THE happy CONSULTANCY GROUP

GWR

CASE STUDY

GREAT EXPERIENCE MAKERS
GWR
TIME TO SHINE

Business Culture Awards 2023
Winner
Learning

Business Culture Awards learning initiative

The Challenge
Get Ready to Depart!

URGENT

Team Happy,
GWR have been at the heart of the rail industry, connecting communities and customers since 1833.

As we recover from the COVID-19 pandemic, now more than ever before, it's vital that we help revalue rail in the hearts and minds of the travelling public. Their needs have changed... and we need to meet them!

We need your help taking GEMs to the next level, enabling all our colleagues to create great experiences for our customers.

We need another great adventure... and we need to depart now!

Mark Hopwood, CEO

Jump Aboard!

A journey to discover the gems of service experience excellence

We set off to create a pioneering, film-based, self-directed learning experience like no other. The aim being to emotionally connect all colleagues with the changing needs of customers in a post-pandemic world and re-focus them on the opportunity to create great experiences for customers.

Great experiences at GWR are defined by **Six Pillars** created by KPMG Nunwood, who after 10 years of global research across 2,700 organisations, identified six common qualities helping to deliver excellent customer experiences. We transformed these into the **gems of service experience excellence**.

The Six Pillars

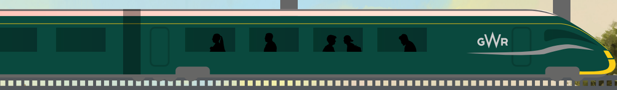
- EXPECTATIONS
- TIME AND EFFORT
- PERSONALISATION
- EMPATHY
- RESOLUTION
- INTEGRITY

Colleagues became the passengers of an incredible journey to discover these gems.

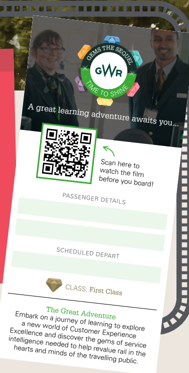
Guided by an on-screen facilitator, **Trish**, they navigate through each land, watching inspiring films relevant to each pillar and reflecting on how they can deliver the gems back at work.

Trish Lynch, news anchor, TV presenter and UN Moderator being filmed at GWR Reading Depot for GEMs the Sequel

The Great Adventure



Pre-boarding, personalised invitations with a call to adventure film to get them excited!


GEMS THE SEQUEL
GWR
TIME TO SHINE

A great learning adventure awaits you...

Scan here to watch the film before you board!

PASSENGER DETAILS

SCHEDULED DEPART

CLASS: First Class

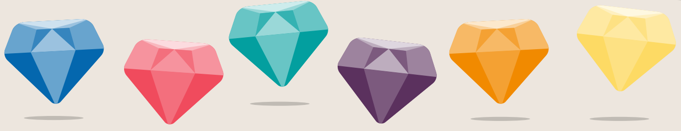
The Great Adventure

Embark on a journey of learning to explore a new world of Customer Experience Excellence and discover the gems of service intelligence needed to help revalue rail in the hearts and minds of the travelling public.

Departures

Revaluing rail in the hearts and minds of the travelling public

Connecting people to the GWR purpose, values, changing needs of customers and recapping the **Six Pillars of customer service excellence.**



THE LAND OF EXPECTATIONS

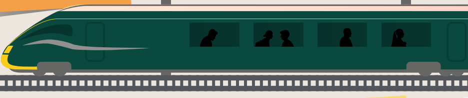
We unearthed...

Understanding the changing needs and expectations of customers – and ways to meet and exceed them

We traversed...

Exploring ways to reduce ‘friction’ in the customer experience

THE LAND OF TIME & EFFORT



THE LAND OF PERSONALISATION

We explored...

Building rapport, creating trust and making the experience personal each time

We delved...

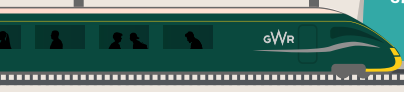
Actively listening, paying attention, demonstrating patience and withholding judgement

THE LAND OF EMPATHY

THE LAND OF RESOLUTION

We examined...

Taking ownership of problems, being proactive and responsive to deliver effective resolutions for the customer



We soared...

