

Staff training showed a record increase when we started managing the Clarks Trained Fitter programme.



THE CHALLENGE.

In 2000 Clarks invited us to manage their staff Trained Fitter programme, which until then they had handled internally.

The main challenge was to ensure they had an accurate record of which staff members had become Trained Fitters, which means they are qualified to correctly fit children's shoes. This service is vital for Clarks, as they are renowned for caring for children's feet.

THE PROCESS.

To become a Trained Fitter, staff have to attend a special training day, and then do 50 supervised fits in store. So firstly we set up a system to log this activity across all Clarks wholly owned, Franchise and Wholesale stores.

Clarks sends us regular payroll data feeds to ensure that all staff are held on the system. To ensure accuracy, we update this data on a daily basis. Before each training day, we import the delegate lists into the system, which automatically updates records showing who attended which course, including the date and venue.

Next, shop managers record each staff member's supervised fits on a 50 Fit Form. They return completed forms to us and we log the information into the staff member's record. At this stage, we send the staff member a Trained Fitter pack, which includes a personalised certificate and a badge to wear in store to show they are a fully trained fitter. We are also responsible for sending out replacement badges and handling shop queries about trained staff.

Last but not least, we provide monthly reports showing the percentage of staff trained by individual stores and by regional areas. The report lists the names of those trained and those not yet trained, so shop managers can organise appropriate training as required. Each report also shows the previous month's figures to allow Clarks' management to make comparisons and improvements.

THE RESULTS.

With our system's efficient administration and intelligent reports, Clarks has enjoyed a record increase of 10% in the number of staff trained, and this figure is still rising. Our accurate, professional and user-friendly data is more widely used by Clarks' staff and management. Trainers can set annual targets, and monitor and manage the training more effectively. And Clarks' staff can do other things with their extra time.

"Nothing is too much trouble for the HWC team. They are always contactable, very efficient and deal with requests professionally. Without their help we would not have achieved a record percentage of Trained Fitters in 2007. Thank you!"

Sian Newman,
Children's Training Manager,
Clarks International

FURTHER INFORMATION.

To find out how we could help with your staff training or other business processes, please contact:

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