

## *Financial training For non financial staff*



*The financial training specialists*

### **Consistency (profit)**

It's not often that Costa smells of new paint! I was in the Bedale branch in North Yorkshire at 10:45 last Friday. They'd opened for the first time at 7:00 that morning.

The intriguing thing was the absence of any teething problems. The coffee was the standard I expect from Costa, and the staff appeared as friendly and relaxed as I'd expect. The only obvious teething problem was some signage that didn't fit into the space that had been left for it!

Whitbread – who run Costa and Premier Inn – are very good at delivering a quality product consistently across a vast number of disparate outlets.

This consistency is important to their bottom line, because an occasional disappointment won't alienate otherwise loyal customers. Instead their customers become part of their marketing strategy, recommending Costa and Premier to their friends.

So how do they do this?

Staff training is part of it. Good service (and this is Whitbread's key to success) doesn't happen by accident. Whitbread's staff are clearly a vital part of their strategy, not just a cost line in their P&L.

On Bedale's opening day there were three staff, all experienced managers. Two customers turned out to be regional managers: there to support their staff on opening day.

The new baristas had all spent four weeks being trained.

To me, the moral is: "Investing in your staff pays dividends." Whitbread's sales and underlying profits have risen consistently now for some years.

How well do you invest in your staff?