

5 WAYS TO IMPROVE CASHIER TRAINING & CUSTOMER SERVICE



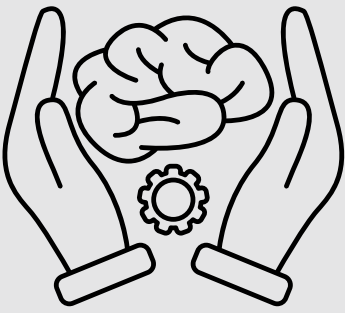
1 BECOME A CREATIVE COACH

Training cashiers one-on-one is an important task, but it can take up a lot of managers' time. Instead, consider starting training with a short discussion and then a video or a handout they can keep nearby. At the end, have a few brief words and answer any questions. If a cashier's activity seems suspicious later on, consider an in-person re-training.



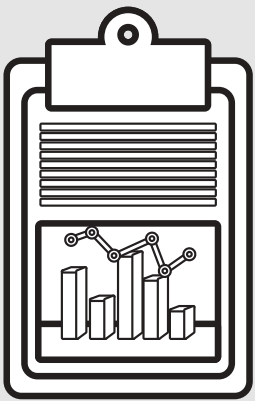
2 CONSIDER JOB SPECIFICS

Consider the job specifics of each of your cashiers and how they may seem like errors. For example, an employee who does cash sweeps may have more "no sales." Ensure you aren't re-training cashiers because of specialized tasks!



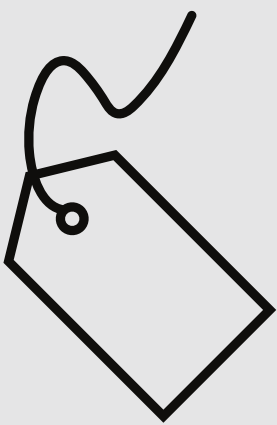
3 CURATE BEST PRACTICES & TRACK IMPACT

It's common for each manager to have their own training style. To make your training even more effective, host a team workshop to share best practices and brainstorm ideas. Once you've established a good approach, roll it out everywhere, and make it a point to start tracking the impact of the cashier coaching on retention rate and customer service. It should always be improving.



4 FOCUS ON THE DATA

The data can show you which cashiers need more training and what topics need more clarification. On an individual level, look at how many times a cashier has been coached overall. Are they for the same things? Do work factors need to be considered? How many coaching sessions is too many, and when is it time to dismiss them?



5 FIX THE PROBLEM, NOT THE CASHIER

If you're seeing a store with a lot of the same warning transaction type, like price adjustments, it may be due to things outside the cashiers' control, such as a shelf tag being wrong. A cashier will develop a workaround to take care of the customer instead of addressing the issue. Fix the problem, not the cashier.