

Action Plan Implementation Strategy



Implementation Strategy for Customer Aggression (Violence and Aggression)

Please note that the interventions outlined in this example come from the [Mind Your Head Example Action Plan](#) and would need to be replaced with interventions related to your own workplace. We suggest completing an Action Plan for your own workplace first (you can use our [blank template](#) and [Hierarchy of Control guides](#) to help you with this) and then using these implementation strategies as examples of how to roll-out your own interventions.


Week 1: Comprehensive Consultation Phase

This strategy will require adequate resourcing, such as a designated person/s from the HR Department & Customer Service Team Leaders whose role is to focus on this for the coming weeks.

- Day 1-2: Announce the initiative to address "Customer Aggression" and the associated challenges. Use various communication channels to reach the impacted teams (emails, intranet posts, and physical notice boards), asking for employee input and consultation.
- Day 3-4: Set up comprehensive group consultation sessions with the front of house/reception & sales teams. Include representatives for employees who cannot attend. Use digital platforms for virtual consultations. Ensure that every employee has access to a copy of the current "Customer Interaction and Safety Policy".
- Day 5-7: Distribute a comprehensive survey/feedback form (ensure anonymity) to gather insights and suggestions on the current challenges faced, allowing time for all employees, even part-time/casual, to provide their input.

Week 2: Drafting and Redesign Based on Consultation

- Day 8-10: Analyse feedback from the consultation phase to identify the root causes of customer aggression, such as long hold times on phones. Start drafting solutions to address these root causes.
- Day 11-12: Propose and draft a "Zero Tolerance Policy" for customer aggression. Ensure that the policy is clear, concise, and provides guidance on how employees should handle aggressive situations.



Day 13-14: Finalise the drafts and distribute them to the impacted teams for further feedback. Collect feedback and analyse the data to identify any additional concerns or suggestions.

Week 3: Finalise and Implement

Day 15-17: Incorporate the feedback received on the drafts. Finalise the solutions to address root causes and the "Zero Tolerance Policy".

Day 18-19: Officially launch and implement the changes. Ensure that all impacted employees are familiarised with the changes and have access to the new policies and resources.

Day 20-21: Schedule and conduct training sessions for the impacted teams on the new policies and how to handle aggressive customers. Ensure that there's a Q&A session at the end of each training to address any concerns or questions.

Final Communication:

Conclude the implementation phase with a communication to all impacted employees, acknowledging their contributions and emphasising the commitment to managing customer aggression. Importantly, announce the initiation of bi-monthly reviews to continuously monitor and improve the implemented changes. Encourage employees to actively participate in these reviews and to fill out after-training feedback forms for the betterment of the workplace environment.