

American Institute of Management Inc. ~ Case Study

No Frills Supermarkets

No Frills Supermarkets is a regional grocery chain that takes pride in providing their customers with a great convenient shopping experience while being mindful of the budget conscious buyer.

The Problem

Over time the company had expanded the number of stores in the area, but did not have a management development program to help their people develop supervisory and human resource skills. With more than 10 stores and more on the way they were challenged with creating the system to develop managers and directors who could coach, delegate, plan and train associates.

The Solution

The first program created was a basic supervisory program that was custom developed to include focus on customer service, communication, planning and training. Over the course of time, two additional levels of management training, and a series of other programs have been developed into a corporate university called The No Frills Way. This corporate university includes such areas as new employee orientation, training for cashiers, courtesy clerks, perishable departments, basic supervision, effective supervisory management, and advanced leadership, just to name a few.

The Benefits

By creating the corporate university, all associates are aware of the progressive training opportunities available as they advance through the company. This allows No Frills Supermarkets to develop bench strength in all stores and each area of the company. Associates know, in advance, the classes they will be participating in to increase their confidence, skills, knowledge, and techniques.

"We see more professionalism and confidence which translates into increased productivity, greater morale and lower turnover. The skills of our managers have been raised so that they develop members of their teams and can concentrate on what's important," says Calvin McWilliams, Chief Operations Officer and owner/partner, No Frills Supermarkets. "Some training programs we deliver; others are provided by the facilitators of AIM. The result of these classes and programs has been a better utilization of time, an increased awareness on customer service, and a focus on the development of the employees of No Frills Supermarkets. These results allow us to retain and attract very good people."

Joe Bosco, Human Resource Manager and owner/partner, No Frills Supermarkets, "We appreciate AIM because they treat No Frills Supermarket's associates as if they were their own associates by challenging them to excel and to be accountable in all areas of our business."