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For Immediate Release

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Super J IGA offers a New Customer Feedback Mechanism

Earlier this month Super J IGA supermarkets rolled out a new medium for customers to provide feedback about their shopping experience at any of the eight stores around the island. This can be done by simply completing a brief survey about their store visit at www.igastore-feedback.com.

This service is now available to Caribbean members of the Independent Grocers Alliance (IGA) as part of the IGA Advantage through which IGA stores around the globe commit to providing friendly, responsive service with superior product quality and to actively seek and encourage feedback.

Head of Super J IGA Andre Chastanet, who is also Chairman of IGA Caribbean (a grouping of IGA retailers in the region), explains the new mechanism as part of a commitment to a process of constant customer-driven improvements which take advantage of the widespread use of the Internet and the advent of online survey technology.

“There is strength in an individual island store committed to taking customer service to a new level with a global brand backing this philosophy 100% to make the customer feedback process a lot easier” says Mr. Chastanet.

As an incentive to Saint Lucian customers, Super J IGA will be holding monthly draws where three customers who have provided feedback will each receive a \$50 Super J IGA voucher.

Company management intends to complete the feedback loop by giving prompt responses to customers about the actions taken, or that they intend to take, as a result of the feedback received. Super J’s Customer Service Manager Claudia Niles says, “Through this mechanism we expect to receive questions, comments, suggestions and information about how we can provide customers with even better great service. And it will allow us to put things right in the most appropriate manner and as quickly as possible. As we uphold that promise, customers will see the true point of differentiation that is IGA.”

Through the online feedback mechanism, Saint Lucians will be joining millions of IGA shoppers across the globe who provide feedback on their local IGA stores every day.