

# It's what you do

## Support pack

More about the role you play



Customer Team Member





# Contents

## What's in store...

This pack is to help you understand your role a little better.

Take a stand still moment and think about the role you play today and what you might do differently tomorrow.

- Your role and priorities
- Activities
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- What good looks like
- Customer missions





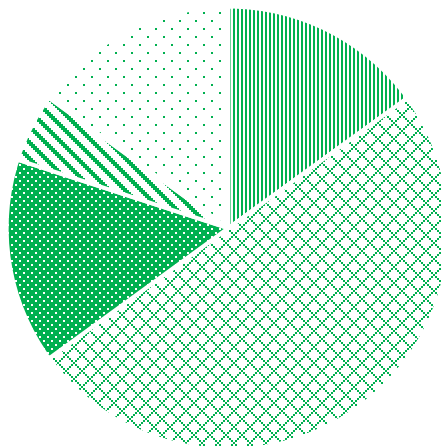
# Your role and priorities

## What you do

What you do as a store colleague has been split into the **5 what we do's** which you would have seen in your role profile. The purpose of the **what we do's** is to unite colleagues and be clear on how you contribute to the **store purpose** and a winning Co-op.

As a Customer Team Member you play an important role in our stores, you'll notice you'll have different amounts of time and activities in the different **what we do's** compared to other store roles. Here is a chart which shows a guide of where your time may be spent, depending on your store needs this may vary.

Customer Team Member



- Ensure the store is safe, legal & operational
- Friendly & thoughtful service
- Engaging with everyone to succeed together
- Co-operating for a fairer world
- Embrace Change



