

Delivering retail excellence

An introduction to BB&A - Retail



Who we are...

A multi award-winning engagement, learning and behaviour change consultancy that is passionate about helping retail and service organisations achieve retail excellence through their people and we have been doing it successfully since 2007.



What we do...

We support organisations with anything that involves the need for a shift in the way people think, feel and behave for the benefit of delivering retail excellence. For example:



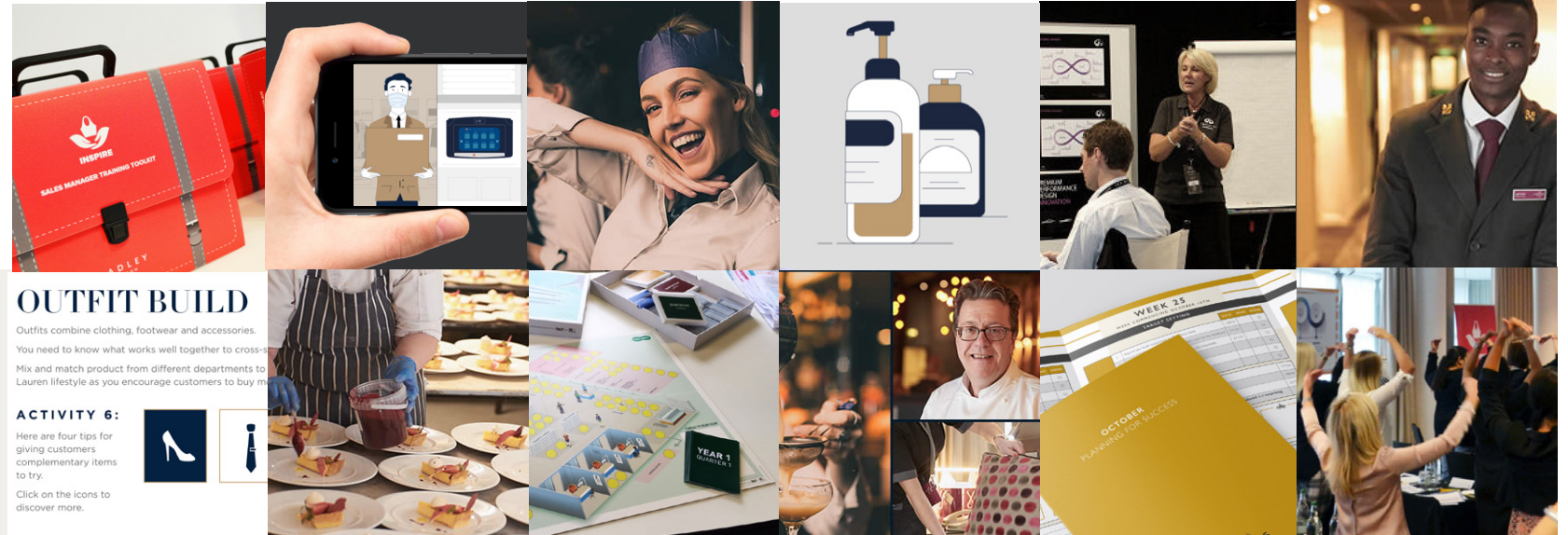
How we do it...

We bring together best practice thinking, insight and expertise from multiple disciplines...



What we create...

...bespoke behaviour change solutions that can reach different audiences, in different locations



DIGITALLY



IN TRAINING



IN TEAM MEETINGS



IN STORE



ON THE MOVE



AT EVENTS

Some examples of our work...

Developing the next generation of **great leaders** at Valor Hospitality



We developed an initial assessment day to identify potential talent followed by a comprehensive leadership training programme comprising multiple learning modules, a cross-function project and a series of internal expertise sessions run by senior executives.

Key leadership topics included creating a vision for change, managing performance and building high performing teams.

The programme was designed to encourage accountability and self-development, with a focus on driving results.

Developing the next generation of Partners for Specsavers



We worked with the senior team and current store partners to identify the skills and behaviours needed for successful future store owners. We then designed and developed an eight-module leadership development and assessment process to help the business recruit from within.

Turning the spotlight on leadership development at Specsavers

For many years, we created highly engaging and innovative leadership sessions for Specsavers' 1,000 Joint Venture Partners (JVPs).

