

## **Proposal to Create a Manual Specific for the Kohl's Jewelry Department**

### **Summary**

The Kohl's Jewelry Department is a complex area, with many different duties for your employees to learn. While there is a specific set of video manuals for the simpler jobs of the store, like cashiering and merchandising, there is no compact source of information about your Jewelry Department. Instead, the Jewelry Department has several large binders with a mixture of unorganized information. Most employees in the department have not read the majority of these binders and do not know how to use them to look up information that they need. This leads to situations in which the customer is given incorrect information, or is inconvenienced because the employees are unable to assist them properly.

A manual for the Jewelry Department at Kohl's would fix these issues. A comprehensive manual would provide the variety of information your employees will need in an organized manner. A manual would also double as a tool to help train new employees on how to work at the Jewelry boat. Employees with access to an organized, complete manual would be able to better assist your customers. A manual will also prevent your employees from being misinformed about how to handle the variety of duties they need to preform while working in the Jewelry department.

I am willing to write a manual for your Jewelry Department. The manual would only take one month for me to complete. It will be thirteen chapters long, with an index and a table of contents. The manual could also be printed in color, although it would cost significantly more than a black and white manual. We could begin mass printing on April 31<sup>st</sup>, and then distribute a copy to all of your stores.

I am confident in writing this manual for you because I am one of your part time associates. During my time working at Kohl's, I have been trained and have worked in the Jewelry Department. I have worked with many other Jewelry Department associates and have seen where they are confused, or when they provide incorrect information regularly. This experience is crucial to me. It helped me realize what information the associates did not have and could not access.

### **Introduction**

Your associates would benefit greatly from an easy to use manual with all the information they need split into neat chapters. Through writing this manual, I hope to make the duties of the Jewelry associates both easier and more efficient. The manual will cover both the typical cashiering duties of the department, and the Jewelry specifics that are important to the department flowing smoothly. For example, your associates will be able to effectively solicit credit while following proper security procedures at the same time.

Currently, there are several binders within the Jewelry Department that contain a mixture of information. These binders are poorly organized and do not contain all of the material that the associates need to work in their area. There is a minimal amount of information on sizing rings, for example, and no explanation on what to do when a perfume sampler runs out. One well

written, well organized manual could replace this mishmash of information. It would be much more accessible and user friendly for your associates.

In the following paragraphs, I will provide specific instances I have seen where a manual would have been helpful. I will share more information about the details of the manual, including what the chapters of the manual will cover. There will be information about my qualifications and the budget required for this project near the bottom, followed at the end by a brief conclusion.

### **Problem Definition**

When I was first being trained in the Jewelry Department, the associates training me provided me with contradictory information. One associate told me that Jewelry associates did not have to solicit credit, and recommended against it. This was shocking, considering Kohl's usually stresses soliciting their credit card to customers. Before being trained in the Jewelry Department, I had been trained and worked as a typical cashier. I knew first hand that the managers regularly stressed to the cashiers the importance of getting credit. Yet, oddly enough, the Jewelry associates were not told to get credits. Because of this, they not only did not try for credit, most of them did not even know how to go about the sign-up process. While I was processing a credit for a customer in the Jewelry Department, one of my fellow associates came up to my computer. She wanted to do a price check, so she clicked the exit button on the credit screen to move the computer back to price scanning mode. However, by doing this, she deleted all the information my customer had just spent several minutes inputting into the pin pad. She did not realize what she had done until I informed her, simply because she was not used to working with the credit process in the computer.

The Jewelry Department associates did not just fall short in the cashiering duties. Many of them lacked information about the processes that were specific to their department. This fact became obvious to me early on. A customer, on one of my first shifts in the Jewelry Department, came up to the Jewelry boat. She had purchased a ring from us a few days ago, but needed it resized down a size. I called the associate with whom I was training with, and asked her what the proper procedures were. The Jewelry associate was not sure. She explained that we sent the rings away to be resized elsewhere, but she was not sure if there was a fee or not. She told the customer she didn't think there was a fee. The customer had only spent forty dollars on the ring, and explained to us that if there was a fee, she did not want to bother getting the ring resized. The associate I was working with did not try and search through the many binders tucked under the desk of the boat; she took the customers ring and information, and told her we would call her when the ring came back. Over the next few days, I asked several other associates about the ring sizing rules. I knew it was unlikely for us to size all rings for free, but that was what most of the associates thought. Finally, one of our associates whom only worked weekends was able to accurately answer my question. This associate explained to me that we were size rings for free if the sale price of the ring was over a hundred dollars; otherwise, resizing a ring would cost the customer twenty dollars. This was vital information, especially considering that customers wanting to resize their rings was a daily occurrence in the Jewelry Department.