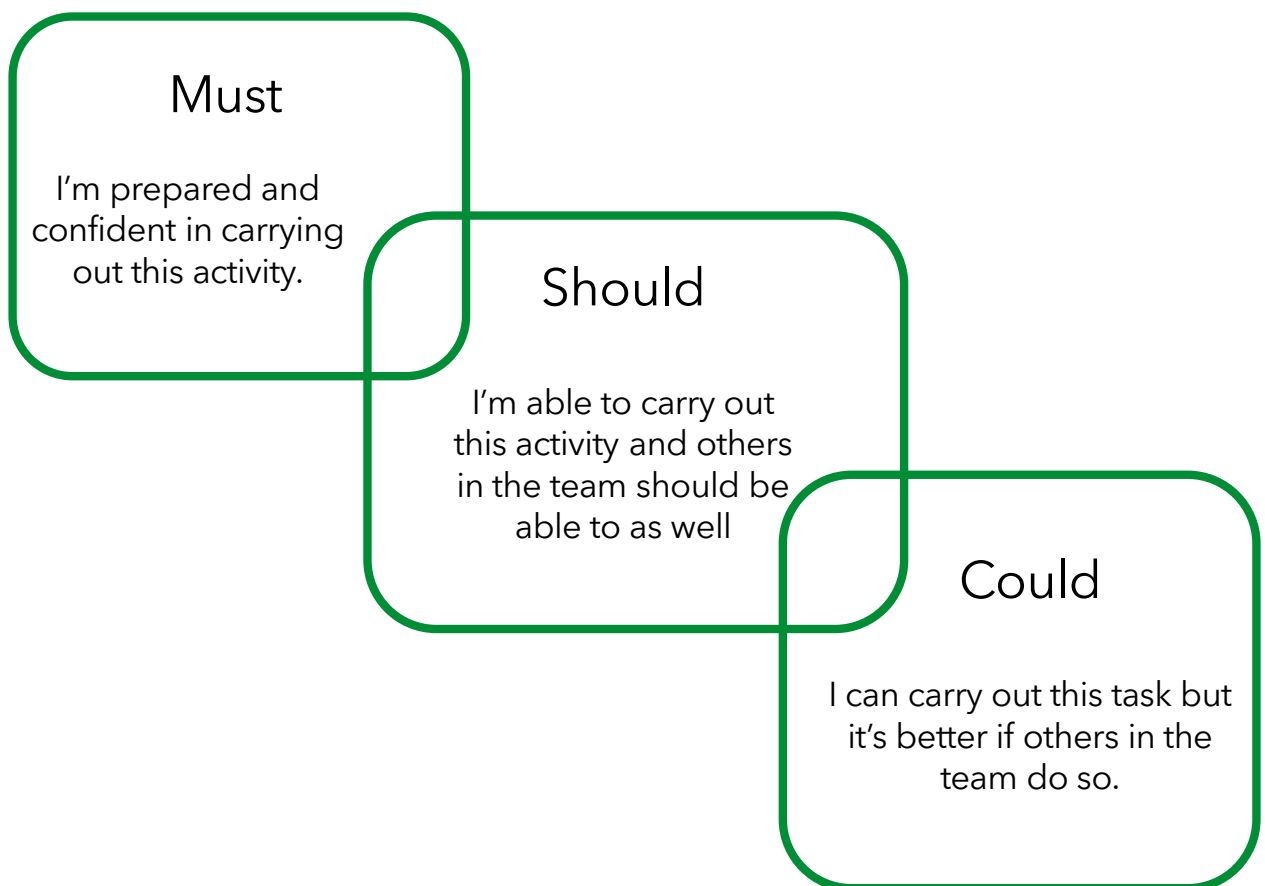


# Your role and priorities

## Store activities

For our stores to run smoothly for our customers we have activities that need to be done which make up your store operating model . These are activities we do week in & week out, there may be additional tasks that come and go through the year... This is where we **embrace change**.

We've looked at activities which either must, should or could be completed by particular roles.





# Your role and priorities

## Store activities

Ensure your store is safe, legal & operational			
Activity	Must	Should	Could
General replenishment	•		
Price changes	•		
Customer service checks (Checkouts, Lotto, Paypoint, AST, etc)	•		
Day to day safety checks	•		
Promotion & POS changes		•	
Ambient code checking		•	
Reduce to clear & code checking	•		
News & Mag inventory & returns process	•		
FTG replenishment	•		
Costa replenishment	•		
ISB replenishment	•		
Checkout readiness	•		
Managing short/over deliveries			•
Receipt of deliveries		•	
Product returns		•	
Securing high value products		•	
Warehouse organisation	•		
Process waste	•		
Post Office	•		
Fuel Station	•		
SOAR Review			•
Fire safety review			•
Challenge/refusal report review			•
Confidential waste process			•
CCTV Review			•
Assisting law enforcement			•
Legal MyWork tasks		•	
HHT & MyWork checks		•	
Fire alarm testing		•	
Lotto reconciliation			•
Processing cash requests		•	
Leakage health checks		•	
Pvt & branch charges		•	
Range review planning		•	
GAP checking & actioning		•	
Stock counts; residual, negatives, store stock take, exceptions, etc	•		
SEM	•		
Range review	•		

Engaging with everyone to succeed together			
Activity	Must	Should	Could
Profit & loss review & team update			•
Weekly performance review, share & action plan		•	
Phone calls - Customer, Community, Co-op		•	
3rd Party liaison & Store visits			•
Store impact review - Trade planning			•
Colleague recruitment & induction			•
Training (formal & informal)	•		
Performance reviews & talent planning			•
Talkback reviews, team engagement, coaching		•	
Planning colleague activity including coaching		•	

Co-operating for a fairer world			
Activity	Must	Should	Could
Community engagement	•		
Volunteering days		•	
Community fund & causes engagement		•	
Foodshare		•	
Local cause liaison		•	
Membership advocacy	•		

Friendly & thoughtful service			
Activity	Must	Should	Could
Dealing with customer feedback		•	
Complete ecommerce & partnership activities	•		
Reviewing YSYS & customer complaints/compliments		•	
Product advocacy	•		
Helping customers	•		
Resolving till and AST issues	•		
Ready for customer checks		•	
Checkout operation	•		
Fault & servicing reporting and follow up			•
Store walk and actioning/delegating		•	
Checkout readiness	•		

*This may slightly change depending on type of store but should provide a generic view, this doesn't mean we would want you to stop a specific activity just consider who and how it should be carried out.*





# Your role and priorities

## Stop, start & continue

At times it's helpful to take time to reflect on the way we go about our work on a day to day basis. There may be things we need to let go of or do differently to make the most of our time and get the best outcome.

