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## BC Liquor Board

The BC Liquor Board strives for excellence in serving their customers, coworkers and stakeholders. They value social responsibility, integrity, respect, people, and continuous improvement and therefore we decided on them as a winning company. LDB is one of two branches of government accountable for the beverage alcohol industry in BC and is one of the major liquor purchasers in the world. Every year more than 40 million consumers, and over 10,000 BC bars, restaurants and private retailers are supplied with liquor through BC Liquor Stores. This is a leading differentiating factor for BC Liquor Board, but they also have more products available and their profits go to the Provincial government.

The hiring process for employees is taken very seriously. They use NEOT, New Employee Orientation Training program which is an in depth long term course. Knowing the variety of products is an essential sales skill. Understanding specific features allows employees to discuss an array of merchandise accurately and persuasively. Customers respond to enthusiastic sales staff who are passionate about products and eager to share information and tips with them. With such a large consumer base the BC Liquor Board has a lot of responsibility to their customers and employees. Serving the interests of clients and stakeholders and giving them, a quality experience is a key member in their success. They push to deliver excellent products and services to a variety of liquor outlets in British Columbia. Training staff properly on products and excellent customer service is the foundation to a loyal customer base, and LDB takes this very seriously, starting with employees on the floor. Employee benefits for LDB are quite impressive in addition to them offering competitive pay. They are union based, with full medical and dental and tuition reimbursement. Benefits understandably vary depending on the length and position of your employment.

Being socially responsible is increasingly important in hospitality and tourism as consumers are focusing more on experiential services and are more in tune to company impacts. LDB focuses on encouraging and promoting the responsible use of alcohol, reducing the impact that their business has on the environment and giving back to the communities they're serving. Promoting the responsible use of alcohol can be difficult, but educating staff on the potential negative impacts of irresponsible use is crucial. Liquor in the hands of someone who is under age can have huge repercussions. Staff receive specific training to ensure they don't sell alcohol to minors and are able to educate customers on the ramifications of making alcohol available to minors. Training both employees and customers on the harms associated with over-consumption and discouraging dangerous behaviors while drinking increases awareness in communities and reduces risk. BC Liquor Board has monthly campaigns as well as FASD awareness and Get Home Safe programs

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available to the public. Community awareness and unity is important and being environmentally responsible and sustainable as a company and community benefits all parties. LDB has a goal to reduce their environmental footprint by expanding on existing programs and introducing new ones. Waste management, energy and fuel efficiency and recycling programs are expanding, and BC Liquor Board aims to be a head in sustainable retailing. Community fundraising is another way to demonstrate unity and commitment to the communities and they do this through multiple successful charitable activities. LDB is involved with Red Cross Disaster Relief, Support Dry Grad, Share-a-Bear, as well as supporting many local charities depending on location.

The four pillars to which LDB credits their success are Integrity, Respect, People, and Continuous Improvement. Ethics and accountability are some of the most important values individuals can exercise in or out of a work environment. Without either value in the workplace, the culture within the company is at risk for poor organizational development. Demonstrating respect at work is an important factor in creating a comfortable and positive work environment. BC Liquor values expression of opinions and ideas and listening to what everyone has to say with an open mind. Courtesy, politeness and kindness build a happy employee and customer atmosphere. Their third pillar is People, and this refers to recognizing people as their greatest asset. This speaks to LDB's understanding that customer service is key. Their employee's interactions with customers are one way they differentiate themselves from their competition. They focus on diversity in their employees to represent the diversity of their clients as well as invest in employees' careers, maximize individual potential, reinforce the culture, and expand professional opportunities. Lastly, we have Continuous Improvement which is self-explanatory, but we can dive in a little bit further. Their website defines this pillar as seeking out new ideas in their pursuit of excellence. A more specific definition would be a continuous plan of actions to revitalize products, services or processes through consistent analysis of operations.

Our interview with the BC Liquor Branch was a success however looking back we agreed we could have also interviewed a representative from their Special Events department as well as the HR Representative that we spoke with. Researching and digging into LDB was eye opening. The emphasis they put on their employee's education and happiness was a pleasant surprise. We expected to hear more about their competitive pay and employee benefits attributed to their success, but they didn't stop there. They stress training employees thoroughly over a longer period which proves to decrease their turnover and increase customer loyalty. Rather than throwing money and benefits at their employees they make sure that everyone is given the opportunity to feel confident and knowledgeable in their position. Associates are educated on excellent customer service practices and in turn build positive relationships with shoppers developing a strong loyal

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customer base in each location. Our discussion with Pardeep, HR, also focused more on their company values, and their four pillars