

# Personalising the High Street customer experience.

4,500

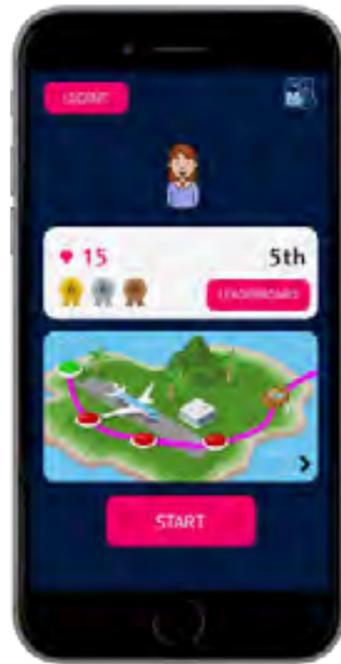
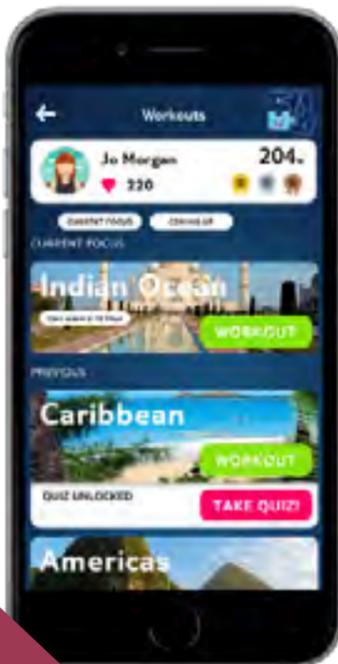
560+ stores

**26%**  
improvement in  
knowledge  
retention.



## The solution.

- ✓ Different locations as question banks
- ✓ Key knowledge gaps covered within questions
- ✓ Focus periods of 2 months per bank at relevant times e.g. winter breaks



**Case study**

## The challenge.

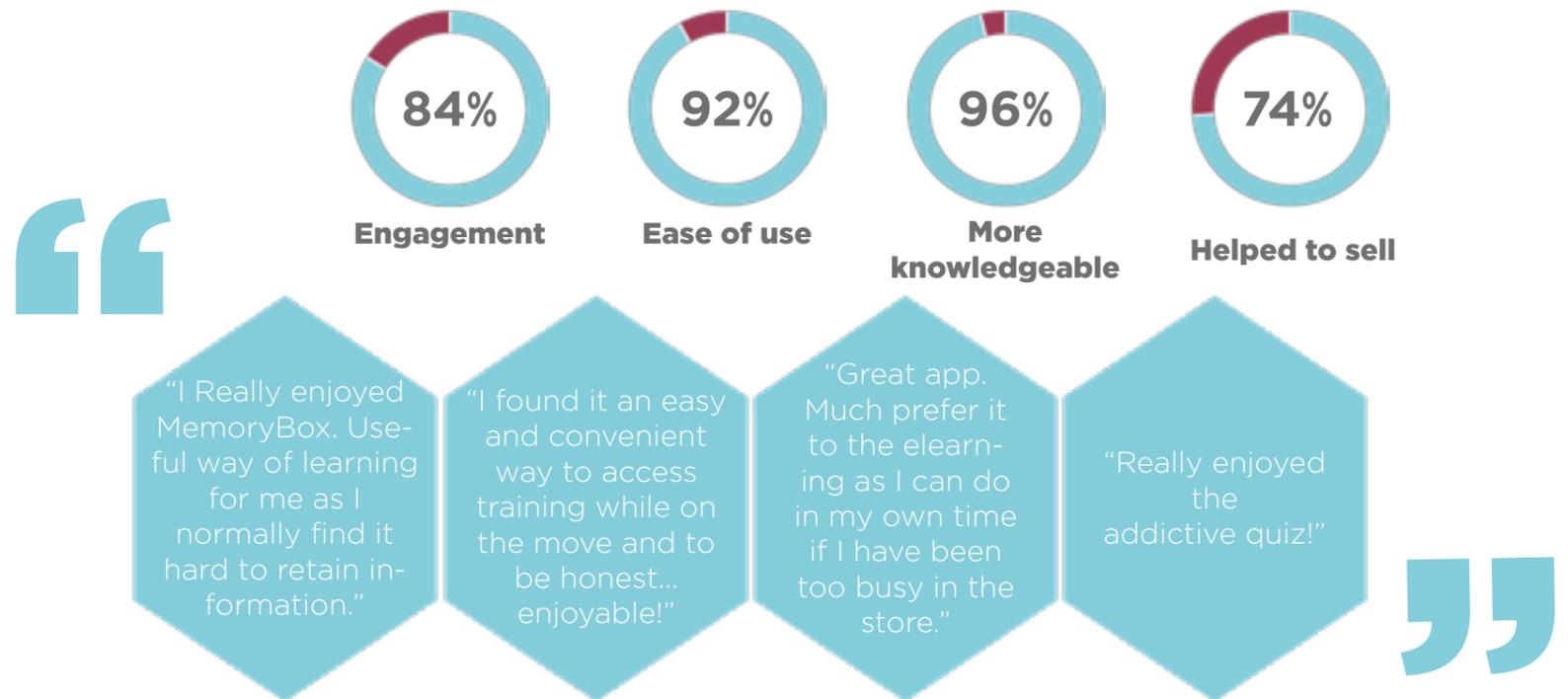
TUI, the UK's largest holiday brand, like many retailers have seen the High street significantly decline in recent years.

