



## Retail

How Ted Baker supports a strong people culture with Advanced Clear Review



CASE STUDY



A woman with long dark hair and glasses is smiling and looking towards the left. She is wearing a white sleeveless top with a black collar. She is sitting at a table with papers on it. The background is blurred, showing another person's head and shoulders.

### Client

Ted Baker, British luxury clothing company

### Industry

Retail

### Project

Strengthening people and performance culture

## Introduction

Luxury fashion retailer Ted Baker has a strong drive to develop its people – but an outdated appraisals system wasn't serving its culture or aims. Here's how Advanced's Clear Review performance management platform, Advanced Clear Review, has helped align people and process, in the company's own words.

## Background: a strong people culture

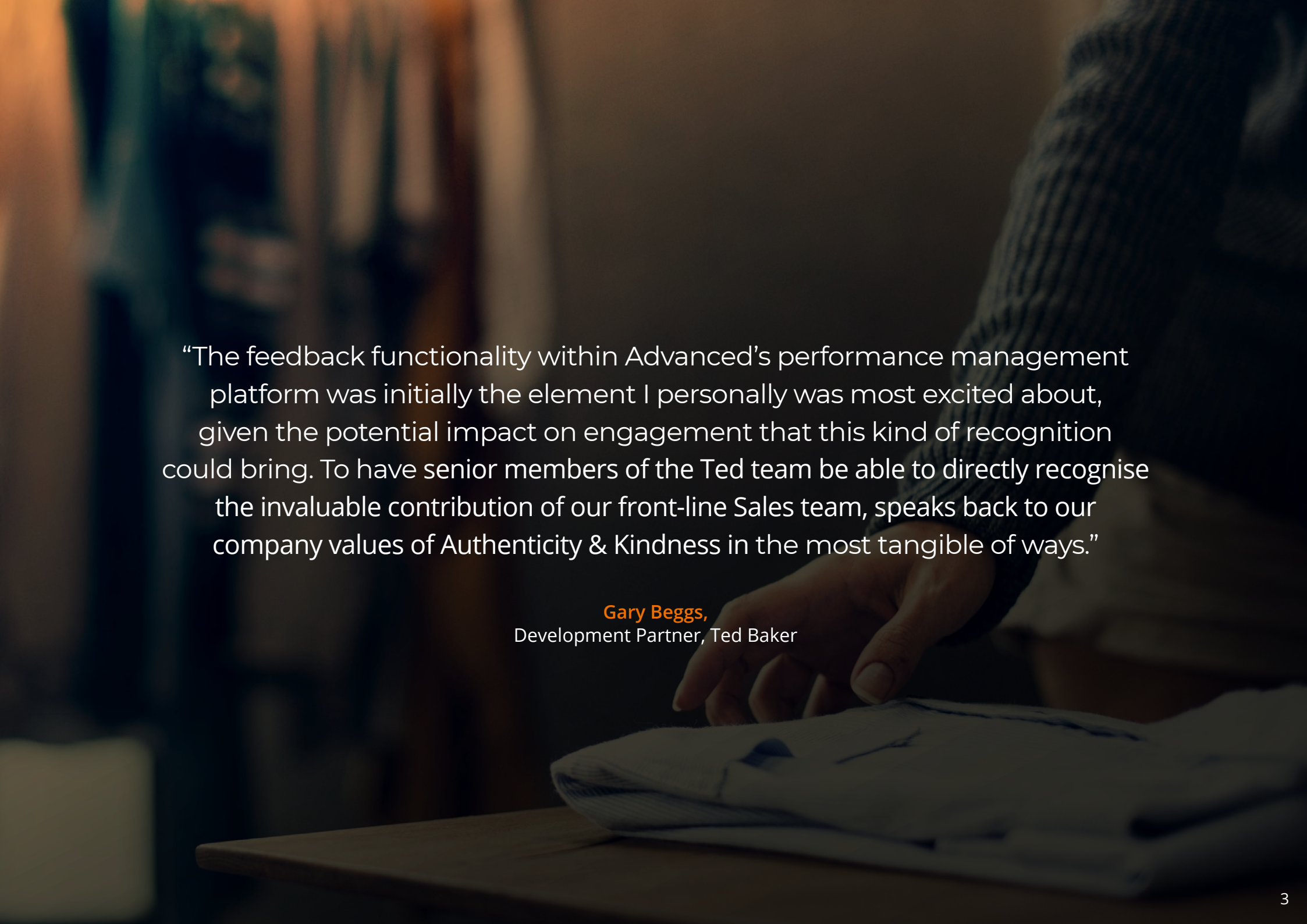
Ted Baker started up in 1988 as a standalone store, and we now have outlets all over the world, selling designer clothing and accessories. We have a strong people culture: we look to hire from within and develop our staff, encouraging talented and experienced people to stay.

