



CREATE

CAPABILITY HANDBOOK



CAREER DEVELOPMENT

The CREATE program is designed to equip you and your team with the skills and tools to consistently create exceptional customer experiences within your store, and as a result, grow your store's performance.



The CREATE Capabilities set the foundation for 'how' we deliver exceptional service at Specsavers Australia and New Zealand. Here, we've defined each capability and included some great detail to assist in understanding and implementing them easily and effortlessly into your everyday interactions with your customers.

COACH

"I guide my customers through their in-store experience"

The 'Coach' capability is all about guiding your customer from A to B and making sure they are empowered at every step of the way.

When a customer steps into our store it's easy to assume that they know how the customer journey works. However, often this isn't the case. Rather than making the customer feel vulnerable (or the other extreme, pushed), 'Coach' teaches you how to work with the customer to progress them to the next step of the journey.

COACH

How you know you're doing it right

ASK...

- Ask open questions to connect with your customer and understand their needs

Eg. "What brings you into Specsavers today?"

- Ask leading questions that encourage the customer to move towards a final decision

E.g. "So, would you prefer the Tommy Hilfiger or Alex Perry sunglasses as your second pair?"

- Ask closed questions to determine if they are ready to order

Eg. "So can I put these through for you now? Would you like to go with the XX and XX for your 2 for 1?"

BREAK DOWN...

- Break down the purchase into product, price, and their main features and benefits related to your customer's needs

E.g. "So with this pair, we have the polarising option for \$\$\$. That will filter the glare when you're driving in to the sun on your way to work"

EXPLAIN...

- Explain the customer journey to assist in making your customer feel at ease throughout their experience

E.g. Provide an overview of the in-store journey so the customer knows what to expect and update them regularly of next steps



ADDRESS...

- Address any objections or concerns in a supportive manner and with accurate information

E.g. Allow your customer to express their concerns without casting judgement and interruption. Tell them you understand and appreciate their feedback and provide them with the best possible solution

USE...

- Utilise and paraphrase closing statements to gain agreement and gauge how the customer feels

E.g. "So what I'm hearing is that you prefer the darker frames. Let's put these lighter options aside for now and focus on your chosen pair."

RECOGNISE...

- Recognise signs that a customer is ready to move onto the next step and acts upon these signals

E.g. The customer is nodding in agreement, holding the product they prefer, asking when the product will be ready for pick up, checking the time or curious about the next step to take

RELATE

**"I connect with my customers
in a genuine way"**



The 'Relate' capability is all about creating a genuine connection with your customer from the moment they walk in. It explores language techniques, including both verbal and non-verbal techniques. We believe that if the customer is having a great time, then so will you. Connection is a human thing, after all! Creating this connection and relating to your customer is a crucial step for the experience.

RELATE

How you know you're doing it right

📌 APPROACH...

- Approach the customer in a friendly way

E.g. Smiling, "Hello, how are you today?"

😊 SHOW...

- Show pride in your personal presentation

E.g. Uniform clean and pressed, well-groomed hair, appropriate footwear

★ INSTANTLY...

- Instantly acknowledge the customer

E.g. A smile, nod and hello

🛡️ STOP...

- Stop tasks as soon as the customer enters the store

E.g. Your priority becomes the customer as soon as they enter your store

📌 RESPOND...

