



Alcool NB Liquor

Workplace Literacy Mini Case Study

Overview

Alcool NB Liquor (ANBL) is a provincial Crown Corporation responsible for the purchase, importation, distribution and retailing of all beverage alcohol in New Brunswick. ANBL generated sales of over CDN\$321 million in fiscal year 2003–04, while offering consumers a portfolio of over 1800 products. In recent years, consumers have been calling for a higher level of customer service from ANBL's retail staff. To meet this demand, ANBL developed three in-house courses to improve store employees' product knowledge, customer service and communication skills. Offered in both official languages, all course information is delivered by e-mail to employees in all 50 corporate retail stores across the province.

Objectives

The training team designed courses that:

- ⇒ allow access for all full-time and part-time employees throughout the province;
- ⇒ accommodate various learning styles; and
- ⇒ provide employees with industry-specific knowledge and communication skills necessary for high-quality customer service.

Activities

To make the learning process user-friendly, the training team e-mails only one unit of study to employees per week. The course material is printed at the stores, and each employee is given time to read the material during working hours. Employees are assessed using two open-book quizzes (requiring written

responses to all of the questions) and one closed-book final test (comprised of true or false questions). Course participants are awarded product knowledge certificates as incentives, as well as prizes for the highest marks. In addition, prize winners have their photos placed in the ANBL's internal newsletter. The training officer, a certified wine specialist, also offers individualized training sessions to answer questions or provide further product training.

Achievements

ANBL's achievements include:

- ⇒ designing a customized course using internal resources;
- ⇒ developing a highly knowledgeable workforce; and
- ⇒ increasing positive comments from customers regarding service.

Benefits

Benefits to the corporation include:

- ⇒ highly motivated employees interested in enhancing other workplace skills;
- ⇒ improved attitudes toward work, including greater job satisfaction; and
- ⇒ direct applicability of training to the workplace.

CONTACT

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