

An **extra**  
for your business

Discover the innovative **training  
and transfer system** that helps  
you achieve greater success with  
**extra.**

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Nowhere is learning as effective and sustainable as directly in the workplace, in real interactions with customers and colleagues.

That's why we developed **extra. excellence transfer** is a system designed for long-term, individual on-the-job qualification.

With **extra**, you set off on the path to training and professional development.

# What is **exctra**?

**exctra** is used wherever people work with people. It is particularly suitable for businesses and organisations in:



- Premium and luxury retail
- Hospitality & gastronomy
- Healthcare & care services
- Financial services
- Customer service centres
- Public institutions with strong customer contact

Anywhere excellent communication, service quality and leadership are crucial.



**extra** integrates service and management qualification into daily work. Sustainable, future-focused, and long-term.



**extra** makes both service performance and leadership performance visible and measurable.



With **extra**, digitalisation meets humanity.



**extra** replaces conventional off-the-job training.



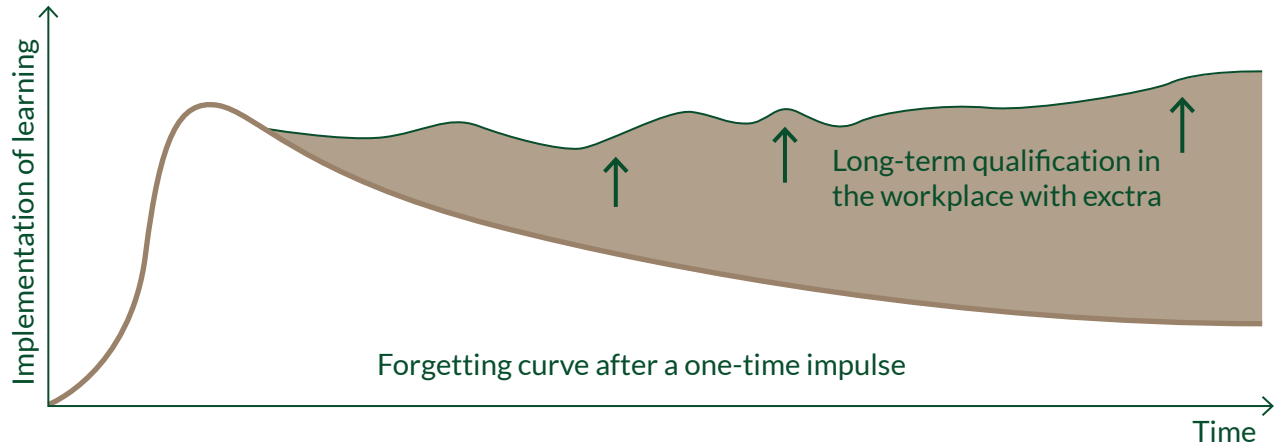
**extra** offers the possibility to qualify staff individually, sustainably, and effectively.

# exctra builds trust and a joy for learning

Learning is often perceived as an additional burden. **exctra** changes that. It brings learning directly into the working day – naturally, simply and sustainably. Employees no longer see feedback as criticism, but as an opportunity. Managers gain confidence and clarity.

And businesses benefit from tangible quality and motivated people.

# The success curve



# How does extra work?

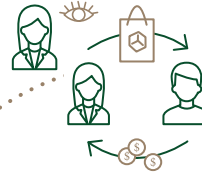
Step 1:



Define the criteria for observation



2. Observe in real-life interaction situations



3. Enter observations into the tool



4. Hold feedback and goal-setting conversations at eye level



5. Provide coaching and on-the-job training



# This is what **extra** looks like in practice

## An example from retail

A mentor observes a sales consultation.  
They pay particular attention to criteria such as:

- Starting the conversation and greeting
- Questioning techniques and identifying needs
- Presenting the products
- Handling objections
- Closing and saying farewell

After the observation, the mentor gives direct, eye-level feedback. Together, specific goals are agreed, e.g. further refining questioning techniques. These goals are documented in the extra tool and reviewed at the next spotcheck. This makes development measurable and visible.

