



GOTCHA

spotlight on service

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GOTCHA



G  **TCHA!**
spotlight on service

GOTCHA [goch-uh]

Means - got you

Internally branded programme
designed to get everyone focused on
service improvement

To 'catch' our staff delivering great service



OBJECTIVES

- Improve service levels
- Improve employee engagement





2001

- **Service Standards**

2008

- **C2 / T3 Opening**

Today

- **GOTCHA!**



Set Up of GOTCHA!



3 Key Success Factors

Rewards and Recognition

How am I managed?

Solid reporting structure





Welcome the Customer

- Adopts a "Customer First" policy
- Initiates/maintains eye contact and smiles
- Acknowledges/approaches customer on arrival to area
- Enthusiastic verbal greeting when a customer approaches
- Offers assistance to customer

- Does not approach/greet customers when they enter the area
- Does not stop what is currently being done when a customer approaches
- Low enthusiasm when speaking with customer
- Has no willingness to offer help
- No eye contact or not smiling

Customer Communication

- Listens attentively to customer and uses clear communication
- Has positive body language
- Explains to customers any cause of delay

- Talks to colleague in own language on shop floor
- Does not listen attentively to customer
- Often interrupts customer

Understand Customer Needs

- Uses questions to identify customer needs

- Waits for customer to ask questions

Product Recommendation

- Recommends products based on answers to previous questions
- Offers alternative products if not available
- Knowledgeable about all products and warranty services (where applicable)
- Relates features and benefits of product to specific needs of customers
- Uses integrity selling to give the customer the correct product

- Does not make product recommendations
- Makes recommendations before asking questions to understand needs
- Recommends incorrect product for customer
- Does not talk about features and benefits of products

Link Selling

- Looks for opportunities to sell additional products based on customer needs

- Recommends additional products to customers that don't relate to their needs

Payment and Packing

- States total amount and requests mode of payment
- Packs all purchases properly (offers gift wrapping where necessary) and hands goods to customer
- Puts change and receipt in hand

- Does not acknowledge payment
- Does not pack purchases of customers
- Puts the change and/or receipt on the counter

Customer Departure

- Thanks the customer for the business
- Sincere parting gesture

- Does not say any parting words to the customer





Coach Name: _____

Name:

SN/Signature:

Shift/Terminal:

Round:

Date:

Observe the coachee for at least 3 customers. Whilst observing the coachee, complete the following questions:

List 3 behaviours that the coachee did that fit into the Gotcha! Do's

Round 1

Round 2

List 3 behaviours (if possible) that the coachee did, that fall into Gotcha! Don'ts

Round 1

Round 2

Ability Coaching - What feedback did you give the coachee to help them improve?
Willingness Coaching - Record your conversation detail

Round 1

Round 2



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Operational Data

Date:

Time:

Staff Name:

Terminal: 1 2 3

Shift: A B C D

Arrivals/Departures:

Area:

Gotcha! Ratings

	Yes	No	N/A
Greeting	<input type="checkbox"/>	<input type="checkbox"/>	
Smile	<input type="checkbox"/>	<input type="checkbox"/>	
Eye Contact	<input type="checkbox"/>	<input type="checkbox"/>	
Positive Body Language	<input type="checkbox"/>	<input type="checkbox"/>	
Change in Hand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parting Gesture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Transaction Sincerity

0 1 2 3 4 5 6 7 8 9 10
 Not Sincere Very Sincere

General Observation

- Approach Customer Acknowledge Customer
 Slouching Staff Chatting Customer Ignored

Additional Comments

Positive:

Negative:





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Terminal: 1 2 3 Shift: A B C D Arrivals/Departures: _____

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Eye Contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Change in Hand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Not Sincere Very Sincere

General Observation

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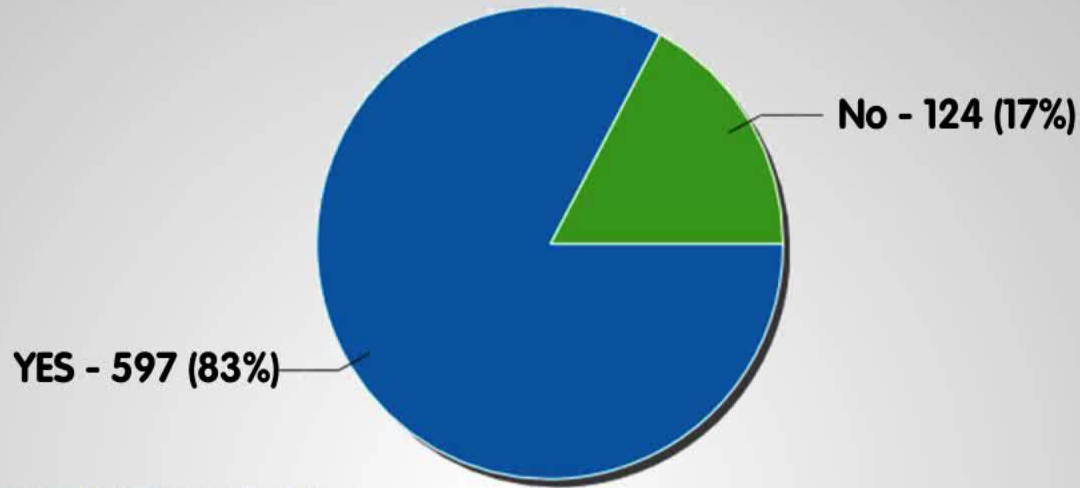
Additional Comments

