

**Aim** Provide an enterprise challenge activity to develop training materials for customer care

**Preparation** VIEW Retail must be pre-installed on a stand alone PC or network (where licensed). The work experience activity could be undertaken by an individual or group of students.

Students will need some support in beginning their exploration of VIEW Retail. This can be achieved through a quick demonstration of by using the 'student guide' first. The students may also benefit from having access to maps on a printed sheet, to help them navigate around.

Students will need the attached student sheet with a pen or pencil, writing on the sheet or on another piece of paper.

**Links to WRL** Enterprise  
Applied GCSE Business  
Work experience

**Outcomes** Improved skills with VIEW  
Familiarisation with topic content in VIEW  
Improved understanding of enterprise and in particular the value of effective communication.  
Improved communication key skills

**Pre activity** Discuss the range of customers that House of Fraser has.

Perhaps ask the students to look at a list of products and describe who they think might purchase that product. (see GCSE 'customer profiles' assignment)

Encourage students to understand the challenge including the context in which it is set.

### **Activity Enterprise challenge**

Students make up some 'Do's and don'ts' lists for staff to improve the response to different types of customers.

Students of most abilities could attempt this challenge. Some students will find the customer profiles difficult to translate into ideas of real people and how they might adjust their behaviour according to their type. The teacher might want to limit the range of customer profiles, choosing two or three of the easier types.

**Post activity** Present the ideas for class comment.

**Extension activities** Develop a short video training film to highlight the customer profiles. (drama role play)

## You will need...

You will need pen and paper to record your ideas and present your plans.

The maps of each floor of the House of Fraser may help you record what you find and make it easier to locate it later.

Using the VIEW Retail application, go downstairs into Therapy (to the left of the front doors of House of Fraser.) Facing south-east (looking at the Therapy sign), use the timeline to look at the 'male and female customer profiles'

## The challenge

The customer profiles show new sales assistants that they will have to deal with a wide range of customers at House of Fraser. The training manager wants some ideas for training new staff in thinking about how they should approach and react to different types of customers.

Apart from the 'profiles' on the sheet how should a sales assistant react to other types of people like;

The young

The old

Parents with children

The disabled

Customers from overseas, tourists whose first language may not be English

Angry customers

Etc

Your job is to make up some 'do's and don'ts' for each customer profile to help with the training process.