

## CASE STUDY: BARDOT

### What was the objective?

Bardot wanted to refresh their STYLE customer service model and provide real in-store examples of each step. The idea was to model best practice to clarify expectations, correct behaviour and boost the performance of their primarily millennial employee base. In turn, this step-by-step focus on changing behaviour would lead to improved results.

### How did we do it?

A series of 10 x 5 minute videos for both Bardot and Bardot Junior stores, showing each step of STYLE. We reimagined boring sales training videos by using a light, fresh tone and using visually appealing montage footage to back a voice over which explained each step. This was supported by stylists

roleplaying each step in a 'How to' - with some cute freeze framing with style tips along the way. Add music and animated titles and Voila! - a package that suited the millennial audience and could be used flexibly and frequently.

### How was it integrated and what were the results?

Bardot's integration involved store managers talking up each step of STYLE and holding team members accountable to watching the videos. Coaching cards would support store managers to work with team members on excelling at each step. There is now alignment of expectations across stores and a consistency in the customer service approach used on a national level.



