

Jon Naylor

Managing Partner at Cwichelm Ltd

Ryarsh, Kent, GB

Jon Naylor has the proof that delivering great service can be combined with reducing costs.

Biography

Jon Naylor has been the Owner and Managing Partner at Cwichelm Consulting, since April 2010. Cwichelm Consulting is focussed on enabling companies to achieve more through enhanced relationships with its customers. What makes Cwichelm different is the belief that great service is not only a way to drive sales, but also one of the best ways to reduce costs. Their current clients include JJB Sports, Eldorado in Russia and Dan Taylor Modelworks. Previously, Jon held a number of senior positions at Dixons Retail PLC, including Customer Experience Director and Head of Operations at PC World. He was instrumental in the growth of PC World from the acquisition of four stores in 1993 to the multinational brand that it is today. He led significant work streams during the different phases of the chains development from growth to becoming a mature customer focussed business. As a member of the PC World Board Jon led the development of customer strategy and implementation of key change programmes. He was responsible for the production Management Conferences with audiences up to 500 delegates and led a programme of highly acclaimed workshops which drove a significant improvement in the service level of the business. Jon also worked as Group Head of Productivity at Dixons using his significant operational experience to produce a group-wide standardised operating model. This included process re-engineering using Lean Six Sigma methodology and delivered a 10% reduction in staffing costs with a significant increase in service levels. Jon's early years were spent managing stores; this led to field management positions. In these roles he learnt sound business principles and was able to translate these into the delivery of increased levels of profitability. In these challenging times organisations need to deliver profit opportunities and drive an enhanced customer experience. His unique experience will show how it is possible to deliver great customer service whilst driving down costs.

Availability

Keynote, Moderator, Panelist, Workshop

Industry Expertise

Consumer Services, Consumer Electronics, Retail

Areas of Expertise

Great Customer Service, Improving Productivity, Driving Efficiency

Sample Talks

How to see your business through the eyes of a customer.

Only when the employees of any organisation learn how to view their business as their customers can you start to deliver great service. As we all know the first step on the road to self improvement is self awareness. The same is true for companies, the problem is you cannot tell your staff what to think. The workshop shows you how to get staff to think like customers. You then learn the techniques so they act in the way your customers want. The great news is that this also reduces costs.

Event Appearances

Customer Experience Workshop

Dixons Management Training Programme

Retail is a Contact Sport

PC World Management Conference

It's all in the Approach

Gapbuster Supplier Conference

Education

University of East Anglia

BA Hons Economics and Philosophy

Accomplishments

Retail Week Product Innovation of the Year

Introduction of data recovery labs into PC World stores

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