

# WORKPLACE WELLBEING CONSULTANCY

# CASE STUDY



## HOW HIGHCROFT VETS EMPOWERED FRONTLINE STAFF TO DELIVER CUSTOMER SERVICE EXCELLENCE IN A WAY THAT PUTS EMPLOYEE WELLBEING FIRST

**'Customer is king' but making sure your frontline staff maintain high levels of wellbeing in an age of increased customer aggression is no easy feat. Learn how Highcroft Vets simultaneously increased wellbeing of frontline employees, and customer service excellence.**

### THE CHALLENGE

Following a lot of change and a particularly challenging time for the veterinary industry as whole, frontline veterinary staff were reporting low morale. Sickiness levels were high and customer service had become business critical with a client drop off of between 3%-5%. Leadership wanted to turn this situation around by changing systems and practices that weren't working and providing employees with the necessary skills to deliver customer service excellence in a way that put employee wellbeing first.

### THE SOLUTION

- Appreciative inquiry interviews to discover existing excellence in current practice
- Empirically tested workplace wellbeing questionnaires to understand current employee wellbeing levels
- Team and individual coaching for key leaders
- Tailored employee training programme based on latest scientific evidence in customer aggression and employee wellbeing.

### THE IMPACT

- Significantly reduced absenteeism
- Noticable improvement in staff morale, positivity and general atmosphere at the practice.
- Wellbeing interventions implemented as a result of insights gained



#### *Staff Training Feedback:*

*An altogether enjoyable training programme that was very tuned into our business. It enabled us to re-group and see the positives in ourselves and understand the importance of looking after our wellbeing without feeling guilty." Karen Stride Veterinary Receptionist*

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# FEEDBACK

"Staff morale was low amongst our reception team and sickness rates were very high. We wanted to understand more about how our staff were feeling and what could be done to improve the situation.

Bec's assessment of staff wellbeing provided much needed insights into what we needed to do to make the team feel happier at work.

One of the biggest factors having a negative impact on the receptionists' wellbeing was having to deal with aggressive and emotionally challenging customers.

Bec created a bespoke training programme for our team that focused on helping them deliver exceptional customer service without impacting their personal wellbeing.

The team loved the training which was delivered at our practice. The training was well tuned to our business and staff felt it provided them with an opportunity to regroup and see the positives in themselves and the important work they do.

The training focused on how to listen effectively and non-judgmentally to customers, as well as actionable ways for staff to look after their day-to-day wellbeing at work, both as individuals and as a team.

As a result of Bec's assessment and training, staff morale is much improved and sickness rates have dramatically decreased. Staff are more positive at work and this has had a huge impact throughout the business."

Molly Drago Practice Manager

