

Recruitment & Learning and Development Presentation

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COMPANY: TESCO

JOB ROLE: CUSTOMER SERVICE ASSISTANT

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Introduction to Tesco

- Tesco is one of the UK's largest retail organisations operating supermarkets and online retail services.
- Employs over 300,000 people globally.
- Strong focus on customer service, innovation and workforce development.

Effective recruitment and employee development ensure organisational performance and customer satisfaction.

► **Citation:** (Tesco, 2024)

Steps in Recruitment Process

1. Job analysis
2. Job description & person specification
3. Job advertisement
4. Shortlisting
5. Interview & assessment
6. Selection decision
7. Induction

Recruitment ensures the right talent fits organisational goals.

► **Citation:** (Armstrong & Taylor, 2023)

Job Analysis

▶ **Definition:** Systematic process of identifying job duties, skills and responsibilities.

▶ **Tesco Example:**

- Handling customers
- Operating tills
- Stock replenishment
- Maintaining store standards

Job analysis supports accurate hiring and performance expectations.

▶ **Citation:** (Bratton & Gold, 2022)

Job Description

▶ **Customer Service Assistant – Tesco**

▶ **Key duties:**

- Deliver excellent customer service
- Operate checkout systems
- Maintain product displays
- Resolve customer queries

Provides clarity of role and accountability.

▶ **Citation:** (CIPD, 2023)

Person Specification

Essential skills:

- Communication skills
- Teamwork
- Reliability
- Customer-focused attitude

▶ **Desirable:**

- Retail experience
- IT/till skills

Helps match candidate capabilities with role requirements.

▶ **Citation:** (Foot & Hook, 2022)

Identifying Learning & Development Needs

New Tesco employee may need:

- Customer service training
- POS/till system training
- Health & safety training
- Conflict management skills

**Training improves productivity,
engagement and service quality.**

► **Citation:** (Noe, 2023)

Behaviourist Learning Theory

Key idea: Learning occurs through reinforcement and practice.

Tesco application:

- Role-play customer interactions
- On-the-job coaching
- Rewards for service performance

Encourages habit formation and performance consistency.

► **Citation:** (Skinner, 1953)

Cognitivist Learning Theory

Key idea: Learning involves thinking, understanding and memory.

Tesco application:

- E-learning modules
- Problem-solving scenarios
- Product knowledge training

Helps employees understand processes rather than memorise tasks.

► **Citation:** (Piaget, 1976)

Humanist / Experiential Learning Theory

- ▶ **Key idea:** Learning is self-directed and based on experience.

Tesco application:

- Reflection after shifts
- Mentoring and coaching
- Learning through real customer interactions

Builds confidence, autonomy and motivation.

- ▶ **Citation:** (Kolb, 1984; Maslow, 1943)

Analysis of L&D Impact

Training leads to:

- Improved customer satisfaction
- Higher employee engagement
- Reduced errors
- Career progression opportunities

Aligns employee growth with organisational success.

► **Citation:** (Garavan et al., 2021)

Conclusion

- Effective recruitment ensures the right candidate fit.
- Job analysis, description and person specification guide selection.
- Learning and development enhances performance and retention.
- Combining behaviourist, cognitivist and humanist theories creates holistic employee development.

Balanced HR practices drive organisational growth and competitiveness.

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