In addition to the store activity list, here's some guidance about what you may need to STOP, START and CONTINUE doing in your role. It might be you're already working in this way, in which case, brilliant! However, the list featured on the next pages should help create meaningful work for you.



### Did you know?

During the last couple of years we've trialed different approaches to ways of working in stores. Our colleagues have shaped the future of instore ways of working through trials, insight and letting us know what works best for them.

The start/stop/continue section has been created from what we've learnt with colleagues and supports.....

Store Managers told us they were able to split their time more effectively towards management activity using the support material and empowering their teams

We have learnt when colleagues are trusted to try new things and take on more activities the store feels like there's more time & colleagues are more engaged

Role profiles and supporting material have been condensed and been made more visual. We've used a digital approach so tools are easy to access online, and easier for colleagues to give insight

Customer Team Members during the trial were given the opportunity to learn & do activities that they normally wouldn't do. This helped them develop and helped our Store Managers spot fantastic internal talent

Both letting go of old ways and being brave to try something new isn't easy. It can take time, speak to your team and encourage each other to embrace the change.



# Stop doing...



*During our trials we didn't find anything that our CTMs would stop doing.*

## Start doing...

### Behaviour

Being multi-skilled to be able to support all areas of the store at any time

Being open to learning new skills and be curious to try new tools and ways of working

Understand how Co-op behaviours & promises impact customer and colleague experiences

Feel empowered to help and resolve issues and queries whilst on duty

Understand how you and your store contributes to the store purpose & wider Co-op vision

Feel empowered to share opportunities to improve the customer experience

Be empowered to make decisions on the shop floor to deliver the best for the business and customers. Make decisions to ensure safety of customers, colleagues and visitors proactively

### Safety & risk

Be proactive to take charge and intervene if you see a potential incident or near miss

Report issues that may lead to a safety risk

Feel empowered to have conversations about safety and report opportunities to be better and reduce potential incidents

### People

Support the team when showing a new colleague around, inducting colleagues, coaching and buddy up.

## Continue doing...

### Store Operations

Have a customer centric approach to operations by putting the customer first. Expressing the customer promises throughout the customer's journey

Being pro-active to reduce queues

Carry out operational activities as required/scheduled, for example; checkouts, deliveries, replenishment, stock control, merchandising, etc.

Develop others by coaching colleagues best practices to maintain high level efficiency & service

If trained to do so be involved in back office & inventory activities, for example; cash procedures, stock counts, price checks, code checking, lotto, etc.

Ensure work area is ready to use and ready for customers

### Behaviour

Encourage others in the team to deliver great customer service, store presentation and product availability whilst putting the customer and the community at the heart of everything we do

Putting the Co-op values and customer promises first whilst on duty

Wear the correct uniform including name badge to be ready for customers

### People

To support colleagues with informal and formal training

Co-operate as a team to deliver day to day activities

### Safety & risk

Completing all processes & procedures as defined by Co-op policy to ensure safe and legal operations at store

Complete safety checks and complete relevant MyWork activity and/or paperwork

Have an accountability to mitigate risks and report any issues to store management

Complete training modules and be up to date on materials to ensure you can competently keep the store safe

Sign in/out visitors to store



# Your role and priorities

## What good looks like

Here are some points on what good looks like as a Customer Team Member. This supports in bringing to life the behaviours in your role and what you or others would see, hear or feel.

This is generally what we'd consider good to look like, there's plenty of room to add the magic when bringing your personality to work. Think about how you can develop in your role mastering the points within the **5 what we do's**.