Positive: _____

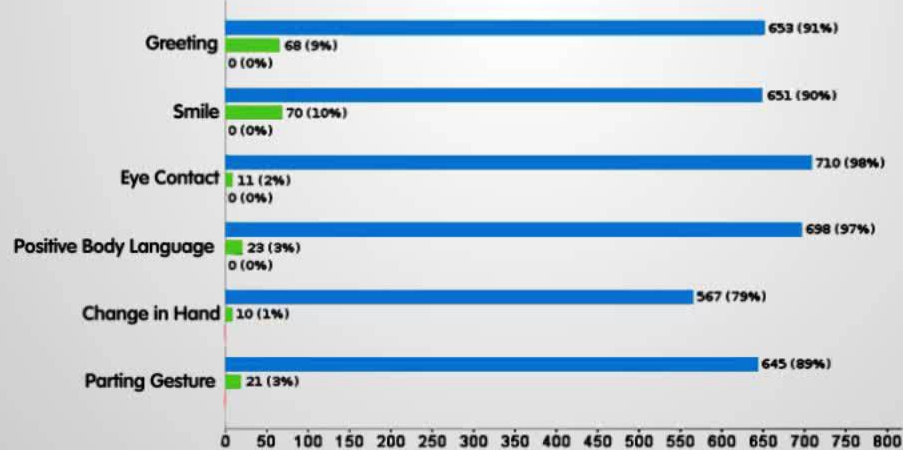
Negative: _____



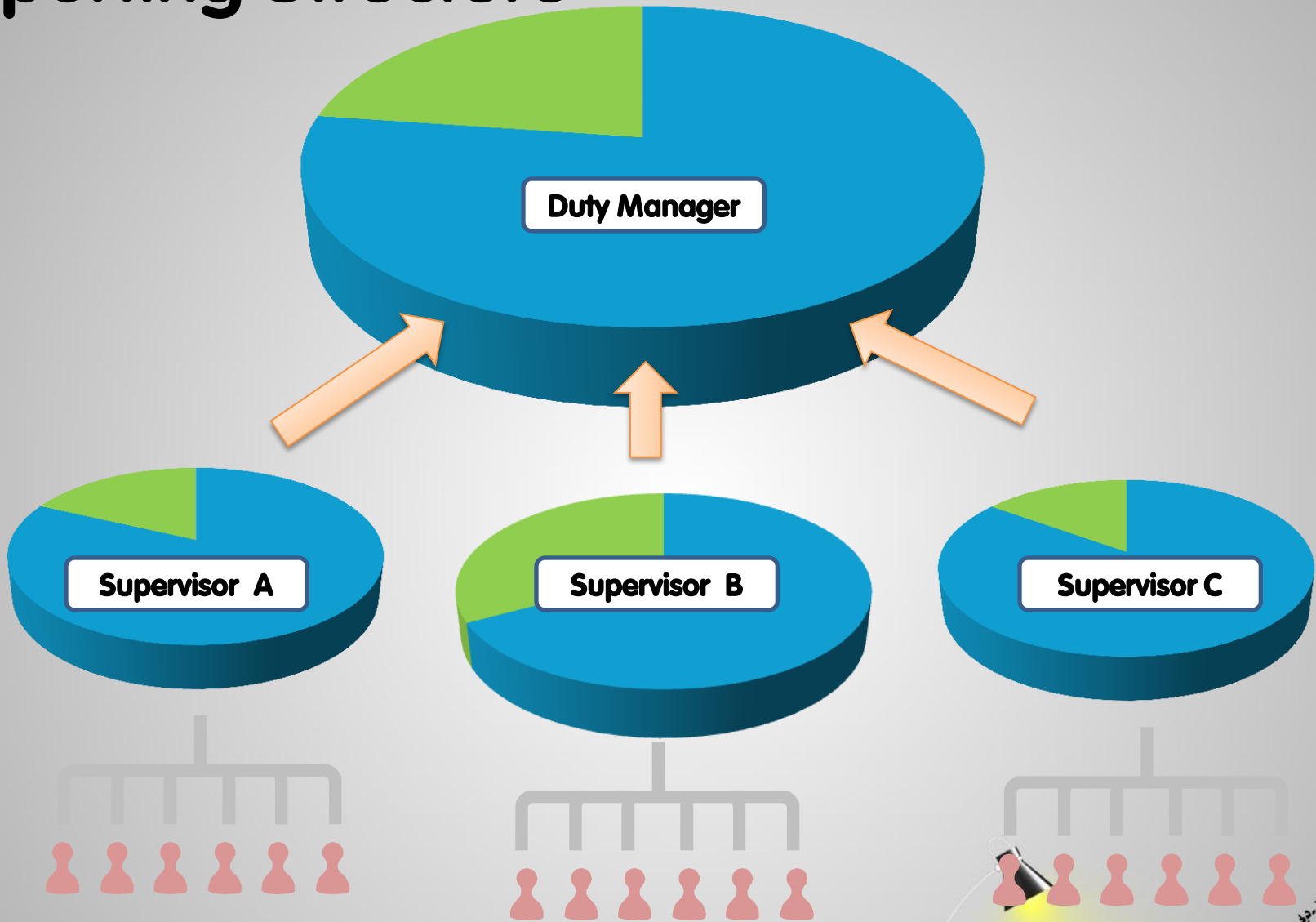
Gotcha Stars (Numbers and Percentage)



