TrainingConcepts

CAPABILITY BROCHURE

Training, designed around *your customers.*

Training Concepts is a boutique firm that designs customised training programmes, built on research into your customers and delivered in the language your people work in.

FEATURED CASE STUDY

The Nokia Experience



WHO WE ARE

A boutique partner for bespoke learning

Training Concepts designs and delivers customised training for organisations whose people shape the customer experience. We are small by choice: senior consultants stay close to every engagement, from the first customer survey to the final audit.

01

Evidence before design

We start with your customers. Surveys, mystery shopping and gap analysis show exactly what training needs to change.

02

Built for you, never off the shelf

Every module, scenario and manual is written for your brand, your stores and your people.

03

Local by design

Programmes delivered in English, Thai, Bahasa Indonesia, Bahasa Malaysia and Mandarin, with local trainers alongside our own.

04

Made to last

Standards, audits and train-the-trainer programmes keep performance high long after the workshop ends.

OUR APPROACH, IN FOUR STAGES

01 · DIAGNOSE

Understand the customer before designing anything.

Customer experience surveys · Mystery shopping · Gap analysis

02 · DESIGN

Build strategy, people and programmes to fit.

Strategic visioning · Recruitment guidelines · Custom curricula · Standards

03 · DELIVER

Train teams in their market and language.

Multilingual workshops · Regional programmes · Corporate communications

04 · EMBED

Make performance stick, long after the workshop.

Performance evaluation · Independent audits · Train-the-trainer

FEATURED CASE STUDY

The Nokia Experience

Nokia engaged us to shape the in-store experience behind BEACONS, its new concept stores in Thailand, and to carry that experience to its Key Retail Partners across Asia. What began as a consumer survey grew into a complete, customised programme.

CLIENT	Nokia, Distribution Management and Nokia Academy
MARKETS	Thailand, Malaysia, the Philippines, Indonesia, Taiwan and India
PERIOD	2003 to 2004
SCOPE	13 workstreams across all four stages of our approach

7 training modules

6 languages

9 countries







CONSUMER EXPERIENCE SURVEY

Starting with what customers actually experience

Nokia commissioned Training Concepts to measure how consumers perceive service across the retail landscape, and where Nokia stands within it.

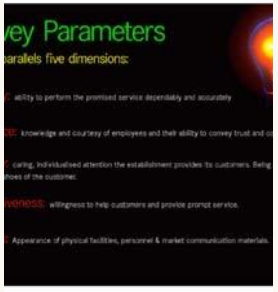
Using the SERVQUAL methodology, we interviewed shoppers at cellular phone retailers, telephone automation shops, consumer electronics and IT outlets, games stores, hypermarkets and smaller mass-market merchants, rating their experiences and the importance they place on key service variables.

A parallel study gauged perceptions of the Nokia brand and its key distributors, while a management and staff survey fed a full gap analysis.

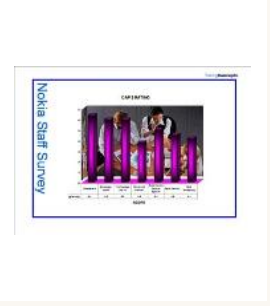


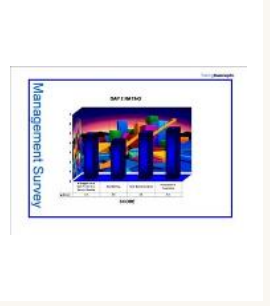
THE OUTCOME

Evidence-based insight that defined Nokia's retail strategy and shaped the courseware for staff training.









MYSTERY SHOPPING AUDIT

Seeing service through the shopper's eyes

Scenario-based mystery shopping tested the survey's findings where it matters most: on the shop floor.

We audited major cellular phone retailers and consumer electronics stores against specific shopping scenarios, measuring the service actually delivered and isolating the factors that make a consumer experience satisfying.

The audit revealed clear service levels, and clear gaps, across every outlet visited.



THE OUTCOME

Findings set Nokia's service benchmarks, powered case-based training scenarios and became the baseline for follow-up audits that tracked improvement.









STRATEGIC VISIONING

One shared vision, every stakeholder aligned

Before launching the new retail model, we brought every stakeholder together to chart the way forward.

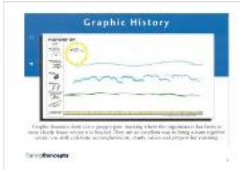
Our strategic visioning exercise for the BEACONS team united senior members of Nokia's Distribution Management Team, key staff from supporting divisions, the Thailand distribution management team and the Master Franchisor's top management.

