

PETS AT HOME SEES BENEFITS FROM OUTSOURCED TRAUMA CARE STRATEGY

BACKGROUND

Pets at Home is the UK's largest specialist pet retailer with over 350 stores nationwide and employs around 6,000 people.

Pets at Home won the Sunday Times award for the best big company to work for in 2013.

THE OBJECTIVE

As a fast growing business with an increasing head count, the potential for colleagues to experience traumatic events is continually rising. These can range from the death of colleagues and incidents at work, to more personal issues.

As a company the well-being of colleagues is fundamental to their corporate principles. They believe it is essential to have the appropriate expertise in place, to provide specialist support exactly when it is needed.

Pets at Home is also keen that specialist trauma care is available to customers and other third parties if necessary.

THE CCP SOLUTION

Unlike generic trauma care and counselling service providers, CCP provides a bespoke approach using a range of therapeutic techniques which are highly directive and have a strong educative component.

- CCP will contact the individual between 48 and 72 hours following the incident, which allows time for the immediate shock to subside
- Prior to making contact, CCP will find out details about the incident to ensure the communication is as focussed and personal as possible
- Critically, CCP visit the individual at a time and place most appropriate to them. This could be at the Pets at Home store, their own home or a local meeting room
- CCP provides the line manager with regular progress reports and works closely on the formulation of an on-going care and return to work plan

Alan Pike, Clinical Partner at CCP said:

‘Traumatic incidents affect different people in different ways and as such the approach we take and the care we provide must be totally bespoke to individual needs.

‘When Pets at Home request our involvement, our first task is to assess the individual and then work with them in a structured manner which will help them move on from the incident efficiently.’



THE RESULTS

Since working with CCP, Pets at Home has seen significant improvements in the return to work time of colleagues. Those who have received CCP's trauma care have given 'excellent' feedback.

The accessibility to specialist staff at CCP also helps Pets at Home demonstrate their commitment to colleague well-being, as well as providing reassurance that an effective support programme is available at all times.

In addition to trauma care, CCP has carried out highly successful 'Snake Desensitisation' workshops, for colleagues who, despite having a deep love of animals, have a fear of snakes.

CCP is already working with Pets at Home on a series of 'Defuser' courses for Area Managers and HR Managers, to provide training on how to react in the immediate aftermath of an incident, when they are likely to be 'first at the scene'.

Delegates have described the courses as powerful and have benefited both professionally and personally from a greater understanding of human reactions to a variety of incidents and scenarios.

CLIENT SUMMARY

Ryan Cheyne, People Director, Pets at Home said:

'CCP has consistently delivered a high quality service, which has been universally appreciated by our colleagues.'

The unique advantage of CCP is that all their work is carried out by their own highly experienced in-house practitioners and not by sub contracted suppliers. This means there is always great consistency in their approach.

'We view our commercial arrangement with CCP as one of the most valuable investments we make, which more than pays for itself through the good will it generates among all our colleagues and the help it gives them in making positive adjustments, in difficult times.'



TO FIND OUT MORE ABOUT HOW CCP CAN HELP YOUR PEOPLE, PROTECT YOUR BRAND REPUTATION AND ADD VALUE TO YOUR BUSINESS

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