

1,000 Staff through training in Our Price / V Shop Rebranding

H EADLINE were approached by Virgin early in 2000 to assist with their new venture of rebranding 100 Our Price stores to the new V Shop format. Our Price has traditionally been a music store selling cds and videos and later also acting as an outlet for Virgin Mobile. Virgin wanted to provide a one-stop shop for customers providing music, entertainment, communications, and access to other Virgin products all under one roof.

The company has launched, what it believes, to be the largest staff training initiative ever embarked on by a retailer. A total of 1,000 people needed to be trained over a 4 month period, particular focus being given to customer service and product knowledge.

Product Knowledge

Headline initially provided two consultants to undertake the task of designing the course content. This involved gathering extensive hands on knowledge of the new products to be launched, such as MP3 players, DVDs and DVD players, Mini Discs and Mini Disc players, Virgin Mobiles and many more. Trainers also had to become familiar with the new Internet Kiosks, known as epoint kiosks.

Trainer Training was then undertaken, with a further eight Headline trainers involved in the roll out of the project.

Nationwide

Stores were located all over the UK, taking our trainers as far south as Newton Abbot in Devon and as far north as Ayr in Scotland.

Transformation of the stores took place over a four to six week period, with user training being carried out during this time. Headline's goal was to provide very intensive and informative training within a three day period.

Our aim was to ensure that all sales staff were motivated and confident and offered a friendly, knowledgeable service ready for the busy Christmas period.

September 4th was the launch of the new V Shop.



■ RICHARD BRANSON at a Find and Buy Kiosk at the V Shop in Notting Hill September 2000

The first stores to open their doors were in Notting Hill, Kensington High Street, Hammersmith, Ealing Broadway and Chatham. Richard Branson stepped out of a Tardis at Notting Hill to give his support for the new 21st Century store.

Find and buy

The stores feature a new 'Find & Buy' Intranet touch screen Kiosk service offering access to a further 110,000 music and movie products as well as access to the world of Virgin.com. With an average of 5 Kiosks per store, access to music and videos have never been so easy.

Headline were pleased to be involved in such a new and innovative venture.

"Moving from a predominantly 'self-service' offer to more of an assisted selection environment means that our staff must ally exceptional service skills with thorough product knowledge"

Head of Employee development & recruitment