

# Sports retail success is all down to better training and communication



JJB Sports cuts paper costs and increases staff confidence with BT View.

## Client

JJB Sports plc is one of the UK's leading sports retailers with 247 stores in the UK and Ireland. Many of these are superstores, with a total of 2.7 million square feet of selling space displaying full product ranges – including sports textiles, footwear, replica shirts, equipment, accessories, cycles and golfing products. JJB Sports is “Serious About Sport” and supplies high quality, branded sports and leisure products to a wide range of customers – both young and old, amateur to professional.

## Challenge

Creating, writing and delivering reference material to support staff in a store environment is a headache for any retailer. Producing the materials is difficult enough, but getting it to stores and making it available to staff – and ensuring it is always up to date – is even more complex and costly. With a massive operation and a huge range of both general and specialised products, keeping everyone in JJB Sports updated and armed with the right information is a particularly tricky task.

On a day-to-day basis, JJB Sports store staff need to be aware of:

- store policies and procedures
- software operational information
- products on promotion information for customers
- simple Health & Safety regulations
- equal opportunities, anti-discrimination and fire safety rules etc
- store communications.

But with the company intranet (aimed predominantly at store managers) as the only vehicle for internal communications, JJB Sports needed a better way to keep everyone in the loop.

## Solution

BT View is a ‘one-stop shop’ retail portal for store staff. It provides support, learning and communications for every member of staff and is available at every till point across all stores. It gives people instant access to dynamic reference material, in-store product information, context sensitive help, electronic forms, payroll and ordering – and can even be used to conduct training programmes at the till.

This has enabled JJB Sports to scale back on paper processes and tasks such as:

- property maintenance requests
- supplementary orders
- payroll
- company memos
- handbooks
- property guides.

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**“BT View stands out from the competition, not only for its unique and innovative design, but for its ability to be delivered directly to every single touch till within our store estate.”**

**Mark Macaulay**  
Associate Director of IT  
JJB Sports

# Case study

## JJB Sports

BT View houses everything in one portal – available from any till at any time – personalised to reflect the level of the person signing in. JJB Sports can manage and edit content centrally, while staff can access information in three main areas:

- **Serving Our Customers**

Staff can view and print information for customers, such as returns and exchange policies, order forms, and store/head office addresses.

- **Store Best Practice**

Interactive forms detail how to deal with things like Holiday Requests, Risk Assessment and Staff Uniforms.

- **Health & Safety Forms**

BT View includes forms for Fire Risk, First Aid, Pregnant Employees, Dealing with Violence, and Manual Handling among others.

## Benefits

### Better support, more effective problem-solving

BT View includes frequently asked questions and step by step instructions for tackling hardware and software problems. This has helped people resolve operational problems in-store, and reduce expensive calls which clog up the help desk.

BT View's support portal allows store staff to diagnose problems by answering questions such as:

- why is my scanner not working?
- what do I do if my banking is entered incorrectly?
- how do I re-set my safe totals?
- what do I do if I cannot complete my end of day process?
- how do I resolve cash management discrepancies?
- what does this error message mean?

Being able to see interactive graphics of hardware at each till point has also improved the relationship between help desk and store staff, because it makes explaining how to 're-insert a disconnected network cable' or 're-set a scanner or printer' much easier and quicker.

### Enhanced communication, instant information

JJB Sports managers can now post important information through BT View's dynamic Daily Message Board, dramatically reducing the time to communicate news to store staff. People can see whether there are messages relevant to them or their job role on the till in the morning.

It is also ideal for 'Hot Product' information on linked promotion products, so all staff can easily see which products are on offer and instantly provide information to customers.

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**“We needed to speed up the lines of communication to all our store staff, not just our Managers via our intranet. BT View has enabled us to build a dynamic retail portal which is personal to each member of staff, housing everything from training to payroll, to supplementary orders.”**

**Mark Macaulay**  
Associate Director of IT  
JJB Sports

### Greater knowledge, flexible training, better service

Training is seen as a way of ensuring staff are competent in a subject or task, but our work with major retailers has revealed that people are more confident – and competent – when they know they can look something up instantly, rather than having to try and remember everything.

BT View has training modules for all levels of staff with exercises that can be done while sat at the till point. This means that new starters can be trained consistently in the store without requiring manager time to deliver the training.

BT View also includes context sensitive help, meaning that it will display a dynamic quick guide to lead employees through processes that they are stuck on. Staff can toggle between the till and the guide to serve the customer quickly. And the guides are linked to a library of further information, including a dynamic glossary which is available at every single till point.

## Result

Since introducing BT View, JJB Sports has been able to remove an entire wall of memos – including property maintenance forms, payroll forms and general ordering requests – which were posted weekly to stores. In addition, JJB Sports managers can now deliver information to store staff much more quickly and easily, while maintaining consistency across all stores.

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**“We originally deployed BT View to underpin the training delivery of our new EPOS and store solutions, but due to the diversity of BT's solution we were able to grow it ourselves into a one-stop-shop information portal for all levels of store staff across all our stores.”**

**Mark Macaulay**  
Associate Director of IT  
JJB Sports



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