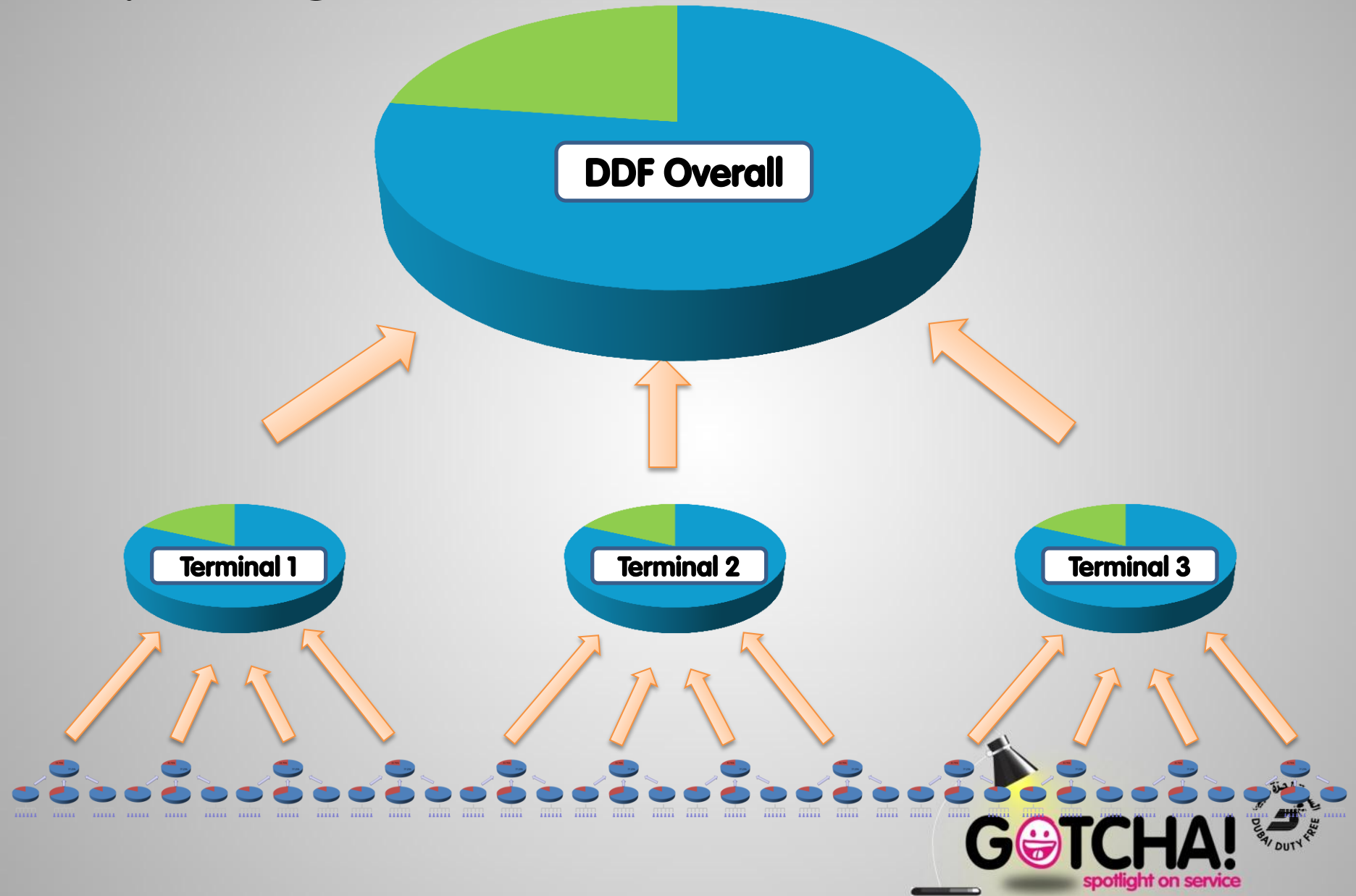
Gotcha Watch Ratings Breakdown



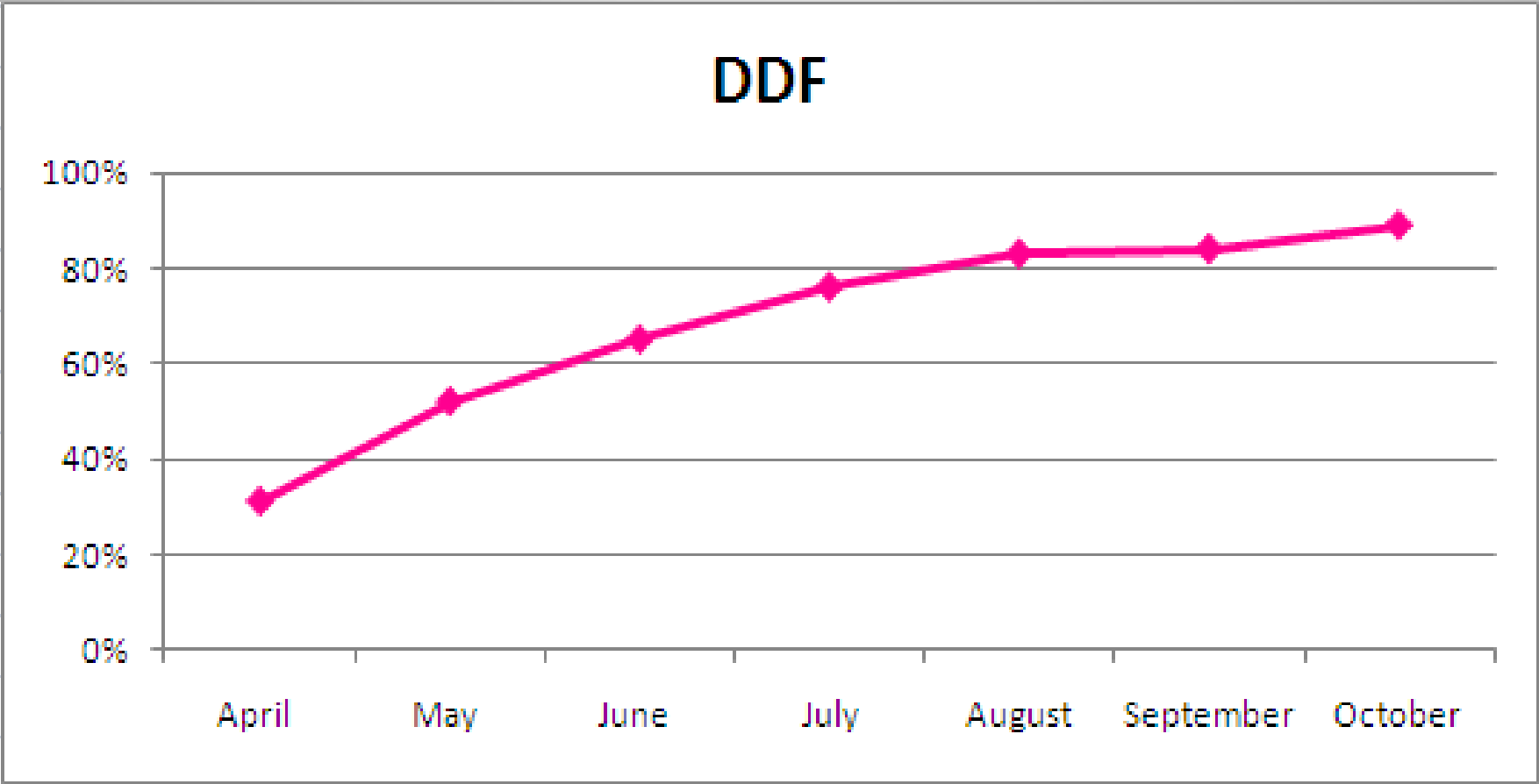
Reporting Structure



Reporting Structure



Gotcha Results so Far





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