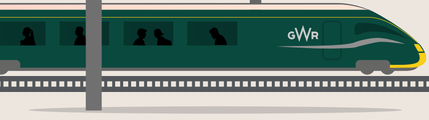
Staying true to the GWR values, telling things straight and delivering on promises

THE LAND OF INTEGRITY

GEMS THE SEQUEL
GWR
TIME TO SHINE
MANAGER'S GUIDE

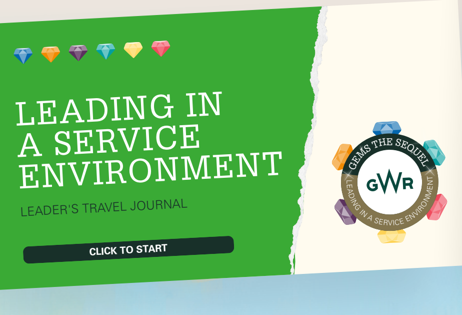
Arrivals

Reflect on their discoveries and make commitments to make a difference back at work



An Excursion for Leaders

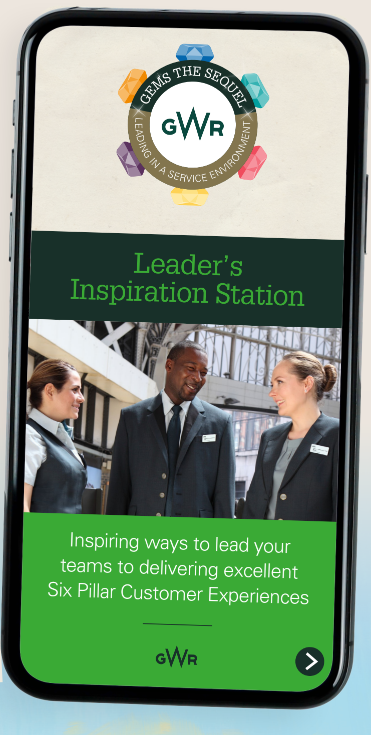
Leading in a service environment, an additional 'excursion' for leaders to take back to work with a digital toolkit



LEADING IN A SERVICE ENVIRONMENT

LEADER'S TRAVEL JOURNAL

CLICK TO START



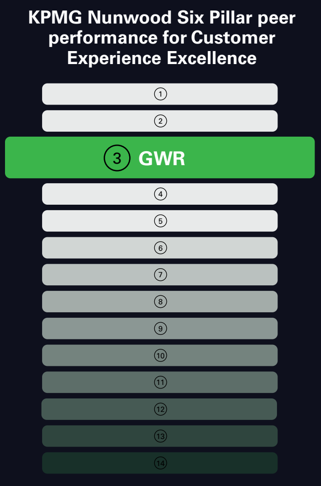
Leader's Inspiration Station

Inspiring ways to lead your teams to delivering excellent Six Pillar Customer Experiences

First Class Results!

75% completion of GEMs the Sequel

Unearthing treasure



KPMG Nunwood Six Pillar peer performance for Customer Experience Excellence

Within 18 months of the programme, the results are full steam ahead, achieving the target of **75%** completion of the GEMs the Sequel programme by **May 2023**!

GWR is moving up the leader board!

In the KPMG Nunwood Six Pillar peer performance for Customer Experience Excellence, GWR ranked 6th in 2020 vs 2022 ranking 3rd overall out of 14 rail operators.

In November 2023, GEMs the sequel then won the award for 'Learning Initiative' at the Business Culture Awards 2023!

Passenger reviews

"Whilst the content refreshes concepts I have had previous training on, I'm still blown away."

"Well structured and really interesting, some great new approaches to customer service."

"I think it is without doubt the best training package I've ever done – and I mean in my entire career."

Due to the success of the GEMs the Sequel programme, this led to a second build phase focusing on…

A **powerful** and **inspiring** multi-channel comms and engagement strategy to boost participation.

screensavers

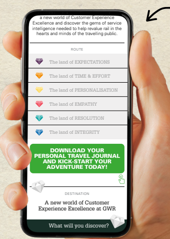
pin badges

GEMS THE SEQUEL
GWR
TIME TO SHINE

Discover a new world of customer experience excellence

teaser films

digital invites



a new world of Customer Experience Excellence and discover the gems of service intelligence needed to help revalue rail in the hearts and minds of the travelling public.