Technological advances putting information at the fingertips of customers mean they have little reason to visit a branch in person.

TUI's strategic intent was to reinvigorate branch visits by upskilling their travel advisors to provide a personalised customer experience that would rival the online experience.

The focus was in-depth holiday destination knowledge and knowledge of product add-ons such as insurance and currency, to provide a comprehensive service.

## The results.



### Quiz scores by workout completion

Knowledge retention significantly increased the more workouts completed, resulting in far higher quiz scores.

Quartile 1	87%
Quartile 2	83%
Quartile 3	74%
Quartile 4	69%





# Selling rebellious self-expression.

200+  
30 stores

14%  
improvement in  
knowledge  
retention.



## The challenge.

Dr. Martens appeal to people who possess a proud sense of self-expression.

For the High street sales assistants, they need to connect with the customer; on a stylistic level, understanding the wearers own individual and very distinctive style; on a practical level, matching DM's famous durability and comfort with the wearers needs; and then finally on an emotional level - DM's are a badge of attitude and empowerment and the wearer needs to 'feel' this.

But 100's of styles to choose from, the challenge for the sales assistants is to understand every one of the unique styles.

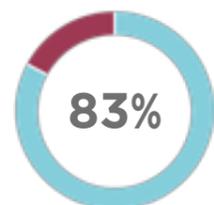
Additionally with a high influx of summer temp staff the challenge was upskilling this dispersed workforce quickly.

## The solution.

- ✓ Best-sellers / favourites product range
- ✓ Focus on knowledge of specific differences in high end products to increase average spend
- ✓ Focus on add-ons e.g. insoles, show protector



## The results.



Engagement

*"It's completely and utterly changed everything!"*  
Store Manager

*"I've been here two years and there's stuff I didn't know until MemoryBox came along!"*  
Assistant Manager

*"I've had comments from long serving members of staff about their increased knowledge"*  
Area Manager

*"I have sold a lot more and have more confidence with our originals"*  
Sales Assistant

*"It has enabled staff to talk passionately about products, gaining instant buy in from customers who recognise they know what they're talking about"*

*"It's the little bits of information that you can pass onto the customer"*  
Assistant Manager

*"The staff conversations with customers, has completely changed"*  
Store Manager



Increased sales conversions led to supplier stock outages!

## Quiz scores by workout completion.

Knowledge retention significantly increased the more workouts completed, resulting in far higher quiz scores.

