



Customer Satisfaction - Our Biggest Opportunity?

Australia's two supermarket chains are lagging well behind their international peers when it comes to customer loyalty, new research shows.

The independent study by Gapbuster Worldwide, a global consultancy firm based in Melbourne, found just 13 per cent of Coles Supermarket customers reported complete satisfaction after visiting a store, Fairfax newspapers reported. Among Woolworths shoppers the figure was slightly higher at 17 per cent.

Gapbuster sent mystery shoppers into 600 supermarkets - Woolworths and Coles stores in Australia and ASDA, Tesco and Sainsbury's stores in the UK.

They reported back on their experiences browsing aisles, asking about the location of a product, visiting a service department such as a delicatessen or bakery and passing through the checkout.

ASDA proved to be the benchmark of the group with almost 1 in 4 customers claiming complete satisfaction with their shopping experience.

The study gave some insight into the deterioration of the Coles Group with Woolworths outperforming them in most categories, including overall customer satisfaction, speed of service and staff friendliness. However Coles came out in front on range and value for money.

VALE

Jack Lau, partner with Alex Ng of Bacchus Marsh FoodWorks passed away last month as a result of an incurable tumor and after 2 years of severe pain and suffering. Jack was a true gentleman of our industry and his legacy will continue through his wife Susan and his children who are also involved in the business.

Jack was an energetic and enthusiastic Independent supermarket owner with a particular passion for fresh food. The Bacchus Marsh FoodWorks store is the number one FoodWorks store nationally and has a sensational fresh produce, deli, fish and meat offer largely due to Jack's expertise and willingness to continually tantalize his customers.

The funeral for Mr Brian Quinton, the much respected owner of Warrandyte IGA was held on Friday 10th August 2007 at Holy Trinity Church Doncaster. Brian passed away following a relatively short illness.

Hundreds of family, friends and work colleagues both past and present joined Julie and their young family in attending the service to celebrate Brian's life and remember the many wonderful times they had spent with him since his childhood. He was a gifted sportsman and was a passionate Essendon supporter, reflected in the many red and black outfits worn on the day and the Bomber balloons released at the end of the service.

Brian had been a member of the Fire Brigade for 16 years before entering the retail industry and built a very successful IGA store at Warrandyte. He was well respected as a strong and dedicated man who provided inspiration for many during his relatively short life.

The MGA sends its condolences to both Families



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