ROUTE

- The land of EXPECTATIONS
- The land of TIME & EFFORT
- The land of PERSONALISATION
- The land of EMPATHY
- The land of RESOLUTION
- The land of INTEGRITY

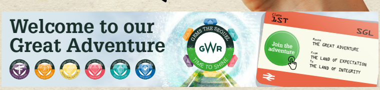
DOWNLOAD YOUR PERSONAL TRAVEL JOURNAL AND KICK-START YOUR ADVENTURE TODAY!

DESTINATION

A new world of Customer Experience Excellence at GWR

What will you discover?

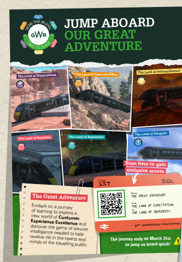
email banners



Welcome to our Great Adventure

GEMS THE SEQUEL
GWR
TIME TO SHINE
Join the adventure
Class 1ST
SGL
Route THE GREAT ADVENTURE
From THE LAND OF EXPECTATION
To THE LAND OF INTEGRITY

posters



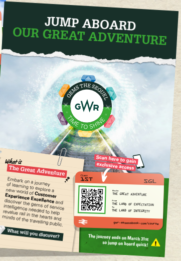
JUMP ABOARD
OUR GREAT ADVENTURE

The Land of Expectations
The Land of Time and Effort
The Land of Personalisation
The Land of Empathy
The Land of Resolution
The Land of Integrity
Scan here to gain exclusive access
Class 1ST
SGL
Route THE GREAT ADVENTURE
From THE LAND OF EXPECTATION
To THE LAND OF INTEGRITY
gwr-assessbook.com/course

The Great Adventure

Embark on a journey of learning to explore a new world of **Customer Experience Excellence** and discover the gems of service intelligence needed to help revalue rail in the hearts and minds of the travelling public.

The journey ends on March 31st so jump on board quick!



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OUR GREAT ADVENTURE

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What is The Great Adventure?

Embark on a journey of learning to explore a new world of **Customer Experience Excellence** and discover the gems of service intelligence needed to help revalue rail in the hearts and minds of the travelling public.

What will you discover?

The journey ends on March 31st so jump on board quick!

GEMS THE SEQUEL
GWR
TIME TO SHINE
Welcome to your...
GEMs Diamond Ambassador Workshop
LATEST NEWS
GWR STAFF EXCEL AGAIN
GEMS THE SEQUEL breaks new ground
Live

A **Diamond GEM Ambassador programme** to engage a community of champions to drive completion of GEMs the Sequel

Discovering GEMs Workshop reinvigoration of corporate onboarding for GWR, also rolled out to Network Rail colleagues (who loved it!)

materials
DISCOVERING GEMS
GWR
TIME TO SHINE
Notebook
RESOLUTION
PERSONALISATION
INTEGRITY
Be responsive and proactive whe
Take ownership of prob resolve them first
Ask for help from you
Ask open questions to es identify the impact a to explore altern
Close off all conv you can't sol
Be honest if you don't know t answer, but try hard to find i
Prioritise customer conversations and in over conversations with colleagu
Support your colleagues and any decis they've made for a customer
Earn the trust of your customers and colleagues by doing what you say you will do, when you've said you'll do it
PechaKucha
Building trust by getting to know each other better
This is to certify that
has successfully completed
Discovering GEMs
and is now a GWR Great Experience Maker, committed to customers.
Congratulations!
Date:
Mark Hopwood
Mark Hopwood
Managing Director
certificates
F.I.T
to facilitate
focused. intelligent. thriving.
F.I.T. to
facilitate
the session guide to
facilitation excellen
Welcome to your...
Discovering GEMs Workshop

GEMS THE SEQUEL
GWR
I maintain focus and enthusiasm when it comes to Customer Experience Excellence

An innovative **Leading GEMs to Shine** TV programme to boost service leadership skills and raise awareness of GEMs

Memories of the Great Adventure

So, what made this programme so special?