We enabled JVPs to really challenge themselves and the way they work and encouraged them to explore what they could do differently to enhance store performance.

Each 'Spotlight on...' programme took a different theme and approach, including: how to be a great leader, developing high-performing teams, delivering service excellence and business planning and control.



Their approach is truly collaborative, they spend time really understanding our business and the challenges we face – a style that brings about a very high degree of success in terms of content and delivery style, but more importantly, real, tangible results back in the workplace

GLOBAL L&D DIRECTOR, SPECSAVERS



Creating a more **personalised** **customer experience** at Radley

We created a Store Manager's toolkit with advice, guidance and detailed staff training guides to drive customer connections, a more personal service experience and therefore improved profitability.



Elevating the sales experience at Watches of Switzerland

We developed a new culture and approach to elevating the luxury experience for all store visitors.

Taking the excellent foundation of the existing retail process we created a learning toolkit and workshops to enhance and elevate each step of the journey.



The Elevation programme has been well received and has really embedded into our Customer Experience culture. We quickly saw a sharp improvement in our already strong Net Promoter Score and there is no question in my view that this has played a significant part in the financial success of Goldsmiths in last couple of years.

EXECUTIVE DIRECTOR, UK



Strengthening retail skills with a one-stop-shop **Learning Portal** app at Ralph Lauren

We developed a Learning Portal app (accessible via mobile and desktop) to ensure that retail teams had all the tools and resources they needed at their fingertips to deliver the unique Ralph Lauren experience and build their retail selling skills.

The approach included onboarding content for new recruits, selling skills and a management dashboard to help monitor and manage performance.



Helping Specsavers IT department to **‘Get IT!’**

We developed a board game simulation to help explain a major IT restructure and ensure employees understood why the changes were happening and what it meant for them.

Our approach challenged employees to consider the right way to react in a number of scenarios. As teams travelled the game-board, they discussed and solved a series of real-life dilemmas in order to win or lose points and consequently began to understand the implications of their actions.



Demystifying **‘the accounts’** and financial terminology at Specsavers



We created a highly-interactive business game to enable managers to better understand the financial data available to them in order to optimise their store's performance.

The approach enabled them to use the numbers generated in the simulation to assess and monitor performance against KPI targets. They learned how to analyse the data and explored how to use it to increase sales, manage cashflow and reduce costs.

Helping Ralph Lauren retail teams **stay safe** in store

As the COVID-19 lockdown started to ease, we created two animations - each reflecting Ralph Lauren's different store types - to reassure retail teams that effective operating procedures were being put in place to keep them and their customers safe.

The animations showed the vital processes being introduced - from occupancy rates and regular cleaning to setting clothes aside and screens at the registers.



Launching a new automotive brand in Europe

We supported the launch of Nissan's Infiniti brand in Europe with the creation of a three-day induction event for all European network managers and staff. The learning-by-doing based approach included interactive workshops, exhibitions and hands-on driving.

Participants were engaged in the Infiniti story: why it was launching, about the brand, the premium customers being targeted and the customer experience they needed to deliver at every customer touchpoint.



Re-focusing everyone on the importance of **brand essentials** at Carphone Warehouse



We created a toolkit for managers containing a set of interactive and easy to use tools to help them engage their teams in current performance. The approach explored the case for change, the vision for the future and the strategies to ensure they delivered the 'five fundamentals' of the business in order to stay ahead of the game and be 'the customers' champion'.

What our customers say about our work...



Thanks so much. Looks great! Appreciate the quick turnaround.

**SENIOR DIRECTOR
RETAIL L&D (US)**



My business partner and I were inspired and motivated to move on and sort out our own business plan, making it realistic and in line with the current climate of our town. Within 6 weeks, we have had a 12% growth in sales, increased our number of sight tests per week, increased our conversion by 3%, and increased our sales per dispense by £25.

**STORE OWNER,
SPECSAVERS**



BB&A's Retail Excellence team, partners hand and glove with our business culture and ethos. They get our passion, drive, and pace, and work with us in the same way. We are now on to our third generation of Future Leaders, working with Retail Excellence as the external provider and mentor. Feedback from our internally grown talent is overwhelmingly positive In terms of ROI, this is undoubtedly the one programme that yields the most for us.

**GLOBAL HR DIRECTOR,
VALOR HOSPITALITY**



Thank you