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Programme: BA (Hons) Leadership and Management Skills for the Workplace

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Module name: Developing and Managing Individual and Teams

Module code: LCLM5002

OVERVIEW

- Introduction to Waitrose Partner
- Job Analysis and Description
- Person specification
- Importance of recruitment and steps
- Learning & Development Needs
- Learning Theories Supporting
- Training Plan
- Benefits to the Organisation
- Conclusion
- References

INTRODUCTION TO COMPANY



- A case study of Waitrose & Partners
- Professional presentation from the HR department to recruit the right member
- Recruitment the ***Customer Service Assistant***

INTRODUCTION

Waitrose Partners

- Is a premium UK supermarket chain owned by the John Lewis Partnership.
- Operates over 330 stores across the UK.
- Employs around 52,000 partners, who are co-owners of the business.
- Known for exceptional customer service, high-quality products, and a strong culture of partnership and shared responsibility.

The North-South divide illustrated by Waitrose



John Lewis Partnership (2024) Annual report

CUSTOMER SERVICE ASSISTANT

Job Analysis

- ✓ Responsibilities
- ✓ Skills
- ✓ Knowledge
- ✓ Working conditions
- ✓ Tasks:
 - ✓ a) Assisting customers with enquiries
 - ✓ b) Operating tills and self-checkout systems
 - ✓ c) Stock replenishment and product rotation
 - ✓ d) Maintaining store cleanliness and presentation
 - ✓ e) Supporting online order collections

Job Description

- ✓ Deliver excellent customer service
- ✓ Process transactions accurately
- ✓ Maintain product displays and stock levels
- ✓ Support click-and-collect services
- ✓ Follow health & safety and food hygiene standards
- ✓ Working Hours: Shift-based

PERSON SPECIFICATION

ESSENTIAL:

- Strong communication skills
- Customer focused attitude
- Punctuality
- Teamwork ability
- Reliability and punctuality

DESIRABLE:

- Retail experience
- Problem solving skills
- I.T skills



IMPORTANCE OF RECRUITING

- ✓ Ensures smooth daily store operations
- ✓ Enhances customer satisfaction and loyalty
- ✓ Reduces turnover and training costs
- ✓ Strengthens teamwork and store performance
- ✓ Supports Waitrose's premium brand image



Armstrong, M. & Taylor, S. (2020).



IDENTIFYING LEARNING & DEVELOPMENT NEEDS

Identified:

- ❖ Customer service and communication
- ❖ Handling complaints professionally
- ❖ Operating tills and digital systems
- ❖ Food safety and hygiene
- ❖ Teamwork and store collaboration

Methods used:

- ❖ Observation
- ❖ Performance reviews
- ❖ Self-assessment
- ❖ Manager feedback

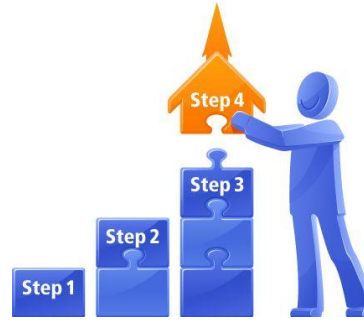


LEARNING THEORIES

SUPPORTING LEARNING & DEVELOPMENT

1. BEHAVIOURIST THEORY (SKINNER)

- Learning through reinforcement
- Waitrose uses praise, feedback, and reward systems.
- Example: Recognition for excellent customer service



2. COGNITIVIST THEORY (PIAGET)

- Focus on understanding and mental processing
- Training includes step-by-step till operation and problem-solving

3. HUMANIST / EXPERIENTIAL LEARNING (KOLB)

- Learning through experience and reflection
- On-the-job training, shadowing experienced partners



Armstrong, M. & Taylor, S. (2020).
Kolb, D. A. (1984) *Experiential learning*

TRAINING PLAN FOR THE EMPLOYEE

Training Area	Method	Duration
Customer Service	Workshops	2 days
I.T Operation	Practical training	1 week
Food Safety & Hygiene	E-learning + induction	1 day
Teamwork	Group activities	Ongoing
Complaint Handling	Scenario-based learning	2 sessions

BENEFITS TO WAITROSE & PARTNERS

- Reduced errors
- Higher employee confidence
- Stronger teamwork
- Lower turnover
- Increased store productivity
- Reinforces Waitrose's premium brand reputation
- Improved customer satisfaction



CONCLUSION

- Recruiting the right partner ensures operational excellence
- Job analysis, job description, and person specification guide effective hiring
- Identifying learning and development needs supports employee growth and performance
- Learning theories help design effective training
- Balanced recruitment and development strengthen Waitrose's long-term success



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