Topic 4 – Discussion Topic: Empowering Retail Staff to Resolve Issues at Source

Objective:

To explore how frontline retail staff can be empowered to make real-time decisions that improve customer satisfaction and reduce escalation.

Outline:

1. **Introduction**
    - Briefly define what "resolving issues at source" means in a retail context.
    - Emphasize its role in customer satisfaction, employee engagement, and operational efficiency.
2. **Why It Matters**
    - Discuss the impact of immediate problem-solving on the customer experience.
    - Share a real or hypothetical scenario where quick resolution led to a positive outcome.
3. **Barriers to Empowerment**
    - Invite staff to share what prevents them from solving problems on the spot (e.g., unclear policies, fear of making mistakes, lack of authority).
    - Identify recurring themes.
4. **Enablers of Empowerment**
    - Discuss what support, tools, or training would help staff feel more confident and capable in resolving issues independently.
    - Highlight examples of brands or leaders that do this well.
5. **Commitment to Action**
    - Ask each participant to suggest one thing the business could do—or they could do personally—to improve issue resolution at source.

Question:

"Can you describe a time when you *wanted* to fix a customer's issue on the spot but felt you couldn't? What would have helped you feel more empowered in that moment?"

(Groups of 4 – 10 minutes discussion and 10 minute feedback)