

The Boulevard

Boulevard partnered with SRC with the aim of upskilling staff working within retail stores across the Boulevard complex. As part of this initiative, Boulevard wanted to reward their retailers by investing in staff development, helping to build loyalty and improve customer experience across the site.

SRC designed and delivered a Level 2 Customer Service programme onsite, scheduled on Mondays to align with the least busy trading day. The training was tailored specifically to the retail environment and delivered in an interactive format, encouraging engagement through discussions, real-life scenarios, and shared experiences.

The programme was also accredited by World Host, providing added value for both employers and learners.

On completion, each participant received a World Host certificate and a World Host pin to wear on their uniform, recognising them as 'World Host' certified and reinforcing a consistent, high-quality standard of customer service across the complex.

