



Training Needs Assessment

Name: Stephanie Williams

Client: Purrfectionary

Date: 12-5-20

Subject Area and SME

Determine a subject area from your current or future learning environment and identify a source that you will use for developing the instructional content from a subject matter expert

I will have a SME the represents pet store sales associates and SMEs that will be the resources for Customer Service Training. My pet store sales associate SME is MJ Bryant. She is an animal guru and is of vlogger of pet adventures. She has worked for two chain pet store and an exotic animal privately owned pet store. For customer service training, I will use SMEs from the retail customer service training industry. Greg Ciotti and Jeff Mowatt are both retail training specialist and will advise me on scenario building and customer service responses for the sales associates. Carole Mahoney, Cara Wood, Francesca Nicasio and Indeed.com will give tip on working in retail and improving customer service techniques to improve sales. I will also use sources from the retail doctor, including a 90 second video that provided insight on how to approach a customer to increase sales and Ashley Autry, who will provide statistics on customer opinion of the customer service experience.

Target Audience

Define the specific segment of the target audience

The target audience is Purrfectionary workers. The target makes about \$9 dollars an hour and many are completing high school or are in college. They work part-time at Purrfectionary and took to job because they love to play with animals and some plan to become a veterinarian or have similar career with animals. The workers are between the age of 18 to 24. Many sales associates were unaware of the heavy customer service component and heavy lifting requirement before taking the job.

Desired State

Identify the knowledge or skills required for the target audience to achieve success in the subject area

The customer service training for Purrfectionary will include an eLearning module that addresses retail customer service expectations, Purrfectionary expectation, data, and trends of customer opinion of the importance of the customer service experience and scenarios to practice what to do in situations with customers and how to solve concerns effectively. After training, customers will be greeted within 15 seconds of their arrival and given assistance when needed. Sales associates will use their phones on the floor to assist with attaining knowledge of a product or service for customer inquiry. The training process is estimated to take 3 - 6 months with an eLearning Module, an Infographic in each of the stores for reminding and reflections to help sales associates improve prior knowledge to become more affective in increasing sales, increasing customer satisfaction and customer trust and loyalty.

Current State

Identify the target audience's current knowledge or skills and the gap between the current state and the desired state

Customers have left Purrfectionary in minutes because of a lack of care and customer service from the sales associates. When customers would walk through the doors of Purrfectionary, sales associates do not greet or assist the customers with their needs. At the present time the sales associates know each well and either hang out in different sections of the boutique or they play with the animals. A customer service training will be developed and presented to help the sales associates with the expectation of customers service on the work floor, how to approach customers appropriately and how the problem-solve when needed. Expectations will be addressed, and technology and scenarios will be used in the customer service training.

References

- Autry, Ashley (2017). Employee Engagement & Loyalty Statistics: The Ultimate Collection. Access Perks.com. Retrieved from <https://blog.accessperks.com/employee-engagement-loyalty-statistics-the-ultimate-collection>.
- Bryant, M.J. What is it like to work at a pet store? Youtube.com. Retrieved from <https://www.youtube.com/watch?v=m5TkMXOLZQk>.
- Ciotti, Gregory (2019). Go-To Scripts for Handling 12 Tricky Customer Service Scenarios. Help Scout.com. Retrieved from <https://www.helpscout.com/blog/customer-service-scenarios/#unknown>.
- Indeed.com (2020). 25 Excellent Tips for How to Work in Retail. Indeed.com. Retrieved from <https://www.indeed.com/career-advice/career-development/working-in-retail-tips>.
- Mahoney, Carole (2018). Data Analysis on The Impact Managers Have Motivating Salespeople. Unbound Growth. Retrieved from <http://www.unboundgrowth.com/blog/data-analysis-on-the-impact-managers-have-motivating-salespeople>.
- Mowatt, Jeff (2020). Five greetings that boost sales to walk-in visitors. Jeff Mowatt.com. Retrieved from <https://jeffmowatt.com/article/for-openers/>.
- Nicasio, Francesca (2020). 15 Retail Skills Every Sales Associate Should Have (and How to Develop Them)15 Retail Skills Every Sales Associate Should Have (and How to Develop Them). Vend.com. Retrieved from <https://www.vendhq.com/blog/retail-skills-sales-associate/>.
- Phibbs, Bob (2020). 4 Ways to Improve Your Retail Customer Experience and Sales. Retail Doc.com. Retrieved from <https://www.retaildoc.com/blog/improve-retail-customer-experience-sales-follow>.
- Retail Doctor (2016). How to Sell More in Your Retail Store in 90 seconds. YouTube.com. Retrieved from https://www.youtube.com/watch?v= ZkEWXAo8tk&list=TLPQMDUxMjIwMjDEduAwF_8osQ&index=2.
- Wood, Cara (2017). The Top 10 Traits All Retail Employees Share. Capterra.com. Retrieved from <https://blog.capterra.com/traits-to-look-for-in-retail-employees/>.