Up until recently, many of our managers were still doing pen-and-paper appraisals – and the rest were recording them in computer documents, only to file them away and potentially not look at them again for six months. We wanted to improve the way we dealt with performance management, so we could better monitor our employees' performance, development, engagement and well-being.

Gary Beggs, our Development Partner, explains: "Whilst I think most of the team at Ted would attest to us having always had a strong and unique people culture, we definitely saw an opportunity to take the principles of what we knew we were doing well and bring our processes more in line with current thinking. We wanted to ensure that the development of our team member experience going forward was based on tangible data as opposed to what we 'felt' was true."

At Ted Baker, we have team members in many different settings, spanning across multiple countries. As a result, implementing a performance management system that could work for everyone felt like a tricky task.

We needed something that was sophisticated enough to allow people across the company to arrange check-in sessions, set and monitor goals, and give and receive feedback. We also wanted our managers and HR team to be able to pull all relevant analytics. On the other hand, the system had to be simple enough for all of our employees to start using it without excessive training – a key requirement during lockdown when all training had to be done remotely.

A close-up, slightly blurred photograph of a person's hand in a dark, patterned sleeve pointing towards a document on a light-colored table. The background is out of focus, showing what appears to be a bookshelf or a wall with some items. The overall lighting is dim and warm, creating a professional and focused atmosphere.

“The feedback functionality within Advanced’s performance management platform was initially the element I personally was most excited about, given the potential impact on engagement that this kind of recognition could bring. To have senior members of the Ted team be able to directly recognise the invaluable contribution of our front-line Sales team, speaks back to our company values of Authenticity & Kindness in the most tangible of ways.”

**Gary Beggs,**  
Development Partner, Ted Baker

## Advanced's performance management platform improves communication and motivation

When we first introduced Advanced Clear Review, there were some sceptics. Some of our staff were very comfortable with our old way of doing things – but their concerns were overcome quickly when they saw how simple it was to use. After watching a two-minute training video, the team were able to get things up and running straightaway. And it wasn't long before our employees began to see how the system could benefit them.

Since we started using the Advanced Clear Review platform, we've found the real-time feedback tool particularly useful. This tool has been allowing staff members who might feel overlooked, such as shop floor workers, to receive feedback from our leaders.

For example, if a member of our Senior Retail Team notices what a great job a shop floor assistant is doing during a store visit, they can log in to the Advanced Clear Review platform and give that employee a good piece of feedback on their way back home. This means our employees feel seen and appreciated, encouraging them to keep up the good work, and their manager gets notified of their job well done, which they can record as part of their evaluation.

We're also using the real-time feedback tool to get our employees' thoughts on internal workshops. We can find out straight after if it was useful and if staff would suggest any changes – which works a lot better than sending round a survey a few days afterwards and hoping people will fill it out and send it back.

## What's next?

Now, we want to continue to improve the employee experience with Advanced. We're planning to encourage even more team communication so that our team members feel supported. We also want to move away from annual objectives – instead we'll set short-term, agile goals with the Advanced Clear Review Clear platform. Ted Baker is currently having a values refresh, which will affect the way feedback is given: in the future, each piece of feedback will link back to our values in some way.

As we try to hire from within to fill a lot of our roles, we're going to use Advanced Clear Review more to help with skill development. This means encouraging our staff to set personal development goals: they'll be able to decide the best course of action to get where they want to be, with the guidance of their manager. For example, that could be taking training courses, having more frequent one-to-one time with their manager, or shadowing in different departments.

Moving forwards, we'll introduce Advanced Clear Review during our onboarding process, so that new members of staff can get familiar with the system from day one. We hope that this way, our team members will be even better at using the system on a regular basis, as it will become second nature.





## We would love to show you more

To discover how our performance management software can help you achieve your goals, get in touch today.

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