

Currys

Currys decided to use Dramanon's services at a time of a large re-organisation of both store structures and pay systems over 300 stores. Communication with our customers, and communication within our teams, is crucial to the ongoing success of Currys, the UK's leading specialist electrical retailer. The training provided managers of all levels of experience with an opportunity to practice and enhance their communication skills in a safe environment. Prior to the training many managers could not see the need for it believing that they already had the skills necessary and thinking this was just another role playing exercise. How different their views were after the training!! The Dramanon team delivered a fantastic day full of tears, laughter, real life scenarios and observational feedback, all of which supported the managers' growth and learning. Even the most experienced managers left the day saying " best training I have ever had", "I feel really confident now in delivering the message in a way the person will hear it", " they got so into the character of the person I thought it was them!". "I couldn't believe it when the actor started to cry, but that was exactly what this person would have done, it was so real, and gave me huge confidence in what I had to do", the feedback I got was great, it gave me something to work on and boosted my confidence in doing this".

Overall I was delighted with the impact the Dramanon training had on the successful launch of the changes being made, and the growth in the managers' skill set. The training achieved far more than we had anticipated at the outset, and was worth every penny.

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