



THE CO-OPERATIVE FOOD

AVOIDING CONFLICT INTERACTIVE DVD BASED TRAINING The Outcomes

The Co-operative Food's industry - leading DVD based training course, "**Avoiding Conflict**", empowers staff to deal with potentially difficult situations in store by changing their own behaviour and by delivering excellent customer service. And it has made a real difference across the estate...



"Since we've been operating this technique, **the level of shoplifting has decreased.**" "It has made us more aware of how our own actions can often be the cause for conflict to arise and has equated to a **decrease in the number of conflicts.**" Andy Stinson, Manager, Sneinton Dale Co-operative Store

"The DVD has changed the way we all deal with conflicts, such as angry customers and shoplifters – it has made our lives easier and **helped the business increase customer satisfaction.**" Pauline Anthony, Manager, Mays Lane Co-operative Store



Following an armed robbery, Andy Stinson recalls, "No-one was hurt and the robber was in and out within minutes. I managed to stay calm and follow his instructions so as not to put myself or others at risk. **The DVD helped me to deal with the situation better than I would have done before.**"