A bold creative theme and identity, inspired by the Famous Five advertising campaign at GWR ☑

Taking the concept of adventure and creating an immersive and exciting learning experience for colleagues

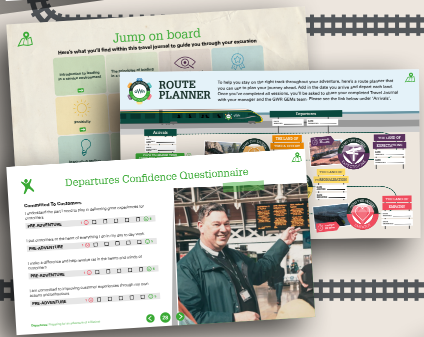
Preparing for an adventure of a lifetime

Departures

In-depth research into the realities of working and travelling in the rail environment ☑

Inspiring learning environments created

"Stepping out of your comfort zone and trying new things is the best way to grow."
Every journey starts with you...
Inspiration Station
A GREATER WEST FOR EVERYONE


Jump on board

Here's what you'll find within this travel journal to guide you through your excursion

ROUTE PLANNER

To help you stay on the right track throughout your adventure, here's a route planner that you can use to plan your journey ahead. Add in the date you arrive and depart each land. Once you've completed all sessions, you'll be asked to share your completed Travel Journal with your manager and the GWR GEMs team. Please see the link below under 'Arrivals'.

Departures Confidence Questionnaire

Committed To Customers

I understand the part I need to play in delivering great experiences for customers

PRE-ADVENTURE 1 ☐ ☐ ☐ ☐ ☐ 5

I put customers at the heart of everything I do in my day to day work

PRE-ADVENTURE 1 ☐ ☐ ☐ ☐ ☐ 5

I make a difference and help revalue rail in the hearts and minds of customers

PRE-ADVENTURE 1 ☐ ☐ ☐ ☐ ☐ 5

I am committed to improving customer experiences through my own actions and behaviours

PRE-ADVENTURE 1 ☐ ☐ ☐ ☐ ☐ 5

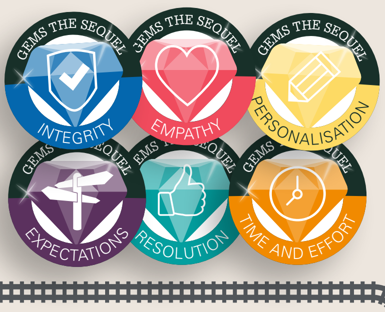
Departures: Preparing for an adventure of a lifetime

Introduction to leading in a service environment
Positivity
Inspiration station
Arrivals
Departures
THE LAND OF TIME & EFFORT
THE LAND OF EXPECTATIONS
THE LAND OF PERSONALISATION
THE LAND OF EMPATHY
28

Blended learning content ☑

Gamification ☑

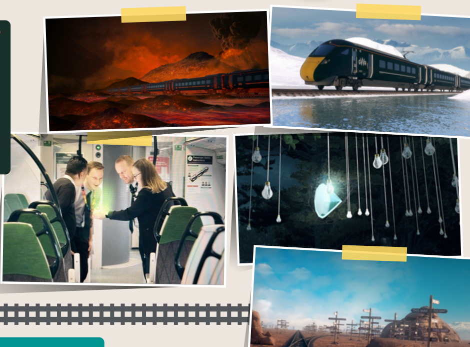
Visiting lands, collecting gems and striving to gain the pin badge and certificate


GEMS THE SEQUEL
INTEGRITY
EMPATHY
PERSONALISATION
EXPECTATIONS
RESOLUTION
TIME AND EFFORT

Stunning creative design over mixed media ☑

Are you ready for a great adventure?
Jump aboard today!
Scan the code and get ready for departure!
Departures
Time Now 11:58 07
GEMS THE SEQUEL DEPARTING NOW
Scan me and get ready for departure!
THE GREAT ADVENTURE
THE LAND OF EXPECTATION
THE LAND OF INTEGRITY
My Commitment
GREAT EXPERIENCE MAKERS
GWR
TIME TO SHINE
GEMS THE SEQUEL

Power of film, TV and pioneering CGI ☑



Use of on-screen facilitator to enhance the self-directed learning experience and reinforce key messages ☑

A GREAT ADVENTURE
TRAVEL JOURNAL
CLICK TO START
What gems will you discover?
GEMS THE SEQUEL
GWR
TIME TO SHINE