### Ensure your store is safe, legal & operational

- Being able to operate checkouts and services relevant to your role
- Being able to complete all the MUST and SHOULD activities in the store activities
- Making decisions and being proactive to keep all colleagues and customers safe at all times
- Understanding and being able to complete partnership and ecommerce activities
- Speak to customers to understand what improvements they would like to see in store
- Share customer feedback in the store so positive changes and improvements can be made
- Speak up on near misses and potential incidents to prevent any future safety incidents
- Take time to understand operational and safety performance measures to identify where you can make a contribution
- Prioritise activities to make sure customers are put first, whether this is attending to the tills or ensuring products are available
- Never obstruct aisles on the sales floor during busy times of trade
- Comply with all Co-op policies and procedures when carrying out work

What you'll see, hear or feel ...

- Completed actions from store safety (SOAR) visits so teams feel secure
- Financial & operational measures of performance are achieved or excelled
  - There is a proactivity towards safety and performance
  - Colleagues will feel safe and engaged in store







## Embrace change

- Practice any new change initiatives so they become a natural way of working
- If any mistakes are made in store with any new way of working, learn from them to grow
- Share experiences with colleagues and help develop through informal coaching peer to peer
- Approach change and new ways of working with enthusiasm and a willingness to learn and grow. Role model this with other colleagues
- Complete training within the time allocated

What you'll see, hear or feel ...

- Training completed on time
- Engaged team members who feel involved in decisions and involved in change
  - Change initiatives and new ways of working is embedded in the store
- Everyone supporting each other through honest conversations when change happens
  - You'll feel confident to solve problems and involved in the change



## Engaging with everyone to succeed together

- Being able to complete all the MUST and SHOULD points in the store activities
- Share knowledge and experience to help other colleagues grow
- Supporting the communications across the store ensuring engagement and consistent messaging
- Seeking to understand store performance and how you can contribute to improving overall performance
- Be inclusive by working with your peers to make the right decisions for customers and the Co-op
- Seek opportunities to work close with other colleagues and encourage diversity & inclusion
- Show the Co-op colleague behaviours and show a plan to develop throughout the year

What you'll see, hear or feel ...

- Talk Back results are positive
- Colleagues see opportunities with a growth mind-set
  - Colleagues say their role is meaningful
- You'll feel engaged and feel part of a performing team





## Friendly & thoughtful service

- Walk around the store and view it through the eyes of our customers to be able to deliver the service promises
- Share customer feedback with all the team
- Speak up to share ideas on ways to improve the customers shopping experience
- Taking time to speak to customers to understand their feedback and any potential opportunity for community links
- Being able to complete all the MUST and SHOULD points in the store activities
- Coach peers proactively on the job and talk them through the why
- Speaking up when you're not seeing customers being put first from anyone in the store
- Delivering the service promises to customers using ecommerce or other methods of shopping without coming to the store

What you'll see, hear or feel ...

- Improved YSYS performance
  - Positive customer feedback - Customer Service Helpline
- Putting customers before activity and advocating customer promises
  - You'll feel confident with customers and resolving issues



## Co-operating for a fairer world

- Consider innovative ways to contribute to the Co-op national charity and ways to support your community
- Support the team by making sure the information displayed on the community boards are up to date
- Being able to complete all the MUST and SHOULD points in the store activities
- Speaking up about opportunities within your local community and participate in fundraising activity where possible
- Develop shared responsibility instore for community involvement/engagement. Understand how you can contribute to the Co-op strategy and how the Co-op does business differently
- It's in the work you do e.g. cause selection, engaging with local causes, FoodShare
- Using resources available e.g. Food donation policy, template for a Fairtrade assembly
- Being open to work together as a store team to enable one another to do things in the community

What you'll see, hear or feel ...

- Feel proud to work for Co-op
  - All colleagues being a Co-op member with a cause selected
    - You'll feel your role has impact and purpose
- You'll feel like you're involved in helping people in the community