Quartile 1	91%
Quartile 2	84%
Quartile 3	83%
Quartile 4	80%



Case study

# Making travel money easy.

4,500

560+ stores

*Bespoke elearning module.*

## The solution.

- ✓ 30-minute bespoke elearning module
- ✓ Four product knowledge sections, one customer service section
- ✓ Scenario-based knowledge check where learners applied their learns in a variety of situations / customer profiles



**Case study**

## The challenge.

TUI had recognised an opportunity to grow the potentially lucrative Currency Exchange part of their business.

Internal research revealed that many of their sales teams, even experienced ones, were very confident selling holidays but not currency.

Further investigation indicated the root cause was a lack of knowledge and understanding of the products available, and how to structure the conversation with the customer. The solution needed to be delivered to 4,500 instore Travel Advisors.

## The results.

**90%**  
favourable response to the elearning experience.

**80%**  
feel more confident selling the products.

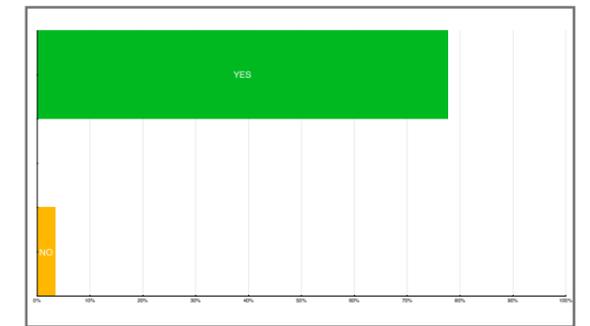
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*“PeopleUnboxed have helped us introduce fresh and engaging approaches to our learning. As a large corporate business, it’s a breath of fresh air to receive personalised and caring service from Tony, Jo and the team. They really take the time to understand our learners needs and are always patient with our ever-changing requirements and focus on helping us find innovative solutions.”*

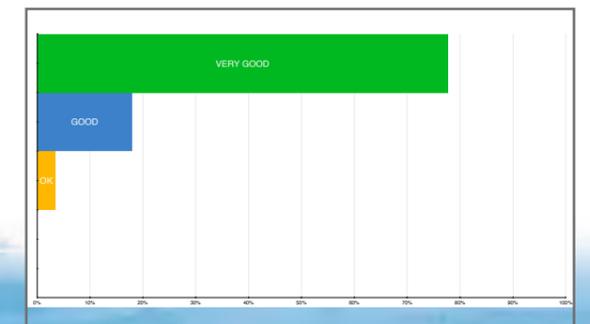
**Liz Albone,  
Distribution Training Manager,  
TUI GROUP**

”

Do you feel more confident when recommending Travel Money and Western Union to your customers?



What was your overall impression of the Making Travel Money Easy eLearning?