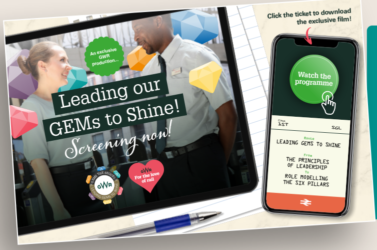
Journalling success ✓

Upskilled in-house facilitators as part of Discovering GEMs... ✓

THE SKY IS THE LIMIT
Stepping out of ... and trying

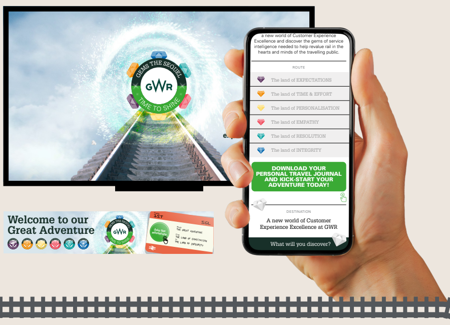
And created clear and engaging facilitator guides to support Discovering GEMs ✓

1 DAY DISCOVERING GEMS WORKSHOP
Facilitator Guide


An exclusive GWR production...
Leading our GEMs to Shine!
Screening now!
GEMS THE SEQUEL
LEADING GEMS TO SHINE
GWR For the love of rail
Click the ticket to download the exclusive film!
Watch the programme
Class 1ST
SGL
Route
LEADING GEMS TO SHINE
From
THE PRINCIPLES OF LEADERSHIP
To
ROLE MODELLING THE SIX PILLARS

Additional excursions and tools for Leaders, Managers and Supervisors ✓

Internal comms campaigns ✓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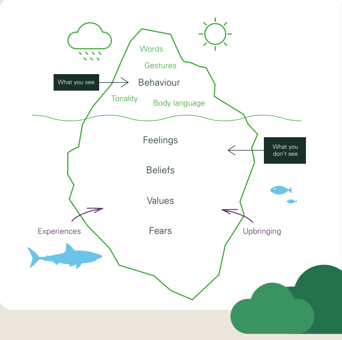
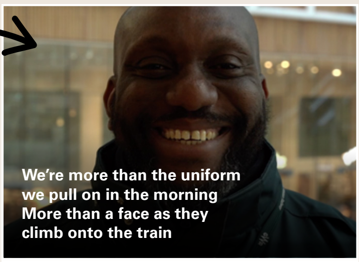

Words
Gestures
What you see
Behaviour
Tonality
Body language
Feelings
What you don't see
Beliefs
Values
Experiences
Fears
Upbringing

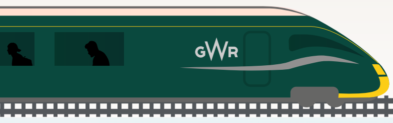
All the content fuelled by the power of positive intelligence and humanistic psychology for maximum emotional connection

An emotional poem and film to let GEMs know they're 'more than just' ✓



We're more than the uniform
we pull on in the morning
More than a face as they
climb onto the train

We're the start of their
exciting adventure
The warmth at the end of
their tough working day



Happy Returning Clients

> **The Happy Consultancy Group have been an incredibly supportive partnership with us at GWR. Their creativity and passion for increasing positivity and a feel good factor has definitely left its mark on me.**

Richard Green – Learning & Development Manager

> Working with the team has been an absolute pleasure from start to finish. The challenges set around timescales within the project never seemed like an issue to the team and they always delivered on time or ahead of time. The team were responsive to the last-minute changes we asked for without hesitation and always delivered. Leading GEMs to Shine is quite possibly the best online leadership programme I have seen or undertaken. Its been an incredible journey and I'm sad we have reached our destination.

Andrew Perry – Learning & Development Manager

> If you ever need inspiration, creativity and a timely response, look no further than The Happy Consultancy Group. Helen and the team were a joy to work with. Quickly getting up to speed on what was important to our people and our business, they brought optimism, good humour and confidence that all things are possible. In short, they brought us genuine 'happiness'.

Alison Maher – Head of Learning & Development

Thank you for travelling with us!

THE
happy
CONSULTANCY
GROUP