

Supporting the LDO's Customer Experience Through ABM *Experience Solutions*



ABM, experts in experiential services that strengthen workplace performance, collaborated with Multi-Realm's London Designer Outlet (LDO) to enhance the customer experience via its ABM *Experience Solutions* product offering.

CHALLENGE

The LDO, part of Multi-Realm's retail portfolio, wanted to enhance the experience it could provide to its customers, so that it could drive additional revenue growth and future-proof its position as a retail site of choice for customers. Due to high spikes in activity, such as match days at Wembley Stadium or events at Wembley Arena, it was essential that the LDO was in a position to deliver a stronger positive customer experience in less time. Therefore, it was critical that ABM's onsite Guest Services team was equipped with the proper training that could facilitate this strategic objective.

"We pivoted our Guest Services strategy from a purely information-led function to a more commercially driven team, enabling us to build stronger customer connections through proactive engagement, tailored information, and positive interactions "

*—Michelle D'vaz-Plant,
Head of Marketing,
London Designer Outlet*

ABM was tasked with developing an end-to-end solution, including training and implementation, via its ABM Experience Solutions product. The new training programme needed to ensure that the Guest Services team was aligned internally and able to work consistently. Additionally, the training solution needed to equip the team so that it could engage with people from a range of different backgrounds. To deliver this, ABM would need to leverage its own expertise, and the Guest Service team's experience, to build a training programme capable of upskilling the onsite teams.

SOLUTION

ABM designed a tailored learning and development programme to equip the team at the LDO with the skills to exceed visitor needs and expectations. This was delivered through several key stages, including targeted workshops, each addressing separate aspects of the new service.

ABM launched the collaboration with a discovery workshop, identifying opportunities to support this transition process. Staff engaged in activities such as journey mapping, persona building, stakeholder mapping, and service mapping to set the foundation for the Guest Experience team's workshops.

The Guest Services team then joined a two-day workshop, led by ABM, designed to upskill staff members through specialist training in emotional intelligence, soft skills and customer understanding. This included a range of training tactics, which immersed the team with the new service, and for them to devise their own methods.

The training also emphasised the importance of the team members themselves, through the five pillars of emotional intelligence: self-awareness, self-regulation, self-motivation, empathy, and social skills. As a result, the teams had a way to apply their new skillsets within the guidelines of a wider strategy.

Through a guest-first approach and focus on emotional intelligence, the LDO experienced a happier, productive, and more creative workforce, delivering a service which resulted in a more satisfied, sales-receptive customer base. ABM also worked with Multi-Realm to increase visibility by changing uniforms from navy blue to hot pink, which aligned to the LDO colour palette. ABM's expertise was also called upon to recruit the LDO's Guest Services Leader, resulting in a successful placement.



BENEFITS

- **Strengthened customer experience.** The LDO has seen a re-energised and enthusiastic team, resulting in sales targets that exceeded initial goals, including high mystery customer scores.
- **A drive in sales for the LDO.** ABM team helped to facilitate a notable increase in revenue for the LDO through its training programme, which the Guest Services team was able to put into use on the frontline.
- **Team-specific training.** While ABM's training provided a robust, strategy-led training programme, teams were also encouraged to participate and devise their own tactics for guest experience by leveraging their own experience.
- **Greater strategic alignment.** ABM's tailored solution for the LDO's operation was a success in further aligning the onsite teams with the client's strategy, thereby demonstrating the tangible value in enhanced guest services training.
- **Comprehensive training capabilities.** The ABM Experience Solutions product offering included a thorough and tailored experience for the LDO, highlighting its ability to deliver an effective service every day.
- **Continuous improvement strategies.** The LDO's Guest Services team can now consistently self-improve through training and refined service delivery using ABM Experience Solutions, thereby future-proofing the LDO's customer experience capabilities.



ABM helped the LDO to enhance its customer experience with the ABM Experience Solutions product. Find out how we can make it possible for you by speaking to us at Solutions@abm.com.