Concrete observation criteria are defined together with the business and recorded as a matrix in the extra tool. Carefully trained mentors carry out spotchecks based on this foundation: they observe and assess employee performance in real work situations and enter their observations into the tool using the matrix.

The analysis is immediately available. It's simple and easy to understand. The person observed and the mentor jointly analyse performance and results in a feedback discussion. Further qualification and learning goals are jointly defined and recorded in the system again.

Based on this, mentors coach and train employees directly in the workplace in short sequences and with spontaneous feedback.

### **Time required**

Depending on the scope of the observation matrix, observations take between **10 and 20 minutes**.

Including the subsequent feedback, a spotcheck takes around 20 to 30 minutes.

These times are indicative and may vary depending on philosophy and usage.

# extra in the company

## At the heart of the organisation

Based on company, departmental or individual goals, the **extra** system enables regular measurements to check whether the business is moving in the right direction.

The analysis is carried out depending on the role in the system – individual, departmental or company-wide. This always provides an overview of progress. In the case of deviations, timely corrective action can be taken. **extra** is THE tool for measuring and improving the quality of service and leadership performance.



# Smart analysis and data protection

Analyses in **extra** are based on an algorithm that translates observations into meaningful KPIs and visualisations. This ensures objective and transparent results.

All data is, of course, processed in compliance with the GDPR or Swiss data protection law. Only authorised users with the appropriate role rights can access the data. **extra** protects the privacy of both employees and businesses equally.

## High acceptance – strong engagement

The **extra** system involves both managers and employees. Feedback is based on clear, transparent principles and values. Employees are encouraged to find solutions themselves and take on responsibility. All of this leads to wide acceptance and strong engagement from all involved.

## A lived culture of feedback and learning

Based on the analyses, employees receive regular feedback on their performance and are supported sustainably in their development.

The acceptance of the entire process largely depends on how feedback is delivered – it should be constructive and easy to integrate into daily work. It's also crucial that values such as respect, credibility, and equality are lived in everyday interactions.

This is how a valuable and sustainable culture of feedback and learning is established, with a view to the future

# Voices from the field

“**extra** has shown us that excellent service is no coincidence. Today, our teams work with more confidence because they know exactly what matters. Not only do our customers feel this – we feel it ourselves. It makes us proud to see this development.”

National Sales Manager, Premium Retail

“Our products stand for the highest quality – and every customer contact should reflect that. **extra** enables us to ensure exactly that. It fills me with joy to see our employees acting with pride and confidence. For me, that’s the future – and true responsibility as an entrepreneur.”

Owner & Chairman of the Board, Premium Food Manufacturer

“**extra** has completely changed our feedback culture. Today we speak more openly and concretely with each other.” Front Office Manager, Hospitality

“In the luxury segment, it’s often about the smallest details – a look, a gesture, a perfect word. **extra** helps us live this art even more consciously. I see my team growing with passion and delighting our customers. For me, that’s true luxury work.”

Boutique Manager, Luxury Watch Retail

“I can finally see clearly in black and white where my strengths lie – and what I can still improve.”

Employee in Customer Service

“**extra** helps us make our high service standards measurable. In the luxury segment, that’s worth its weight in gold.”

Regional Manager, Premium Retail

# exctra makes an impact!



## Strategic orientation

**exctra** supports management in clearly defining quality standards for work performance and for communication, both internally and with customers. This ensures that everyone in the organisation moves in the same direction.



## Focused implementation

**exctra** helps employees to focus individually on their roles and to develop their own profile and strengths. Customers experience the result as top-tier service.



## Engaged people

People achieve remarkable results and are more satisfied when they are taken seriously and feel the purpose behind their commitment. **exctra** is transparent, appreciative and effective. Every employee can contribute to success and play an active role.

