

# WOOLWORTHS

CASE  
STUDY

MARCH 2018



**TAFE**NSW

**ENTERPRISE**

Woolworths 



## CUSTOMER PROFILE

**Company:** Woolworths Group Limited  
(Supermarkets).

**HQ:** Bella Vista, Australia

**Industry:** Retail

**Products and Services:**  
Supermarkets and petrol

**Employees:** Over 128,000

**Revenue:** A\$59 billion (2016)

**Website:** [www.woolworths.com.au](http://www.woolworths.com.au)

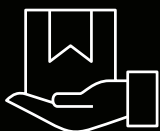
Woolworths is Australia's largest supermarket with over 1,000 stores across Australia along with a 'Pick up' and a home shopping delivery service.

With around 128,000 team members from a diverse mix of skills and talent, Woolworths team members are all retailers who put their customers first. Embedded within the business is a strong learning culture where it is crucial to maintain the most up-to-date product knowledge, customer service, retail acumen and fresh food skills to help 'bring a little good to everyone, every day'.

Today, butchery skills are sought after as the market observes a decline in the skilled trade. From listening to feedback, Woolworths found customers enjoyed interacting with their team members and all the small acts of sharing meal ideas and recipe tips created a big customer impact.

The insights gathered led to Woolworths to approach TAFE Enterprise as they wanted to further improve the customer service and butchery skills in their meat departments as they continue to open more Butcher Shops across the nation. A partnership was formed where Woolworths and TAFE Enterprise developed a customised solution.





Customised qualification developed specifically to meet Woolworths needs

## THE BRIEF

- Specialised butchery training that encompassed superior product knowledge, customer service, and meal preparation suggestions enhancing the customer experience in store.
- Reduce training time.
- Increase the pipeline of skilled meat team members.
- Deliver fit for purpose training to teams across the country.

## WHY TAFE ENTERPRISE?

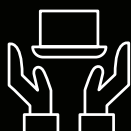
- Build a customised eLearning platform that allowed expansive, flexible delivery. The result was work ready, skilled meat team members in stores across three States within six months.
- Selected participants can progress to the Certificate III in Meat processing (Food Service) and on to further management opportunities.

## RESULTS

- Work ready, skilled meat team members in stores across three States.
- Through more skilled labour available in stores, Woolworths are able to offer more consistent products to help increase meat sales.
- Customised training components to create a new, specialised Certificate II in Meat Processing (Food Services) qualification that can be completed in six months.
- Nearly 75% of participants successfully completed the program and were settled in their respective stores.
- Trade Champions were appointed who mentored and coached learners through their ongoing professional development following TAFE Enterprise recommendation.
- TAFE Enterprise are the preferred provider for delivery of this program in Woolworth's stores across Australia.



Increase in staff retention and satisfaction



Flexible training - delivered online and on-site



Training delivered across Australia



TAFE ENTERPRISE WOOLWORTHS



“ TAFE Enterprise has provided us with a customised solution, both online and face-to-face. We have had a great result from this partnership - skilled meat team members, significant increase in customer score and sales, and team members who want to continue learning and developing their meat skills. ”

Jai Blume  
National Operations Lead,  
Meat at Woolworths Group.



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