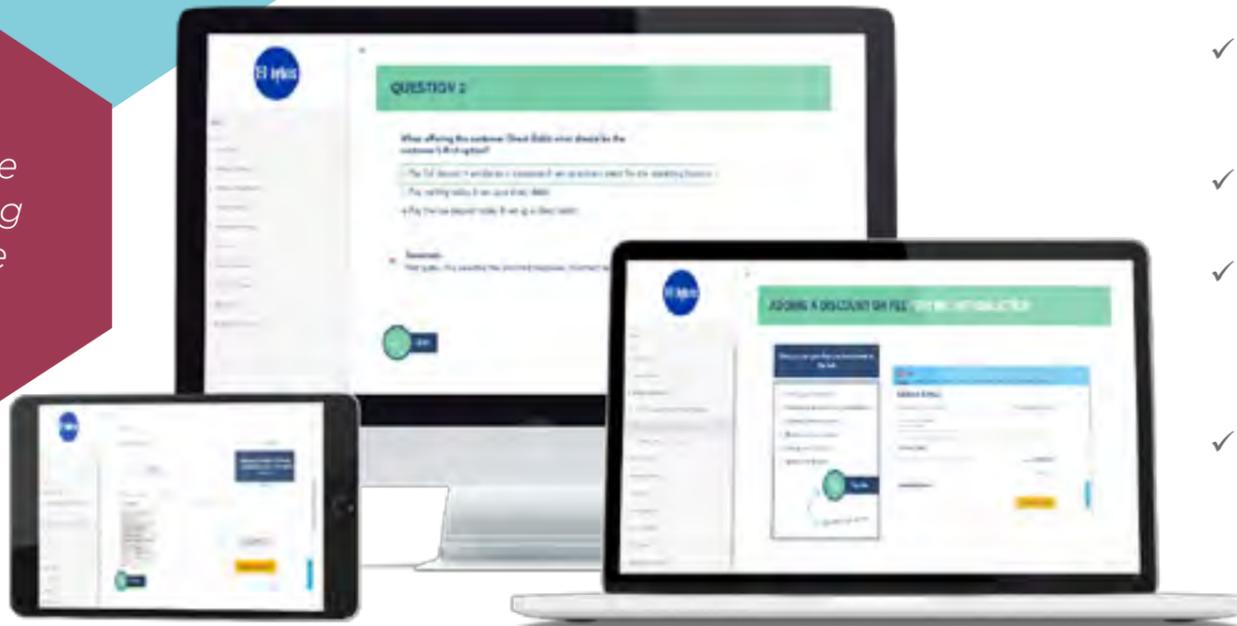


# Making systems training 'sexy'!

4,500

560+ stores

*Bespoke elearning module*



## The challenge.

TUI were rolling out a new system to all retail employees (4,500) in all branches.

It was recognised that previous roll-outs of this type had not been well received, with training often being more about watching than getting a chance to practice using the system before its launch.

Training had also been delivered too far in advance and was forgotten at the point of need.

## The solution.

- ✓ **'Show me, try me' elearning module, consisting of multiple short screencasts demonstrating how to use the system, followed by a chance to practice**
- ✓ **'Show me' sections - clear, concise screencasts, text boxes appearing at key stages where the user would need to do or be aware of something**
- ✓ **'Try me' sections - customer scenarios allowing the learner to practice just as they would have to in real life with real customers, but in a safe environment. To the learner, apart from the added supportive feedback tips along the way, it felt like they were actually in the new system itself**
- ✓ **All sections were accessible to learners any time, meaning they could access a relevant screencast as a refresher as required**

## The results.

**Case study**

*"So impactful this is our blueprint for training going forwards!"*

“

*"I was appointed into a new role as Implementation Lead for new software being rolled out to our entire retail estate. As someone who was new into role, I was not very familiar with how to approach an easy-to-use learning solution on such a large scale. I worked with PeopleUnboxed who could not have been more helpful and supportive. They helped me to scope exactly what learning we needed to cascade, and to devise a plan that would most suit both my project and our learners. The project was led in an agile manner - we had a few bumps along the way but Tony and the team could not have been more flexible or supported us anymore if they tried!"*

*The feedback from our learners was AMAZING. Finally, we had managed to make systems training 'sexy'".*  
**Laura Haywood, Implementation Manager, TUI GROUP**

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# Protecting mental health in the workplace.

 360 in 2020

 7 global markets + UK operations

*Bespoke virtual classroom.*

## The solution.

- ✓ **Two virtual classroom sessions designed; 2 hour session for global office staff and a more in-depth 8 hour session, split across 2 days for UK frontline managers**
- ✓ **Designed to maximise participation and discussion in small groups**
- ✓ **Provided learners with tools and techniques to recognise mental health conditions, as well as challenging stigma and supporting with tools to create a psychologically safe culture back in role**
- ✓ **Blended with post course activity books, and online assessments to maximise reflection and learning transfer**

## The challenge.

Covid-19 has impacted workforces everywhere and will continue to do so.

The ongoing uncertainty has had a profound impact on people's mental health and wellbeing.

