and other customers in front of the consumers they are serving. Although the store sells quality clothing, employees' appearance does not always reflect the image of the store. Some of the stores also lack the visual appeal promised in their mission statement.

Our Approach

As consultants we needed to:

- Review the current mission statement
- Develop communication process throughout the organization
- Training for first-line supervisors to help them recognize their vital role in the organization and how to coach employees.
- Communication will be analyzed to ensure that the procedures agreed to at corporate are understood across the organization at all levels, and handled consistently.
- Determine if employees have what they need to do their jobs and serve the customer.
- Ongoing opportunities business and social activities to help integrate employees into a well-functioning team

Outcomes

- Increased sales revenue due to consistent customer service.
- Enhanced employee development
- Increase customer focus
- Improved work environment
- Reduction in employee turnover

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