

Cornerstone Education Limited

aspire2
business

Workplace
Communication

Adding value through upskilling

CASE STUDY - PAK'N SAVE



As one of New Zealand's leading supermarket chains, PAK'nSAVE places great importance on ensuring staff are equipped with the skills and confidence they need to effectively carry out their roles.

Adding value

By building employee skills, particularly in the areas of leadership training, communication and customer service, PAK'nSAVE can set their teams up for success, adding value not only to the business itself, but also to the lives of their staff, families and communities.

In 2020 - despite COVID-19 - several North Island PAK'nSAVE stores (Glen Innes, Ormiston, Westgate, Whangarei and Tauriko) invested in staff training programmes through learning and development specialists Aspire2 Business | Workplace Communication.

Free customised and targeted courses, developed in close consultation with PAK'nSAVE managers and supervisors, ensure employees are upskilled in the specific areas they need to be – from processing online grocery orders and stocking shelves more efficiently, to assisting customers with confidence, upskilling in health and safety, and improving leadership capabilities.

Effective health and safety training

Ensuring staff understand and follow health and safety policies and procedures is a top priority for PAK'nSAVE. Aspire2 Business | Workplace Communication works directly with each store to understand their processes and develop training programmes that directly target them.

Developing great leaders

In 2020, Aspire2 Business | Workplace Communication has helped five North Island PAK'nSAVE stores increase their productivity and performance through targeting training that upskills their people. In fact, 2020 was the third consecutive year of training for PAK'nSAVE Glen Innes, due to the successful outcomes achieved since beginning the programme in 2018. So far 31 members of their staff have graduated from Workplace Communication training and the store has enrolled two more groups for 2021.

All participating PAK'nSAVE supermarkets have invested in communication and customer service training, while leadership programmes have also been offered at some stores. Managers and senior leadership teams have seen first-hand the positive impact this training has had on the business, and learner feedback has been excellent.

"This course is making me better at supporting my team and helping me make people more accountable for what they do."

"As a leader I am applying what we have learnt when having discussions with my team, creating engaging conversations, speaking clearly and saying what I mean."

Thanks to the Aspire2 Business | Workplace Communication programme, PAK'nSAVE staff are more engaged than ever before, and see more opportunities to advance their careers within the company.

Boosting communication skills

With PAK'nSAVE's multicultural workforce, ensuring training programmes are culturally inclusive and take into account all learners' needs is vital. Aspire2 Business | Workplace Communication trainers assess staff individually, working closely with senior leadership teams to develop specific course content. By growing the communication skills and confidence of employees, all areas of the business benefit.

Says Kobie Henry, H R Manager at PAK'nSAVE Ormiston, "As a direct result of the programme my staff have grown in confidence, and they feel more able to raise issues and communicate on a professional level. They are more engaged in their roles and really invested in the business as they feel they have a voice, and we are listening.

"One of our employees, Rona, was extremely reluctant to do the course. I struck a deal with her that if she went for three weeks and still didn't want to participate, I'd let her leave the programme. She loved it and you could really see her personality shine – even outside of work."

Building customer service skills

When customers write in to store managers praising staff who have just completed their Workplace Communication training, it's clear that the programme is bringing big benefits.

Previously lacking in confidence and uncomfortable talking to store customers, Nathan from PAK'nSAVE Tauriko completed his Workplace Communication course earlier this year. A letter from a satisfied customer speaks volumes about the progress he made during the programme.

"I am writing to commend one of your staff, identifiable only by his name tag: Nathan. My wife and I were at your store today, and my wife asked Nathan about a product we'd like to see on your shelves - Avalanche Instant Coffee. Nathan's response was friendly, courteous, and knowledgeable. He was able to answer my wife's questions to her full satisfaction, and related well to her, despite the wide disparity in ages."

Targeted training that achieves real results:

HR/Compliance Assistant at PAK'nSAVE Westgate Tahlia Smith says the programme was professionally run, met their expectations and has had an enormously positive impact on employees and the business.

"I have seen amazing improvements in the learners' communication, they have developed a great understanding of how their actions and words affect outcomes in any situation," says Tahlia.

Key business impacts for PAK'nSAVE Westgate:



Improved employee engagement with role and store



Effective communication between staff



Improved understanding and application of health and safety knowledge



Improved customer service