



Retail SOP Performance Analysis

Enhancing Customer Experience Through Standard Operating Procedures

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Project Background & Methodology

Project Background

This analysis evaluates retail store staff's adherence to Standard Operating Procedures (SOPs) during customer interactions. The goal is to identify areas for improvement and enhance overall customer experience.

Analysis Objectives

- ✓ Compare overall SOP compliance from initial to final observations.
- ✓ Assess compliance for each specific SOP indicator.
- ✓ Identify top and bottom performing branches.
- ✓ Provide actionable insights and recommendations.

Methodology

Data was collected through direct observation of staff interactions, with scores of 1 (compliant) or 2 (non-compliant) for each SOP indicator. Analysis involved calculating compliance percentages and comparing performance across periods and branches.



Data Cleaning (Excel)



Data Analysis & Visualization (Tableau)

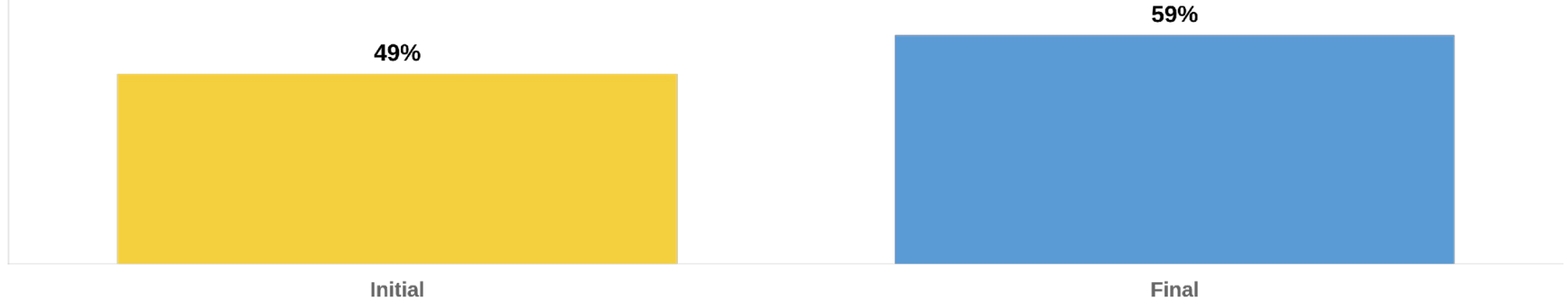


Insights & Recommendations



Presentation (Manus AI)

Overall SOP Performance



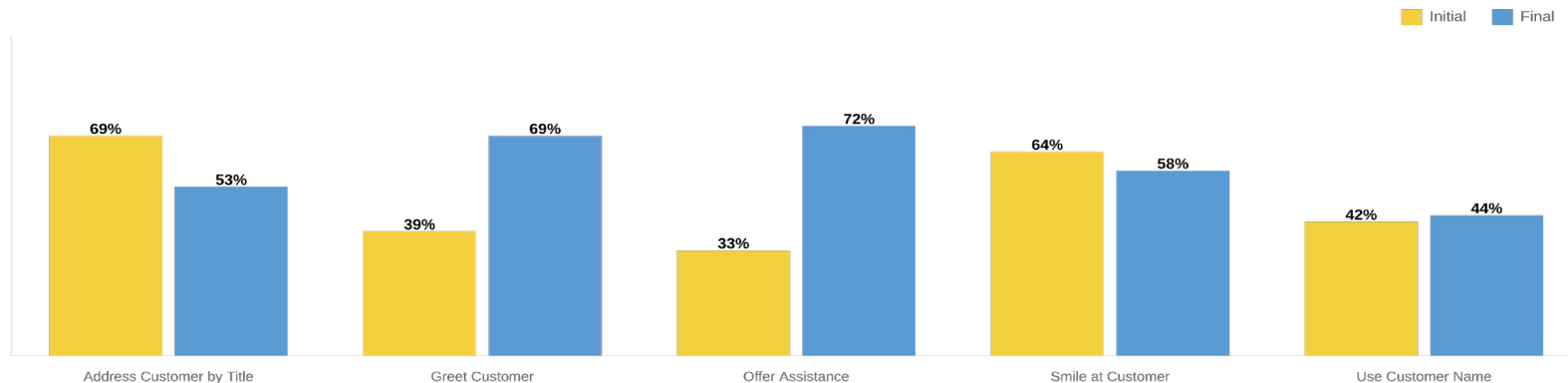
Key Insights

- 📈 **10% improvement** in overall SOP adherence from Initial (49%) to Final (59%) observation period
- ⚠️ Despite improvement, **41% of customer interactions** still show SOP non-compliance
- 💡 Training initiatives have shown positive impact but significant room for improvement remains

Recommendations

- 🎓 Implement refresher training focused on consistent SOP application
- 🏆 Develop a recognition program to reward consistent SOP adherence
- 👁️ Create visual SOP reminders at key customer interaction points
- 💬 Establish regular performance feedback loops with branch managers

