



CLIENT SCENARIO

An independent retail client wanted to integrate multiple revenue streams into its business model (including online), with an Operating Manual developed before commencing operation.

The programme included multiple project strands and involved close working with client staff.

Codification of the Operating Manual provided the option of a broader, franchise-based expansion.

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TURNKEY CUSTOMER PROPOSITION BLUEPRINT

Sector: Retail

Type: Consulting/Managed service

OUR APPROACH:

With an innovative, multi revenue-stream business model, the client CEO was keen to place customer experience at the heart of transaction processes. Our Design/Build programme was based on an agile approach and included:

- Process gap analysis and 'blank sheet' design against customer expectations
- Trialling and stress testing against projected customer flow
- Integration with EPOS and related transaction systems
- Development of parallel, blended online purchasing and fulfilment processes
- New staff training (from Manager downwards)
- Resilience testing for scalability across a franchise.

VALUE OF PROJECT:

As a result of this programme, the client was able to include finalised processes in a Franchise Operating Manual and rapidly transition from training to serving customers. Online delivery was established from operational launch, reducing time to market.

PROJECT PLAYBOOK COMPONENTS:

- | | |
|------------------------------|-------------------------------|
| ➤ SERVICE DESIGN METHODOLOGY | ➤ ONLINE DIAGNOSTICS |
| ➤ NET PROMOTER SCORE (NPS) | ➤ DATA VISUALISATION |
| ➤ EDUCATIONAL WORKSHOPS | ➤ MYSTERY SHOPPER SIMULATIONS |
| | ➤ STRUCTURED INTERVIEWS |

SIMILAR PROJECTS DELIVERED IN:

- Entertainment
- Retail