For Rentokil, they saw this as an opportunity to provide support, deploy training and start a journey of culture change around mental health.

A two-fold approach was required to cater for head office staff globally, as well as UK frontline managers, and time was of the essence.

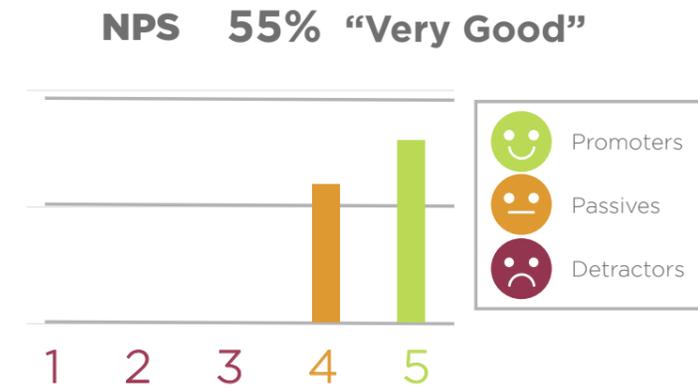
## The results.



**Quality of training**



**Impact/transferability**



**Case study**



*Rollout continues for 2021 for an estimated 500+ more managers. We anticipate a positive impact on MH absence figures over the coming year.*

*"I found the 5 Levels of Listening a real insight. I did not realise but I use 4 of these listening methods frequently but never touch on one of the most important ones, Empathic listening, so I am off to practice some of that!"*

“

*"This session really helped me to recognise the signs for someone who might be struggling, and also it made me realise that everyone has mental health and we need to proactively look after that."*

*"The role play was really good, it made me realise that I need to listen rather than jump to fix and solve straight away, and it gave me the confidence to talk to my people about mental health."*

*"Thank you again to Jo for giving me the opportunity to learn more about mental health and the tools to help colleagues in my branch and also family and friends."*

”



# Transitioning to a new normal.

 60

 Home workers

*Bespoke virtual classroom.*



## The challenge.

Lacoste chose to transition their people back to their head office when restrictions allowed them to do so.

They recognised this as a once in a generation opportunity to define a new normal, that focussed on work life integration and put employee wellbeing at it's heart.

The new normal would be a blend of the best of 'both worlds', working at home and working in the office. And they were empowering every staff member to define their own individual new normal.

They were looking for supportive, facilitated and fun sessions to achieve this.

## The solution.

- ✓ **Bespoke 90 minute highly interactive virtual workshops, with Z-card of useful information as a desk drop on return to the office**
- ✓ **The sessions explored everyone's different experiences of lockdown, the impact on mental health, some of emotional challenges of returning to the office, establishing the best of both home and office worlds and action planning to foster an ongoing culture of wellbeing and psychological safety**
- ✓ **Open discussion, breakouts, chat function and empathic facilitation allowed for participants to talk freely, reconnect with each other and explore their emotions**

## The results.



**Was it beneficial?**

“

*“It really made you think differently about your approach to our new working environment. Jo made it a really safe environment to talk about things.”*

*“I really liked the topics and the flow; covered it presented a good framework which prompted so many constructive conversations.”*

*“I loved the breakout “rooms” on Zoom so you were put with different people each time we discussed different ideas. Jo was easy to talk to and she made things clear.”*

*“Great interaction. The trainer was nice and really engaging for everyone on the call.”*

”

**Case study**

# Dignity at work.

 80

 Field-based operations management

Bespoke virtual classroom



## The challenge.

As part of their UK D&I plans, Uniper wanted to deliver some bespoke training around Dignity at Work, to bring people together to focus on diversity, unconscious bias, cultural intelligence and inclusion.