Your associates need a user friendly manual that contains information about how to handle the basic cashiering duties and how to handle the specific procedures within the Jewelry Department. This manual could be used to train the associates, along with being a quick reference guide for

when the associate is unsure about how to properly handle a situation. Kohl's will benefit greatly from associates who are confident in how to handle the variety of situations that occur in their department. Customers that are professionally and properly handled are happy customers.

The manual will cover how to solicit the credit card from customers. It will explain, in detail, what to do and what not to do while getting that credit. It will also have the information your associate needs to send a customer's ring to be resized. I have based the information that the manual will cover off what I have learned during my time in the Jewelry Department. By tailoring the manual to the needs and procedures of the department, I can create a manual that will help all your Jewelry Department associates perform effectively at their job.

### **Proposed Solution**

The manual will be comprehensive and easy to use. It will contain both an index and a table of contents to help your associates find the information they need. The manual will be created and printed in a landscape orientation, to better utilize photographs with the text. The manual will also be highly customized to Kohl's, with the first chapter about the mission statement and the Yes We Can policy. The following chapters will each focus on different duties and situations that the associates

The first few chapters will focus on the basic cashiering duties that the Jewelry Department associates need to know. The second chapter of the manual will provide a detailed picture of the workstation, and a thorough explanation of the different items found at the cash register. This will include brief explanations about how to use the scanner gun, the diamond checker, and demagnetizer. The third chapter will be the basics of processing a sale. This chapter will provide images of the computer screen, with explanations for the different buttons on the screen. It will outline how to start a transaction, how items will appear on the computer screen when rung up, and how to end the transaction. Coupons will have their own chapter. In this chapter, the three different types of coupons (percent off, dollar off, Kohl's Cash) will be explained.

The next group of chapters will focus on the other customer service duties. The first chapter in this set will cover how to accept and process payments towards a Kohl's card. It will also have information on other methods by which customers can pay their bill. Post sale adjustments and even exchanges will each have their own chapter, with pictures and explanations for the buttons that your associates will encounter while doing these processes. A brief chapter will cover returns. With the exception of a few details, this chapter will mostly be a review of the Yes We Can policy. Finally, the manual will cover how to sign up a customer for Kohl's card. It will have all the information that the associate will need, including information about what the credit process will ask the customer and why.

The last group of chapters will be specific to the Jewelry Department. The most important duty will be first: security. This chapter will be dedicated to teaching your associates how to properly handle the merchandise. It will inform the associate in safe techniques, like how many jewelry items can be safely displayed at a time. A chapter on diamonds, silver, and gold will follow. Many customers will ask your associates which metals will tarnish, or why some diamonds are better than others. This chapter will equip your associates with answers for those questions. The next two chapters will provide pictures and step by step details on how to resize rings and how to take out links out of watches. The two chapters after this will cover the basics of maintaining the

costume jewelry and the perfumes. These chapters will discuss how to access the dock to look for more stock and how to back stock extra jewelry or perfume.

After reading this manual, your associates should be able to handle a wide variety of situations. By simply having this manual to access, they will be better prepared to assist customers.

### **Qualifications**

I was hired by the Kohl's in McKinney in August, 2012. I worked mainly as a cashier, although I did have the occasional shift in a Department. During the December of 2012, I was trained in the Jewelry Department, and began working shifts regularly there. I worked with several different Jewelry associates, ranging from new Jewelry associates like me, to seasoned veterans who could take the link out of a watch in half a minute. During my time working in this department, I witnessed a lot of new associates get confused over how to handle issues specific to the Jewelry Department. Conversely, I witnessed the season veterans make regular mistakes while handling basic cashiering duties. Because of my first hand experience, I know what material the manual will need to cover to best assist your associates. I know what issues confused the associates I worked with; those are the issues that need to be clarified in an easy-to-use manual.

### **Budget**

I am willing to write this manual for you free of charge. You will not need to factor the cost of paying a technical writer into the cost of creating the manual.

The printing costs can only be predicted at this time. They will vary greatly depending on if you would prefer to print in color or black and white. However, it can be estimated that a thirty page, full color manual would cost around four to five dollars to produce. Each store would only need to receive one of these manuals, and the manuals could be shipped with the rest of the merchandise. This way, shipping costs are not an issue. In time, the manuals will easily pay for themselves with an increase of good customer service.

### **Conclusion**

Your Jewelry Department associates would benefit greatly from a user-friendly manual. A manual would help clarify both cashiering duties and Jewelry Department specifics for the associates, so that they could better assist customers. An index, table of contents, and detailed pictures will make finding information in the manual easy. I am willing to write the manual free of charge, using the experience I gained while working in the Jewelry Department of Kohl's.