



Improving Closing Task Completion in a Nation-Wide Drugstore Chain



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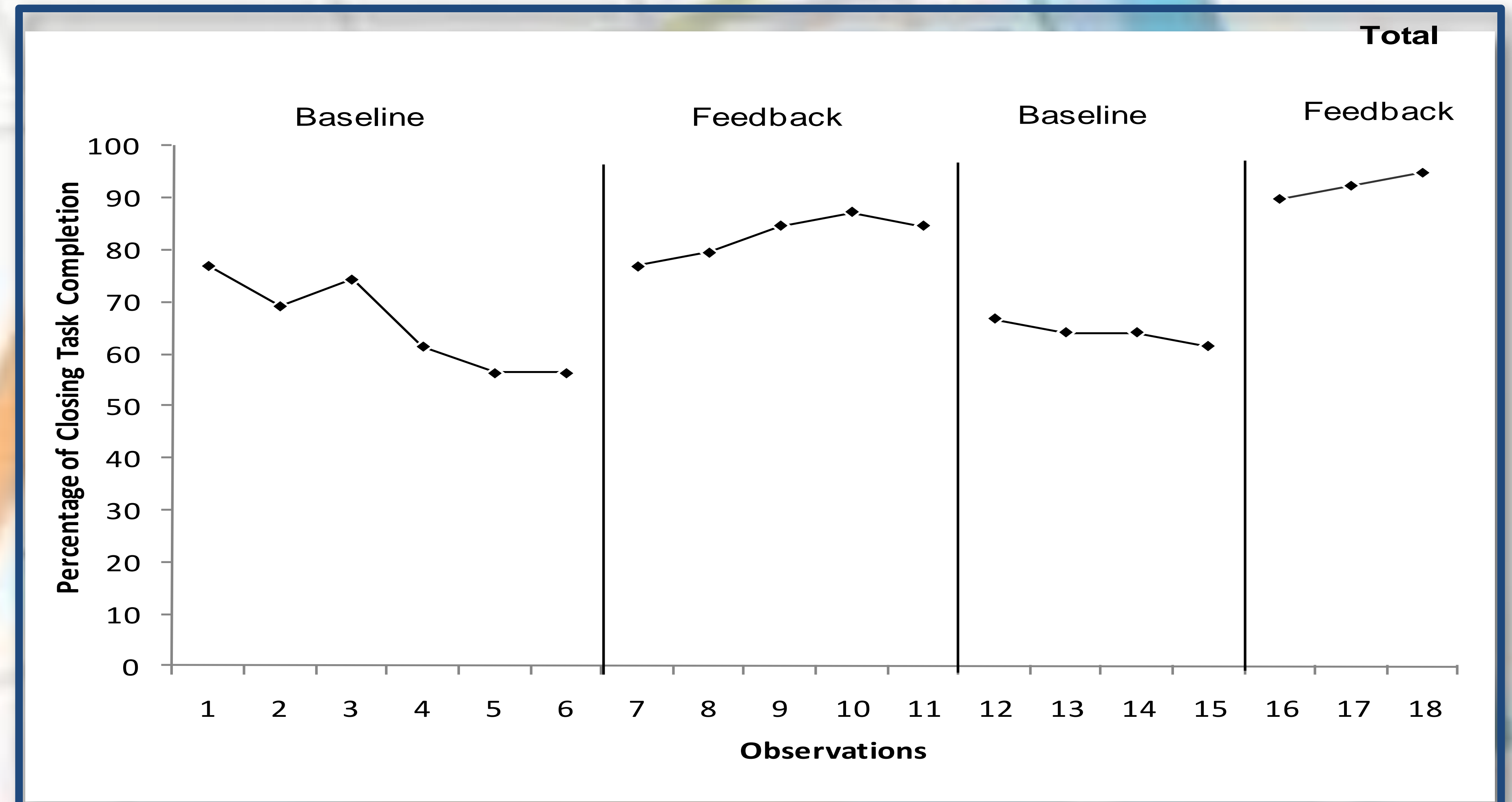
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INTRODUCTION

- Performance feedback has been used to successfully modify behaviors in an assortment of workplace settings
- Adding behavioral consequences and/or goal setting to feedback improves the overall behavioral effects and consistencies
- When goal setting and feedback are combined, they have been proven to affect performance positively by increasing the information and motivation needed to execute work tasks in their entirety
- The current study examined the effects of goal setting and graphic feedback on closing task completion in a nationwide drugstore chain
- For the purpose of the current study, performance feedback constituted graphic feedback depicting the percentage of closing tasks completed, and thus serving as information concerning the employees' past performance

RESULTS



METHOD

Participants & Setting:

- This study was conducted in one location of a nation wide drugstore chain
- Participants consisted of 10 part-time and 10 full-time employees
- Participation in this study in no way affected participants' employment or promotional status

Apparatus & Materials:

- All employees were individually given a nightly check list form upon training
- The check list consisted of equal but different tasks per department

Dependent Variable:

- The number of closing tasks completed per night
- Closing task completion was expressed as a percentage of tasks completed per night

Experimental Procedures:

- A within-subject ABAB reversal design was used to evaluate the effects of goal setting and graphic feedback
- The researcher collected data nightly and recorded whether the closing tasks were completed
- Goal setting was contingent upon the employees' performance during baseline and graphic feedback was posted weekly

DISCUSSION

- Graphic feedback and goal setting were effective in increasing closing task completion for the entire store
- The managers and employees believed the intervention was effective and easy to implement
- Variability in the data could have been the result of:
 - The district manager's presence
 - The manager assigned to the closing shift
 - The amount of store activity
 - The amount of employee experience
 - The presence of the researcher
- A detailed functional analysis or descriptive analysis would have been useful
- Management expressed satisfaction and gratitude with the results