Facilitated by lead trainer and consultant Shareef Jaffar, the group re-examined the project's assumptions, business model and deliverables.

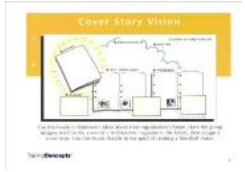


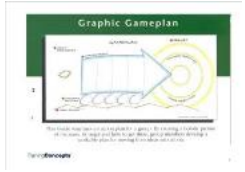
THE OUTCOME

A unified strategic thrust and an agreed implementation framework: a platform for fast decisions, optimal resource allocation and the resolution of conflicts.









STAFF SELECTION GUIDELINES

Hiring the right people from day one

A new kind of store needs front-line staff who can deliver the experience customers are promised.

Training Concepts set the recruitment guidelines for BEACONS store staff, then conducted the initial interviews to select the supervisory team and the first batch of hires.

The result is a selection approach built on the service behaviours our research showed customers value most.



THE OUTCOME

Our guidelines became the cornerstone of the Master Franchisor's recruitment strategy and are written into the Franchisee Manual.











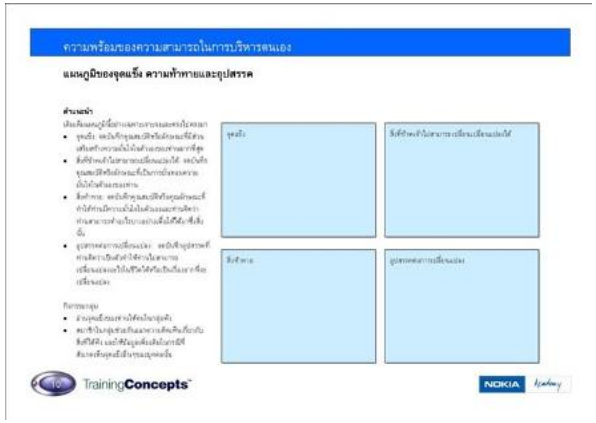
TRAINING MODULES DESIGN

A curriculum built on evidence

With the survey and audit as our foundation, we pooled our expertise into a seven-module training programme for BEACONS.

Every module is built around developmental activities, realistic scenarios, psychodrama and live demonstrations, so staff practise the skills they will use with customers.

Each batch completed three days of training, including bonding and team-building activities. All modules were written in English and translated into Thai for non-English-speaking participants.



THE MODULES

1. Managing First Impressions
2. Personal Management
3. Managing Perceptions
4. Customer Interaction
5. The Sales Process
6. Visual Merchandising
7. Selling using the TCO approach











THE OUTCOME

A complete set of standards, now incorporated into the Franchisee Manual so every store delivers the same experience.









STANDARDS & BENCHMARKS

Standards that make excellence repeatable

We designed the store and performance benchmarks that define the BEACONS experience.

Training Concepts developed the processes and procedures to implement, audit and rectify performance for both store management and staff.

We also created a 40-page Training Administration Manual to manage the training process.



THE OUTCOME

Store teams ready to deliver the BEACONS experience from opening day, trained in the language they work in.









BEACONS TRAINING

Preparing the teams behind the new concept stores

For most of 2003, our trainers prepared newly selected staff to run the BEACONS concept stores.

Staff worked through the full curriculum, from Managing First Impressions to Selling using the TCO approach, in activity-rich three-day sessions that combined scenarios, psychodrama and demonstrations with team building.

Training was delivered in English and Thai by Training Concepts' Singapore-based trainers and their Thai counterparts.

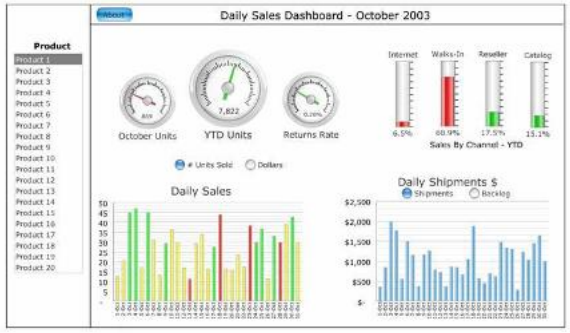
CORPORATE COMMUNICATIONS

Communicating strategy with clarity

Appointed on a monthly retainer, Training Concepts advised Nokia's Distribution Management Team throughout the project.

