Retail Operation Improvements

OVERVIEW

WorkOut, developed at GE in the late 1980's, is being used with dramatic results at hundreds of organizations world-wide.

The focus is on fast implementation of measurable improvements with clear lines of accountability. WorkOut can help your organization become more lean, efficient and responsive to changing conditions.

Through the direction of leadership, critical problems to be solved involve those who are closest and key to solving and implementing solutions.

THE CONTEXT AND CHALLENGE

A well-known global Oil and Gas company, operated hundreds of retail petrol service stations (franchised operations) across the country and every year reviewed the performance of the said petrol stations. The station retailed not only petrol but at least half the store was retail shop and the other half a café

providing hot coffee and meals. In order to facilitate a week long workshop and get meaningful results from the short workshop the General 'Workout' process was used, and participants were carefully selected to represent all key stakeholders including customers. The goal was to generate a prioritized list of projects that would improve the performance of the retail operation. The workout process reviewed the following areas: Customer engagement and promotion, HR practices, Café operation and performance, Staff development, Processes and Tools, head Office relationships and interactions, and Tools and Systems.

FINDINGS

A very interactive 'Workout' session was held generating a list of 78 potential projects. Projects were grouped using 'post its' which were formed into logical projects. The projects were prioritized using

Ranking techniques with the top three areas being, customer promotions, processes tools and compliance audits/processes being addressed first.

THE SOLUTION

The projects were implemented.

THE RESULTS

Customer wait times reduced by 20%, customer satisfaction increased by 15% and employee satisfaction improved.