SOP Performance by Indicator



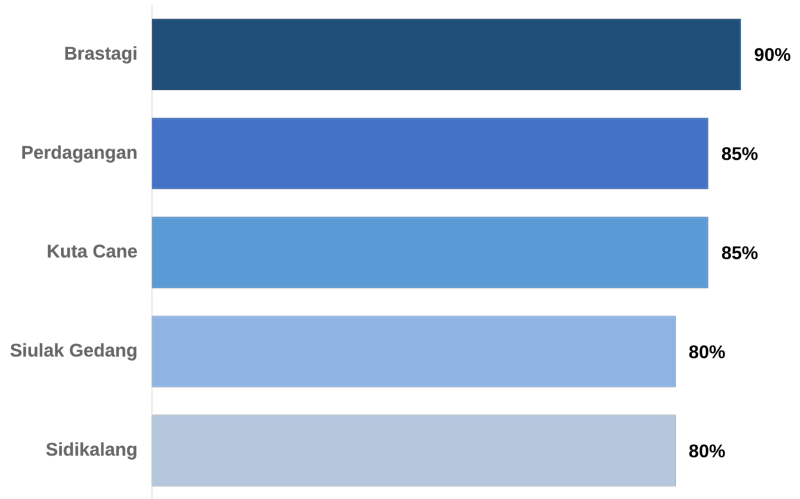
Key Insights

- ↑ "Offer Assistance" and "Smile at Customer" showed **significant improvements** (+39% and +6% respectively)
- ↓ "Address Customer by Title" **decreased by 16%**, suggesting potential confusion or resistance to this protocol
- ! "Use Customer Name" remains the **lowest-performing indicator** despite slight improvement

Recommendations

- 🎓 Develop targeted training modules for underperforming indicators, especially personalization techniques
- 👥 Implement role-playing exercises to practice customer name usage in a low-pressure environment
- 📄 Create a simplified protocol for addressing customers appropriately based on cultural context
- 🌱 Share best practices from high-performing indicators to build on existing successes

Top Performing Branches



Key Insights

- 🏆 Top performing branches achieve **80-90% SOP compliance** rates
- ★ Brastagi branch leads with exceptional **90% compliance**
- 📈 All top branches significantly exceed the overall average performance of 59%

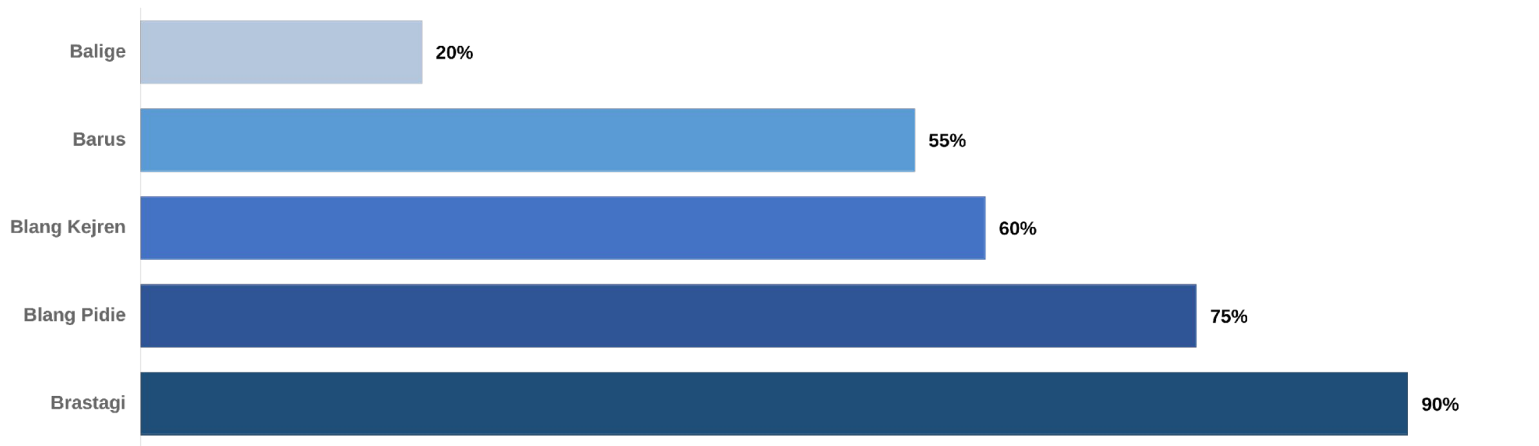
Success Factors

- 👤 **Strong Leadership**
Branch managers who prioritize SOP adherence and provide regular coaching
- 🎓 **Comprehensive Training**
Regular refresher training and role-playing exercises for staff
- ✅ **Consistent Monitoring**
Regular performance reviews and immediate feedback

Recommendations

- ↔️ Implement a knowledge-sharing program between top and underperforming branches
- 📄 Document best practices from top branches to create standardized training materials
- 🏆 Recognize and reward top-performing branches to reinforce positive behaviors

Improvement Opportunities



Key Insights

- ⚠️ Balige branch shows **critically low SOP adherence at only 20%**
- 📊 **Significant performance gap** between top branches (80-90%) and bottom branches (20-75%)
- 📋 Even within bottom performers, there's high variability (20% to 75%)

Recommendations

- 🚚 Conduct urgent intervention at Balige branch with dedicated training team
- 👥 Implement peer mentoring program pairing bottom branches with top performers
- 📋 Develop branch-specific improvement plans with weekly progress tracking
- 👤 Review management practices and provide leadership coaching where needed