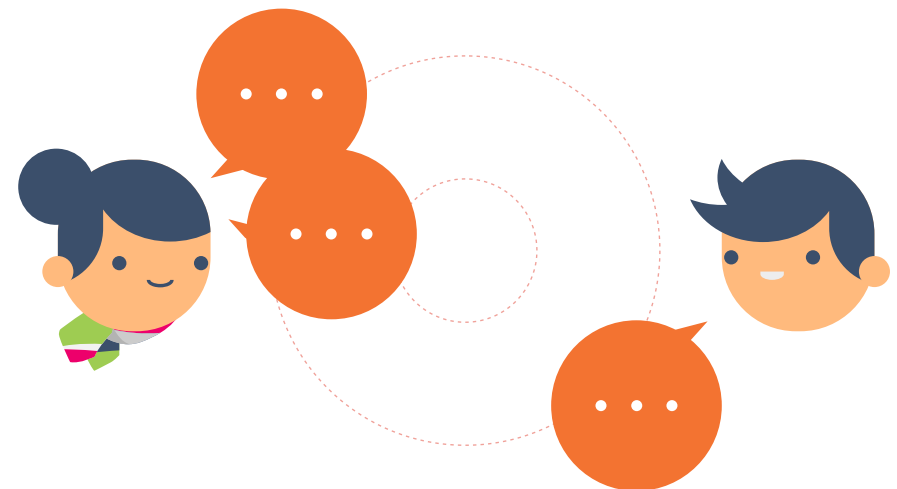
- Respond to the customer with a 'can do' attitude

E.g. "Yes, we can do that for you"

💬 TALK...

- Talk passionately about Specsavers products and services

E.g. "We have a great range and your choice today is backed by a Brand you can rely."



ENQUIRE

**"I explore my customer's needs
by asking the right questions"**

The 'Enquire' capability sets you up to identify the right information to provide your customer with a best fit high value solution.

Every customer is unique. So it's imperative we ask the right questions at the right time to determine what the customer really wants and needs. We explore a variety of techniques and tools to develop your ability to nail this skill.



ENQUIRE

How you know you're doing it right

? ASK...

- Ask open questions to find out what's important to the customer

E.g. "What would you say are the two most important factors when making your selection today?"

- Ask discovery questions to find out what the customer is thinking and feeling

E.g. "What do you think about...? or How do you feel about...?"

- Ask leading questions to progress the discussion

E.g. "So can we eliminate all the plastic frames from your choices?"

😊 ENCOURAGE...

- Encourage the customer to provide detail about their preferences and lifestyle

E.g. "You said you often have to do data entry. Tell me a bit more about that."

🔧 USE...

- Use paraphrasing to confirm what you've heard and encourage the customer to add further detail

E.g. "You said you liked lighter colours. How do you feel about these light pink frames?"



ADAPT

"I tailor my approach to enhance the interaction and outcome for my customers"



It's all very well to ask the customer the right questions, but what do you do with that information?

The 'Adapt' capability is about making the most of the information the customer provides to create an optimal experience and outcome for them. Not only will it make your customer feel important and listened to, you'll find them a total solution they're completely comfortable with while helping them develop their identity!

ADAPT

How you know you're doing it right

BUILD UPON...

- Build upon the Optometrist's recommendation when the customer is making final choices

COMPARE...

- Compare offers that provide the best value and discuss the most beneficial features with the customer

E.g. "How do you feel about this price?" With this in mind, provide the best options and their features to benefit your customer's specific situation

IDENTIFY...

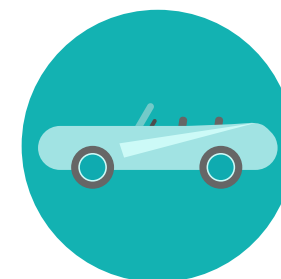
- Identify and adapt to your customer's preference for interaction

E.g. If your customer indicates they're limited on time or wants a simple overview of your recommendations, provide very little detail. If they prefer to browse and chat, provide them with more attention and greater detail

- Identify unique preferences that the customer might have

E.g. Actively listen for personal preferences or specific medical needs requiring your expert advice

- Identify any worries or concerns that the customer might have



RECOMMEND...

- Recommend the best products relative to the information that the customer has already provided

E.g. "You mentioned you like the cat-eye style in a bold colour, so I recommend trying these frames which also complement your skin tone and we can narrow down from there."

REFER...

- Refer to personal information that the customer has shared with you

E.g. "You mentioned that you have two kids. How old are they?"

REFLECT...

- Reflect the customer's communication style and adapting to their preferred pace of interaction

E.g. Talking at the same pace as the customer and mirroring their language and formality


SHARE...