Alongside strategic advice to senior management, we designed communication materials in PowerPoint, multimedia and broadcast-quality video, keeping internal and external audiences informed of the project's mechanics, progress and direction.

Flash-driven interactive slides condensed detailed information into clear visuals, available at the click of a button.



THE OUTCOME

Complex strategy made easy to grasp, from the CEO briefing to the partner communications pack.









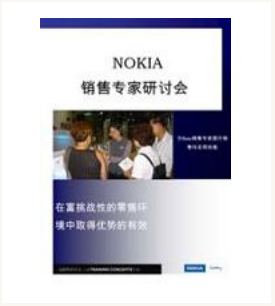


THE OUTCOME

Nokia's largest distributors and management brought together, with a key platform for communicating Nokia's new retail strategy.









KEY RETAIL PARTNER PROGRAM

Taking the experience across the region

A region-wide programme, wholly developed by Training Concepts, for Nokia's Key Retail Partners.

Modules covered Selling Effectively through TCO, Relationship Building and a Facilitators Programme, delivered in Malaysia, the Philippines, Indonesia, Taiwan, Thailand and major cities in India.

Sessions ran in six languages: English, Bahasa Indonesia, Bahasa Malaysia, Thai, PRC Mandarin and Traditional Mandarin.

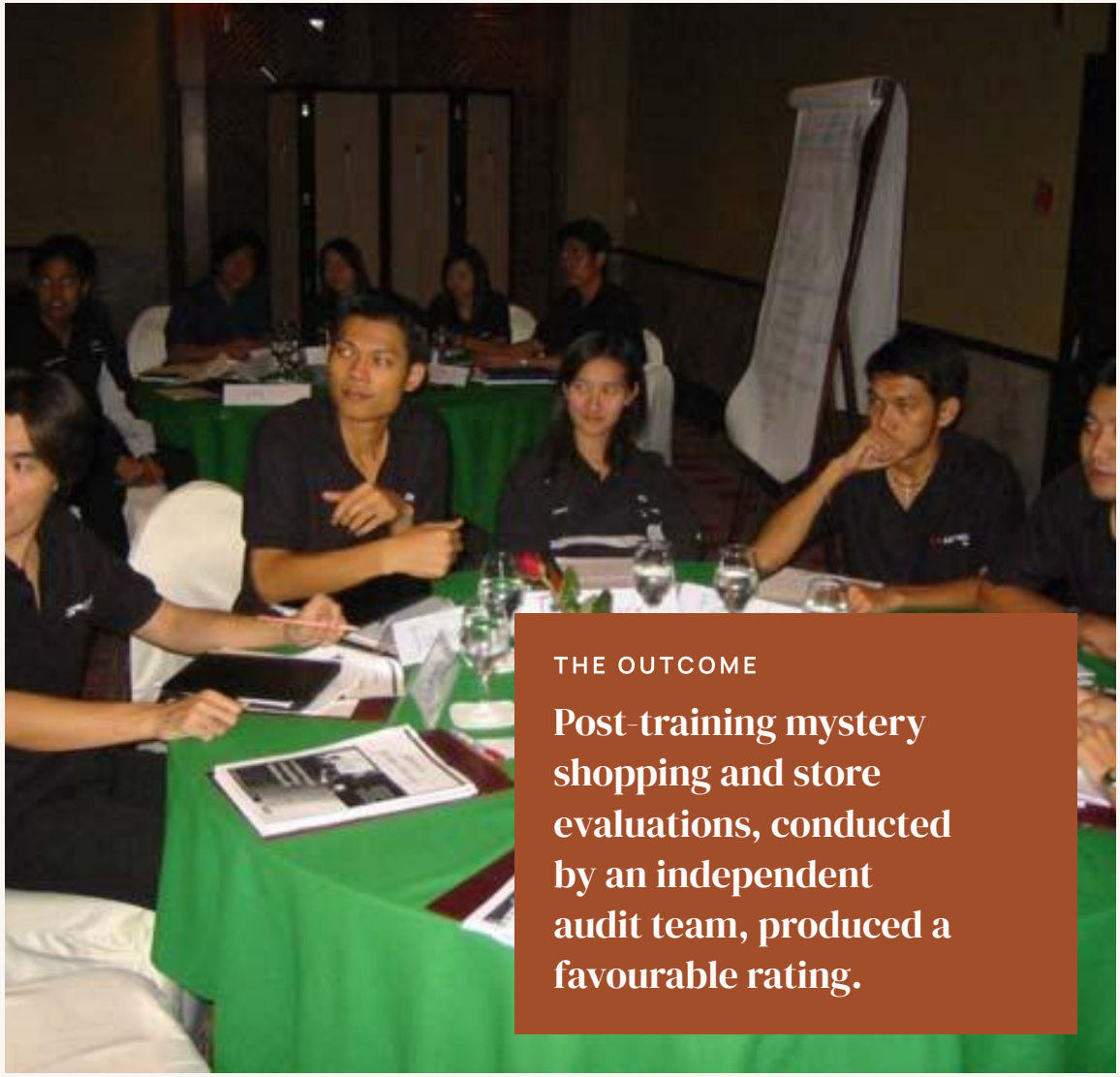
NOKIA (THAILAND) TRAINING

Local workshops, measurable results

Nokia (Thailand) engaged us to develop and deliver workshops for its front-line Nokia Care and support personnel.

Structured around local needs and delivered by Training Concepts' Thai trainers, the workshops helped participants resolve specific customer-relations issues and develop a strategy for handling customers with confidence.

The aim: a stronger customer perception of the Nokia brand at every point of contact.



THE OUTCOME

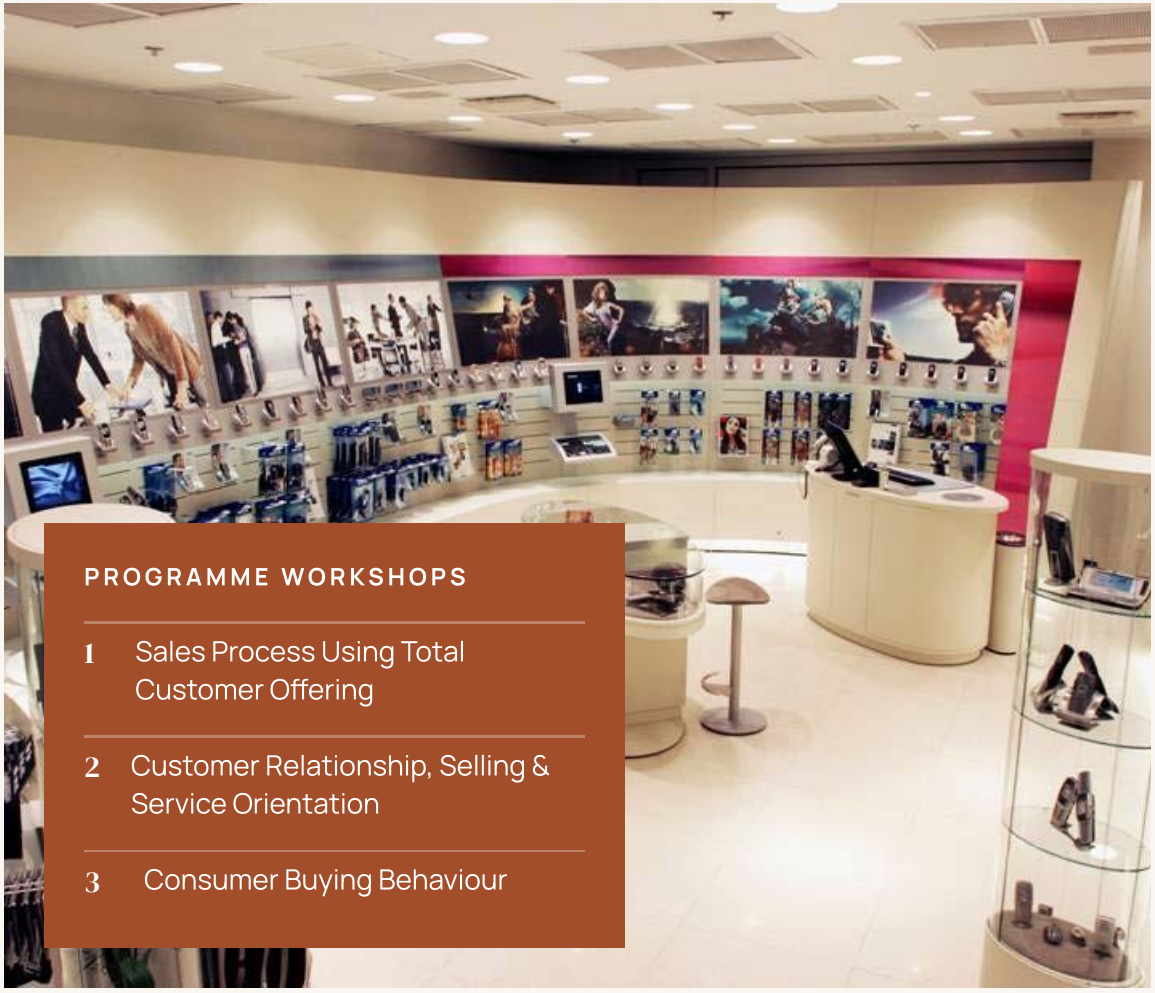
Post-training mystery shopping and store evaluations, conducted by an independent audit team, produced a favourable rating.





