



Customer Service **RESULTS**



SERVICE & SALES TRAINING & CERTIFICATION TO ACHIEVE RESULTS

Research to evaluate sector-specific essential skills training for hospitality and retail workers.

Nearly half of Canada's working population lacks the essential skills prescribed for their occupation. In provinces like Ontario, where minimum wage rates are increasing, these skills gaps are preventing employers from achieving the productivity gains needed to adapt. As a result, many economists predict large scale job losses across the service sectors in core entry level positions.

OTEC in partnership with Blueprint ADE, the Ontario Centre for Workforce Innovation and Douglas College are testing a solution and have developed CSR (Customer Service Results), a sales and service certification program focused on achieving business results.

OTEC will deliver sector-specific essential skills training to frontline workers in the hospitality and retail industries to increase their skills and productivity. Owners and operators will also receive leadership development opportunities to help them continue to support skills development on the job and to better support diverse entry level employees.

Designed to support employers with the impact of minimum wage hikes and boost productivity, this program will add value to both jobseekers and employers by increasing productivity and improving on-the-job performance.

"89% of employers state that the training enhanced employee performance."

Source: Outcomes Report for the Workplace Training Program, British Columbia, 2013

CUSTOMER SERVICE RESULTS MODEL

Customer Service Results is based on a program developed and tested in British Columbia with significant skills and productivity gains recorded across 4000 employees trained.

Program to Deliver:

- Training designed to maximize job-relevant essential skills and on-the-job performance of food and beverage servers and retail sales associates
- Evaluation research focused on assessing effectiveness of new training models for workers and employers
- Collaboration across training and industry networks to support systems change
- Leadership training to support employers

HOW THE PARTNERSHIP WORKS

- Local Literacy and Basic Skills (LBS) network organizations and regional coordination partners will provide advisory support and assistance with communications and coordination
- OTEC, a training, consulting and workforce development organization, will co-deliver training with LBS providers and lead engagement and recruitment activities
- Douglas College, a training institution with experience and expertise in workplace training models, will support the development and implementation of the training curriculum
- Employer Associations, Chambers of Commerce and BIA's will be involved in project planning and recruitment

PARTNERS

This project is led by the Ontario Centre for Workforce Innovation and combines the resources and expertise of several key partners. Blueprint ADE is leading the evaluation. Literacy and Basic Skills (LBS) providers in select locations will partner with OTEC to deliver this innovative CSR workplace training program focused on essential skills.



DOUGLAS COLLEGE



To learn more about the CSR Contextualized Essential Skills project and how you can get involved, please contact:

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