One-Stop Center Resource Rooms

Welcoming Customers, Providing Tools, Giving Information, Making Connections

Purposes...

- Identify the four important purposes of **resource rooms** and **show how to accomplish** each.

- Discuss the most **common resource room problems,** and what you can do to alleviate them.

- Suggest ideas to ensure the resource room is **even more responsive to all customers.**

The One-Stop Center Resource Room...

1. **Welcomes** Customers to System and Center

2. Provides **Self-Help Tools and Supplies**

3. Gives Empowering, Useful **Information**

4. Makes **Partner Program Connections**

Welcoming Customers:

- **A Second Reception:**
  Front Desk and Resource Room

- **Greeting and Triaging:**
  - Thanks for coming!
  - What would you like to accomplish today?
  - Are you comfortable in using a computer?
  - Would you like a quick tour?
  - Do you have a draft resume?

- **A "Welcome" Package**
  Rules, resources, and results

- **Seating and Assisting:**
  Group by purpose and skill level

Self-Help Tools and Supplies

- **Self-Help:**
  Not ignored, left alone;
  Supported, empowered

- **Not for Everyone, All of Time:**
  Groups, One-on-One;
  When need more?

- **"How to Use" Support Materials**

- **Working the Room:**
  Approaching when Needed

- **A "Lending Library"**

- **Self-Assessment and ONET**

- **Respond to Customer Variety**

Empowering, Useful Information

- Job Listings and Job Bank

- Web Sites:
  Beyond Job Banks; Display

- Fact Sheets and "Take Ones"

- Resumes:
  Software, Samples, Suggestions

- Applications:
  Locally Used; Dos and Don'ts

- Financial Aid:
  Information and Forms

- "Support Services" Information

Partner Program Connections

- Measure and Report Use
- Assist Partners in Achievement of Performance Standards
- Market to Program Partners: During Program Participation
- Train Partner Staff to Use
- Refer Appropriate, Potential Program Partner Customers: Don't just inform, but refer
- Display Program Information
- Cross-Market Other Services

Common Resource Room Problems

1. A Waiting Room, Not a Resource Room
2. Staffing: Rotating, Reluctant, Removed
3. Insufficient Staffing for Demand, Need
4. No Structured Greeting or Goodbye
5. All Customers Start in Resource Room
6. Serving Those Not Best Served There
7. Giving One-on-One in Large Room
8. Small, Crowded, Disorganized, Drab
9. No Scheduling (When Needed)
10. Scolding Signs

Customer-Driven Resource Rooms:

1. Respond to actual users
2. Assist "computer uncomfortable"
3. Offer non-computer resources
4. Organize computer desktop
5. Remember reading levels
6. Develop tools for LEP customers
7. Give people with disabilities access
8. Strive for productive visits
9. Tap workshops to support use
10. "Merchandise" materials

Merchandising:

- How you **present, visually communicate, and display** your products and **services in a convenient, comfortable and welcoming environment.**

- **Promotion** is what gets customers **to the door** and **merchandising** is what gets them **to buy.**

- Merchandising includes **getting the product off the shelves and creating adjacencies.**

- Appropriate merchandising techniques **encourage self-service,** and means that **salespeople will only need to assist if the customer wishes.**

Merchandising Driscoll's Strawberries:

- Customers are attracted to clean, well-stocked display.
- Rework your berry displays each morning.
- Spot check your berry display, frequently.
- Peak shopping hours run from 3:00 p.m. to 7:00 p.m.; be sure produce clerks are prepared for peak berry shopping hours and keep the berry display full and inviting.
- Offer customers a choice. Include a variety of packaging sizes on your berry display.
- Cross merchandise berries with other items such as short cake, whip cream, cereal, and other fruit items.

What can Centers learn from Driscoll's?

Positioning Products Off-the-Shelf:

The Baltimore library system began displaying some books face out; borrowing increased dramatically.

What can Centers learn from the Baltimore Library?

Adjacencies for "Add-On" Sales:

My travel agency recently began to sell travel books, travel-size amenities, and luggage to make up for the loss of airline commissions on ticket sales. Does your video store sell popcorn and candy? Are they at the checkout counter? Walmart displays bandages by kitchen knives and fishing hooks---not just in the first aid section. Should bookstores sell bookshelves? Why do grocery stores put the taco shells in the "Mexican food section" and not by the ground beef?

What can Centers learn from these stores?

Alignment of Message, Product, and Personality:

When Crate and Barrel changes merchandise for the season, they change the windows, the website, and the in-store displays all on the very same day. Abercrombie and Fitch match the visuals in the store and catalogs with their shopping bags. Radio Shack always includes a flyer or catalog in the bag with every purchased item.

What can Centers learn from these stores?

Breathing Life into Products:

Restoration Hardware makes the mundane product special through price tags that tell history and stories. They display Bell canning jars and doily on top of an antique-look dresser. Naming is merchandising, too: "Weight Watchers"!

What can Centers learn from these stores?

Point-of-Purchase Displays and Promotion:

Cigar stores had "cigar-store Indians". Discount coupons are frequently displayed by products in grocery stores. Who in my age group would not remember the dog pulling down the bottom of the girl's bikini on the Coppertone display? Tower Records displays "new releases" up front with pictures of the artist; they also display the Billboard "Top Ten" records together.

What can Centers learn from these stores?

Convenient and Comfortable Shopping:

Grocery stores have shopping carts. If you go to look for a car, the salesperson will often give you plenty of sales literature, but no folder or envelope for saving them. If shoppers have more than three items in their hands and you offer them a shopping basket, they buy more; if not, they move to the checkout counter.

What can Centers learn from these stores?

Communicating Value through Attention to Details:

One real estate agency had all of these: Empty literature display racks. One-sided posters taped on windows which means the inside view is a blank square. A sign promoting a house that has already been sold. A sign advertising an "open house" held two weeks ago. A portfolio of "homes for sale" held together by duct tape.

What can Centers learn from these stores?

The "Transition Zone" (The First Few Steps Inside):

Walmart has greeters at the door. The first few booths after the entrance of a trade show have the fewest visitors. Cosmetic displays in department store aisles slow shoppers down and encourage a look. Long lines at the cashiers at CVS Drug Stores cause customers to go back out the door; the line of customers at CVS is visible as you enter; grocery stores hide the lines behind the bank of cashiers and create a flow away from the lines. Grocery stores have "12 items or less" lines.

What can Centers learn from these stores?

Signs, Signs, Everywhere There's Signs:

Starbucks has eleven distinct signing positions; signs are most read while waiting on line for coffee and while drinking their coffee. Arby's has found that the sign sitting on top of the cash register gains more attention than the menu posted above; it's at eye level, interrupts the line of vision, and is unbundled from a long list of products. Laundromat bulletin boards are heavily read; you'll read anything when you're bored. McDonald's has discovered that 75% of customers read the menu *after* they order, while they wait for their food.

What can Centers learn from these stores?

Best Bets! Next Steps!

Your seminar leader...

Greg Newton, principal of Greg Newton Associates, is helping states and local One-Stop systems across the country create a vibrant Work-force Investment System. Greg and his team of independent consultants, Melanie Arthur, Sandy Gonsalves, Sandra Hastings, and Kip Stottlemyer, assist welfare-to-work, school-to-work, one-stop partners and systems apply private-sector strategies to find success in a changing environment.

Learn more: Visit www.GregNewtonAssociates.com