

CUSTOMER SATISFACTION
Presented by Marks & Spencer, Workington. (25/2/2004)
Lakes College West Cumbria.

On the 25th of February the Cumbrian branch of the IQA hosted a team from Workington Marks & Spencer who gave a talk on Customer Satisfaction at the College of the Lakes, Workingtond Abbey from M&S started with a brief history of M&S starting with the penny bazaar in Castleford, Wakefield and finishing with the Lifestore which opened on the day of the talk.

The main thrust of the presentation was that at M&S customer satisfaction started by ensuring employee satisfaction. It is thought that if you want staff to be customer orientated it is necessary for the employer to be employee orientated.

Examples were:

People should enjoy coming to work (staff turnover at Workington is only 10%, one of the best in the country). There is a 20% staff discount and 80% are in a non-contributory pension scheme.

The second pillar of customer satisfaction was trust and M&S go out their way to ensure that the customers trust is not misplaced.

Examples were:

Egg sales during the Salmonella crisis, and freshly squeezed orange juice is on the shelf within 4hrs of squeezing unlike some competitors.

The third pillar is staff involvement and there are several schemes in which M&S actively seek staff involvement in its decision making.

The evening went very well with a lively question and answer session followed by a buffet of M&S treats including red and white wine.

The branches next session is on the 27th April at 14:30 at the University of Northumbria, Carlisle and is on customer Supply chains.

If you want to attend contact G. Edmondson 019467 74827----- or visit our web-site (www.cumbria-iqa.org) from which you can e-mail your request and find out more about the event and the branch.

Malcolm Knight.