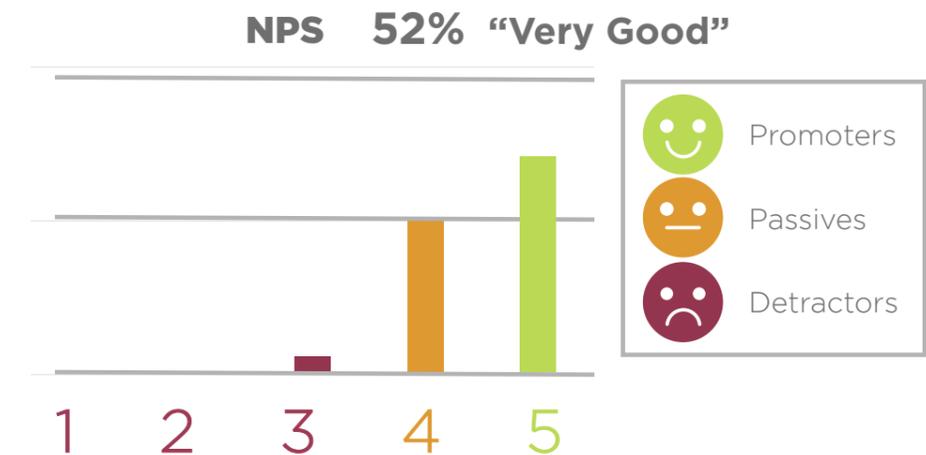
They were looking for engaging, supportive and interactive sessions with strong facilitation in order to create a safe space to open up discussions around a sensitive topic, with a view to impacting a wider cultural change.



## The solution.

- ✓ Bespoke 3 hour interactive virtual workshops, including pre and post course materials
- ✓ The sessions explored the benefit of dignity at work, the change in social attitudes and leadership styles over recent years, recognising and challenging our own bias', and proactively seeking to improve cultural intelligence and create working environments that fostered psychological safety
- ✓ Open discussion, breakouts, chat function and empathic facilitation allowed for participants to talk freely, and explore their thoughts and feelings

## The results.



Overall impression of the trainer



"Really made me think and it was good to have an opportunity to discuss the points covered with the other attendees in the breakout sessions."

"Excellent session and the trainer was really engaging. Great discussion and examples, that brought everyone into the conversations."



Case study



# The future of Five Guys; full curriculum

Full curriculum design and delivery.

c1,000

113 stores + Head Office

## The challenge.

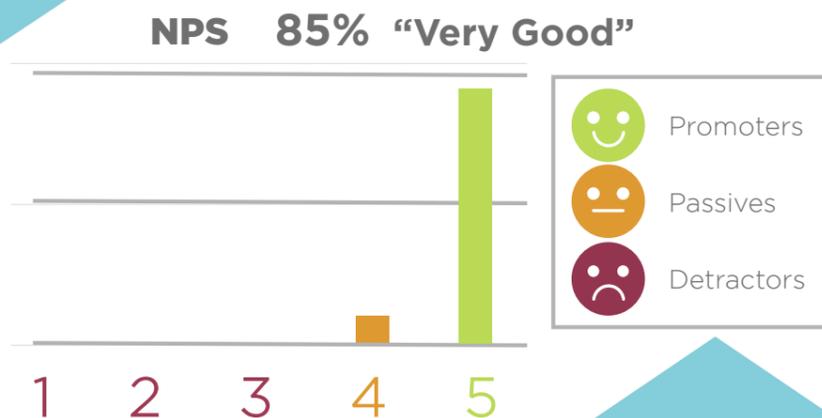
Five Guys have grown very quickly in the UK and their strong ethos around shoulder-to-shoulder training needed to scale with the business.

They wanted a full curriculum design and delivery, from Crew through to Area Managers.

This included, QCs, Shift Managers, Assistant Managers, General Managers, District Managers, & Area Managers.

The solution needed to address a mix of functional and behavioural training needs, and form bespoke blended programmes at each level. Delivery mechanisms needed to fit the audience from shop floor to senior leaders.

## The results.



Over 35 pieces of training have been designed in the last 2 years, from experiential classroom to elearning to workbooks and hands on workshops!

