

## CASE STUDY: BOARDRIDERS

### What was the objective?

Boardriders (Quiksilver, Roxy, DC Shoes) wanted to refresh their SURF customer service model. While many store managers believed SURF was part of store culture already, there were inconsistencies that needed correcting and clarification of exactly what behaviour was expected at each step.

### How did we do it?

We humanised the SURF customer service model by designing the 'ideal team member' for both their retail and outlet networks. We gave them names, personalities, animation and told their stories. We supported this by a '4 x 5 model' for each step identifying: '5 reasons we do each step, 5 examples of language to use, 5 examples of body language to show, and 5 results

to expect.' This information was delivered as part of their conference in a series of interactive, hands-on workshops involving scenarios, roleplays and even a 'Thank God You're Here!' improv segment. We answered the 'why' and the 'how to' so Boardriders could achieve consistency across stores.

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

The 'new wave of SURF' model with practical resources was rolled out to support a 90 minute SURF training session and further in-store training. Posters featuring tips from the ideal team members and the 4 x 5 model were created as in-store visuals - to ensure consistency in behaviour and to hold teams accountable to the new standard.



