

Human resource executive summary essay

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La Loraine boutique lately faces some problems when 2 very long service Sales Associates resigned. This causes the staff's morale to be affected drastically which in turn, affecting their sales.

A training plan aimed to recommend a customer service award program with the aim of boosting their morale and improving their service and sales has been put in place. Company's Goal Vision : To be the largest fashion store in Asia Mission: Maintaining consistent deliveries of quality products Core Values: Having excellent customer service - " Service from the Heart" " Value for money" Training Plan A training plan has been devised to go in line with the company's goal which consists of the Vision, Mission and Core Values. Firstly, we identify the each individual's learning styles and training needs of the staffs that are require to undergo this training program. In this case, there are 8 staffs that needs to be sent for re-training as part of the program.

Individually, we recognize and understand their different types of learning styles which are, converger, diverger, assimilator and accommodator. With these learning styles being ascertain, we then go about planning on the learning activities for the individual staffs. After discussion and agreement on what the individual staffs re-training would be, we came to a conclusion on the following training activities, -Essential retail skills course to be for 2 of the converger staffs -Handling merchandise display course to be for 2 of the diverger staffs -Retail Operations course to be for 2 of the assimilator staffs - Retail supervision course to be for accommodator staffs Following that, the budget for the training plan will be worked out. In this case, training programs for all 8 staffs will cost the management \$674. 10 which is within

the budget of \$5976 per annum (3% of payroll per annum). A focus group discussion will be then arranged between the staffs and the management. Staffs will be notified of the training activity that each individual will be undergoing.

The management will explain to them what each individual course training is about and also to let them know how the re-training will benefit them and the company. Both staff and management will then agree on a training contract, which staffs are required to apply what they had learnt in the training on their daily job functions and also to apply it at work through staff sharing session when the training ended or through role modeling. Besides that, increment in salary, certificates, rewards and promotion are also part of what is to be in the training contract. This will enable more motivation from the staffs for the training plan. Customer Service Award Program Further to implementation of the training plan, a customer service award program is also an important element in recognizing staffs for excellence in customer service. In the context of La Loraine, we also devised a Customer Service Award Program to improve their morale and of course, service and sales. This award program will be based on fair and transparent criteria.

Firstly, we would review the company's service strategies which will bring us back to the company's mission. Staffs will be informed of the purpose of this award. In this case, to improve their service and sales. The type of reward would also be notified to the staffs. Whether its going to be in form of certificates or monetary rewards or even promotion. Staff's would also be informed whether the award will be based on individual performance, team

performance or group performance. Next, we would mapped out the criterias that the customer service award program would have. Criterias would have to be fair and transparent and this is developed with the staffs involved.

Documentation is also important in creating the criterias to prevent future discrepancies or conflicts. Criterias are also developed into observation checklist with clear measurable outcomes. Criterias are also being set in a way that will lead to customer's satisfaction.

Once the criterias for the award program has be designed, confirmation from the management has to be obtain. Endorsement on the criterias are important as the staffs will be aware that its committed by the management and not child's play. Following that would be the acceptance by staffs on the final details of the scheme. By accepting, staff's will feel more motivated and will have the sense that they will have to do it. Launching of the program is also as important. Management could launch the program internally through internal memos or externally through the media (eg. Magazines).

By launching the program, be it whether its internally or externally, staffs will feel the importance of the program therefore, ensuring high level of motivation for the program. It is crucial to be able to elect and form a panel of judges for the award program. The panel of judges could be made up of management and staffs and they would have to be impartial and also be objective. Operation staff would also be in the panel of judges.

Staff will feel better as they have someone who is in the operations that will look things at their perspective. Announcement of the award program results

has to be done at a appropriate forum like dinner and dance. And information has to be given to staffs as when will be the results be out, where will the results be found and how will be the results be informed.

To ensure that the award program does help in creating better customer service and better sales, a review might be done after. Staffs will be reviewed based on the number of complaints, their absenteeism, their resignation etc. When these goes down, it reflects that the award program works. A review will also be done regularly for the award program to ensure that improvements are made and any issues to be corrected.

In conclusion and in the context of La Loraine boutique, devising a training plan and customer service award program as above, will be able to help in boasting their morale and improving their service and sales.