Experience clearly shows that using extra leads to better qualitative and quantitative results.

Companies achieve:

- positive feedback and loyalty from their customers,
- a strong, positive perception of their brand,
- and an increase in revenue per customer.



Recognition and good work are infectious. Employees take charge of their own development, look forward to reviewing their results, and work with dedication towards their goals.

# Results that count

## Businesses report:

- +28% higher customer satisfaction
- +24% increase in revenue per customer in premium retail
- 95% of employees find extra helpful for their personal development

# The three pillars of success

## 1. Precisely defined observation criteria

Quality criteria for interaction in service and leadership are operationalised and defined as observation criteria. These are then available in the observation matrix within the **extra** tool.

This process takes place in close collaboration between syme and the business.

## 2. The tool: flexible, simple, usable anywhere and multilingual

The **extra** system is completely flexible. It adapts to any company or department size. Its interface is userfriendly and intuitive. There are different roles in the system with defined read and write permissions. Each user only sees what is relevant to them. Entering observations is simple. The analysis is based on a sophisticated algorithm and is available immediately after an observation. The history of analyses, goals and developments can be accessed at any time. Because the **extra** tool runs on all PCs, tablets and smartphones, it is not location-bound and can be used anywhere.

## One system – many languages

**extra** speaks your language: German, French, Italian or English. Users can switch between languages at any time. This makes **extra** particularly flexible in international teams.

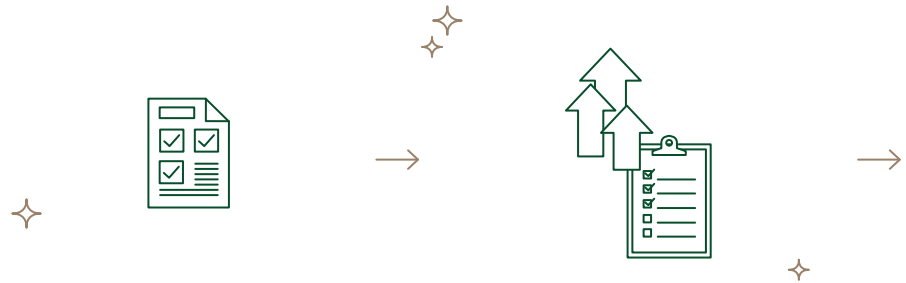
### 3. Engaged and qualified mentors

Mentoring is carried out by managers as well as committed and suitable employees. They work with colleagues and employees to ensure that the time invested and joint efforts result in measurable outcomes. They play a key role in the entire system. The success of qualification with **extra** depends on their observations, feedback and coaching. That's why we work closely with them to prepare them for their role and strengthen them in it.

On the one hand, it's about sharpening their perception and making their observations more precise. On the other hand, they are empowered to provide qualified feedback and to conduct short coaching sessions and training in everyday work.



# How we implement **extra** with you – in your business



1. Defining values and long-term goals.

2. Based on this, defining the critical success factors and the observation matrix.



3. Selection and qualification of mentors.



4. Impulse day as a kick-off, orientation and motivation for employees.



5. Further support from syme as needed: supervision and further qualification of mentors.

# Looking ahead



## extra continues to evolve

**extra** is continuously being developed. In future, even deeper analyses will be possible, for example through interfaces with HR tools or CRM systems. New features such as AI-supported feedback analyses are also on the roadmap.

## extra at a glance

- Feedback and learning culture firmly anchored in everyday work
- Individual development visible and measurable
- Simple, intuitive use on all devices
- GDPR/Swiss Data Protection compliant and secure
- Usable across all industries
- Multilingual: DE, FR, IT, EN
- Managers become effective mentors

# Before / After

## Before

- One-off training sessions
- “Spray and pray” approach (scattergun)
- Subjective gut feeling
- No sustainability

## After

- Continuous development
- Individual support
- Objective measurability
- Visible progress



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