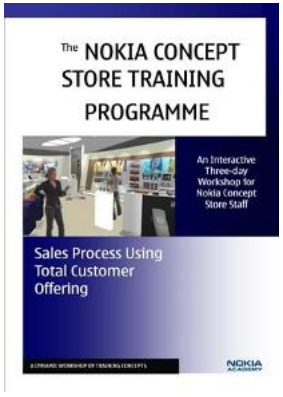


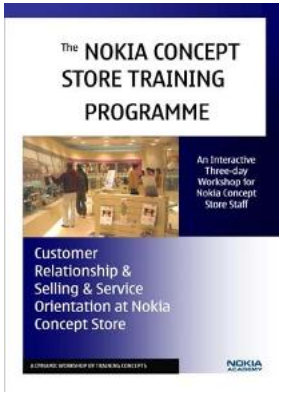




PROGRAMME WORKSHOPS

1. Sales Process Using Total Customer Offering
2. Customer Relationship, Selling & Service Orientation
3. Consumer Buying Behaviour







NOKIA CONCEPT STORE

Training for Nokia's flagship retail format

In June 2004, Nokia Regional commissioned us to design, develop and customise the Asian training programme for The Nokia Concept Store.

For Nokia's new generation of high-end retail outlets, we developed a comprehensive three-day programme and trained the staff of Asia's first Concept Store, in Bangkapi, Thailand.

Following its successful implementation, the programme is being extended to Vietnam and India, and then to other Asian countries.

PERFORMANCE EVALUATION

From the classroom to the shop floor

Project success depended on one thing: skills that transfer from the training room into the store.

Every new hire went through a stringent assessment, starting with a trainer's evaluation of their skills on the shop floor against predefined performance benchmarks.

Results guided post-assessment counselling and were recorded in the training records management system. Supervisors used the data to monitor performance over two weeks and close any gaps.



THE OUTCOME

Performance gains reinforced and verified through quarterly independent audits.









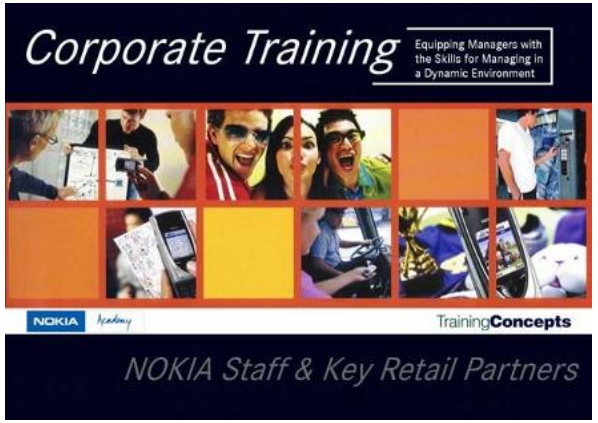
NOKIA ACADEMY

Building capability that lasts

Training Concepts continues its consulting role with Nokia Academy, developing programmes for Nokia's teams in nine countries across the region.

Programmes span AMS handling, selling skills, strategic visioning, management development and threat management.

Each is designed to be delivered by Nokia's own managers and executives. We develop the materials and supporting tools, and run train-the-trainer programmes for faster, more efficient delivery.



THE OUTCOME

Lasting in-house capability: Nokia's own leaders equipped to train their teams across the region.









WORK WITH US

Let's design training around *your* customers.

Tell us about your customers, your people and the experience you want to create. We will show you how a customised programme can get you there.

TrainingConcepts

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WHAT WE DO

Customer experience research
SERVQUAL surveys and gap analysis

Mystery shopping audits
Scenario-based service benchmarking

Strategic visioning
Facilitated stakeholder alignment

Recruitment guidelines
Selection criteria and interviewing

Custom training design
Modules, scenarios and facilitator guides

Multilingual delivery
Activity-based workshops across Asia

Performance standards
Benchmarks, manuals and audits

Train-the-trainer
Building in-house delivery capability

