

Somerfield Retail Services turned to Linac when they needed to provide coaching support to team leaders from the three main help desk areas. Linac provided a programme of tailored individual coaching support.

Somerfield is one of the best known UK high street supermarket chains with a focus on fresh produce and convenient shopping. Recently acquired by the Co-operative Group, the UK's largest mutual retailer, Somerfield continues to offer an easy alternative to the larger out-of-town supermarkets.

The Retail Service teams play a pivotal role in the delivery of exceptional customer service – dealing with customer enquiries, handling complaints and order processing on a daily basis. In such a high pressured and fast paced environment, team motivation, flexibility and focus on providing first class levels of service is critical. Maintaining good team working, collaboration and a results focus is the responsibility of the team leaders.

The coaching programme involved flexible face to face and telephone coaching support and provided valuable personal insights, heightened self awareness and confidence. This enabled team leaders to critically analyse their individual leadership styles and behaviours and the impact this was having on their teams. With support team leaders adapted their styles and became more conscious of their behaviour. New practices and processes were introduced that better engaged their teams and improved performance. Benefits from the programme include:

- Enhanced team motivation & team work
- Increased ownership within teams for their actions
- Improved communication within the teams
- Enhanced credibility with other departments

