

Case Study: Inventum Consulting
for Marks & Spencer

M&S

EST. 1884

INVENTUM
CONSULTING

Scenario:

Marks & Spencer PLC engaged with Inventum to provide training and insight to their team members. The aim being to ensure all customers felt welcome in-store, regardless of identity or characteristic.

Inventum was the natural choice to deliver a meaningful and wide-reaching programme, given our expertise and track record combining inclusion with customer experience.

Solution:

Inventum implemented our propriety inclusion framework 'I – L.E.A.D' which stands for **Inclusion is Listening with Empathy and Acting with Diplomacy**. The programme delivers a highly impactful approach to inclusion, empowering team members to deliver inclusive customer experience excellence.

Inventum also produced powerful and insightful training materials to support the programme, accessed via the M&S e-learning platform and available to more than 60,000 members of staff.

Outcome:

A series of workshops were delivered to selected in-store teams throughout the UK, led by Inventum's team of facilitators. Feedback from team members was exceptional, with attendees sharing their positive learning experiences.

For more information about Inventum and the 'I – L.E.A.D' programme, please contact Adam Tobias - adam@inventumsearch.com or call 020 3008 4335