- Share stories of your own, relevant and appropriate information your customer has shared with you

E.g. Similarities in travel history, work scenarios or lifestyle

TEACH

"I educate my customers with relevant information they can easily understand"



When you first join Specsavers, you learn an incredible amount of information about eyes, products, your store, your team and our business.

A customer in our store has limited time to comprehend everything and we're relying on you to make sure they find out exactly what they need to know. After all, you're the expert! So how does the 'Teach' capability help you to CREATE? It's all about identifying which pieces of information your customer needs to learn in order to understand what will be the best value for them. And more importantly how to keep it simple and avoid overwhelming them.

TEACH

How you know you're doing it right

DESCRIBE...

- Describe product features in a way that the customer can easily understand

E.g. "This particular frame has a deeper rim, designed to hold your high prescription lens in place and disguise their thicker appearance."

- Be able to articulate the value of Specsavers products linked with your customer's Health Care member benefits

E.g. "What Health Fund are you with? Let's make sure we take full advantage of your member benefits and get you the best value today."

INFORM...

- Empathetically inform the customer about the reason for any delays or interruptions

E.g. Using a softer voice, outline how the issue may impact the customer. Follow up with the customer post delay to ensure their needs have been met

RESPOND...

- Respond to your customer's questions with as much or as little detail as the customer prefers

E.g. Recognise how much information to provide by observing your customer's body language and time available to discuss their options

USE...

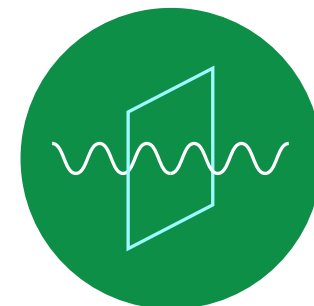
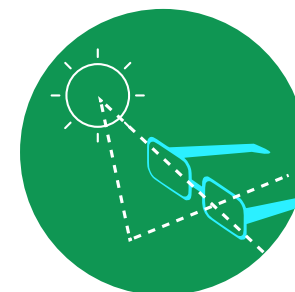
- Utilise point of sale material to help your customer understand products and pricing

E.g. Flyers, signage, features and benefits advertising

- Use brand names when introducing relevant products

- Expertly use digital technology to demonstrate product features

E.g. Virtual Dispensing Toolbox, Digital Mirror



ENGAGE

"I demonstrate the right amount of energy and enthusiasm when interacting with my customers"

So you think you can Coach, Relate, Enquire, Adapt and Teach? Well, just wait til you hear about 'Engage', it's the meat in the pie, the zest in your lemonade, the GUSTO, shall we say. You see, the 'Engage' capability is all about you! It helps you to better understand yourself. Whether it's your energy, enthusiasm levels, motivation, or beliefs, 'Engage' helps you to maintain and scale this up to create excellent interactions your customers will want to tell their friends about.



ENGAGE

How you know you're doing it right

☆ CONSISTENTLY...

- Consistently making a conscious effort to exceed expectations

E.g. Can you see an area where your customer would be even more impressed by your efforts? Check in with your Manager to ensure it fits within the Specsavers Way... and make it happen! Don't forget to share it so other stores can do the same!

😊 DEMONSTRATE...

- Demonstrate enthusiasm when greeting the customer
- Show genuine interest in what the customer is saying
- Demonstrate ability to detect signs of doubt in customer

E.g. Actively listen to the them and avoid any distraction

E.g. Does the customer look uneasy or confused? Repeat the information you're providing, reduce the amount of detail, and ask them how they feel about the process and your recommendations so far

🔍 SEEK...

- Seek appropriate eye contact with the customer

💬 TALK...

- Create conversation that engages the customer
- Speak clearly and use language that the customer can easily understand

E.g. Use words that the customer is using

🔧 USE...

- Use positive body language
- Use the customer's name when appropriate
- Use appropriate active listening techniques to ensure you provide the best service and recommend the most appropriate product
- Empathise with your customer and make them feel comfortable

E.g. Leaning in, smiling, open hand gestures

