

Customer Experience Visit Program

Field Consultant Coaching Guide



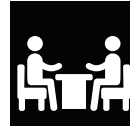
Use this coaching guide to help the franchisee/store operator improve customer service and sales through customer experience visit videos.



Prepare



Meet



Discuss



Commit

Steps for Effective Coaching

Prepare

Review Video & Identify Wins/Opportunities

Review the most recent customer experience visit video beforehand

Identify and document the biggest wins and 2-3 most critical opportunities to discuss during the next QV.

Set time in the QV agenda for the coaching conversation. Email the agenda to the franchisee/store operator asking them to review the most recent shop before their QV.

Meet

During Meeting

Explain the purpose of the meeting and review the goal of the Customer Experience Visit Program with the franchisee/store operator.

Ask the franchisee/store operator if they have reviewed the video. If not, review the video together letting the video run uninterrupted.

Discuss

Discuss Wins & Opportunities

Ask the franchisee/store operator open-ended questions on what they thought their team did well during the customer experience shop.

Discussion Questions 

“What do you think were the biggest wins from this customer experience shop?”

“From this customer’s point of view, what did you see that your team did well?”

“What were your favorite parts of the video from the eyes of this customer?”

Take time to support their thoughts. Be sure to add any other positives and additional feedback you saw in the video and why it’s important to their customers and to their business.

Then, **ask** the franchisee/store operator what they thought were the 2-3 biggest opportunities during the customer experience shop.

Discussion Questions 

“What were the biggest opportunities you saw from this customer’s experience?”

“Name a 2-3 improvements you’d like to see in your store based on the customer experience video?”

“What did you think your store team if anything, could have done better from this customer’s point of view?”



Take time to confirm the franchisee/store operator's thoughts and probe why they think it's important to improve in the areas of opportunity they selected.

Discussion Questions 

“Why do you think it's important to your business to improve in the areas you mentioned?”

“How do you think improving in these areas will help your team be customer obsessed?”

“What is the impact to your business from the opportunities you selected?”

“How can this information help you grow your business?”

Use the Resource Workbook to help the franchisee/store operator find suggestions on steps/resources they can use to improve their results.

Commit

Make Commitments & Build Action Plan

Agree on 2-3 of the biggest opportunities and decide on key resources for improvement. Assist the franchisee/store operator in building an action plan to incorporate with their monthly business plan and implement with their store team.