## The solution.

- ✓ **QC Development Programme; blend of elearning, learner workbook and coach guide**
- ✓ **Shift Management Programme; workbook and 2 day course**
- ✓ **'All The Way' AM & GM Programme; mixture of 2 or 3 day soft skill classroom sessions and 8 workshops that included practical hands on scenarios or on the shop floor training, as well as elearning where required. Designed to address functional needs including Driving Success, Effective Scheduling, Financial Controls, Recruitment, People Practices, Maximising Sales, Training & Effective Comms, H&S and FS**
- ✓ **'High Five' DM & Area Manager Programme; a year long programme with a blend of highly experiential classroom sessions, with workbooks and coaching calls to embed the learning. Topped with a Graduation Dinner to celebrate success of these senior leaders**



Case study

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“PeopleUnboxed were the perfect solution for our learning needs. They took the time to truly get to know us, provided invaluable advice and delivered a competitive product that’s proving to be truly impactful for us as a business. It’s rare to be able to find a company who can truly understand us as their client the way that PeopleUnboxed do, and we value a working relationship like that above all others.”

Jo Jones,  
Head of Learning & Development, FIVE GUYS

”

# The future of Five Guys; High Five Programme

 20

 Head Office & regional

Full curriculum design and delivery.



## The challenge.

This programme was part of the overall curriculum design, aimed at the 'DM's' or District Managers. These are senior managers who run a group of stores and report into Area Managers.

This programme needed to be tailored towards developing the leadership skills of the future as these managers progress through their careers.

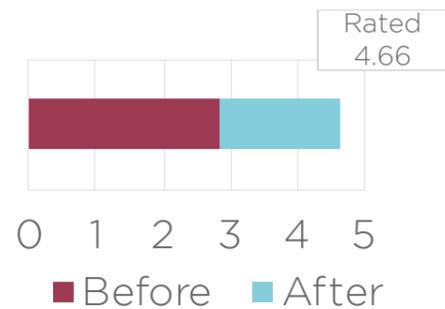
It needed to be highly interactive and effectively embed the learning over time.

## The solution.

- ✓ A year long blended programme with a cohort of 20, designed to transition them as talent for the future
- ✓ 4 classroom sessions as the pillars of the programme; highly experiential and interactive, bringing ideas and theory to life as well as focussing on learning about themselves and learning from each other. Each session started with them presenting their own challenges and successes since the last session
- ✓ Interspersed with post course workbooks to challenge embedding the learning in their roles, and coaching calls in between each session to connect with our facilitator and guide their learning
- ✓ Finished with a Graduation Dinner

## The results.

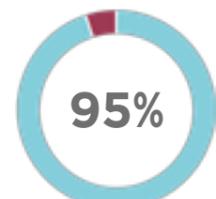
Knowledge level (rated 1-5)



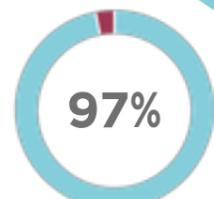
“Really interactive and I loved the enthusiasm of the trainer!”



“The breakout sessions were amazing, they kept it fresh and engaging. Really enjoyed it.”



Impact of experiential learning



Transferability



Case study

# The future of Five Guys; QC Programme

500

100 stores

*Full curriculum design and delivery.*

## The challenge.

This programme was part of the overall curriculum design, aimed at the 'QC' or Quality Checker role.

Prior to this programme being developed, Crew Members were moved into a new position without any relevant training and expected to be able to manage people and crew stations.

It was identified that a formal learning intervention was required to build competence and confidence during this transition, and also to redefine this role as the 'backbone' of instore training.

## The solution.

- ✓ 20-minute bespoke elearning module and a learner workbook to be used side-by-side to help them understand their new role, learn new skills and practice applying them over a period of several weeks
- ✓ Coach guide for the restaurant management team, to enable them to effectively provide ongoing support for their learners

## The results.



Quality of training



Impact



Transferability



Recommended



*Currently being translated for roll out to France & Germany!*



**Case study**