



Customer Feedback Pays off at Super J IGA

In November 2009, over 300 Super J customers went online to provide comments on their shopping experiences at the company's eight supermarkets. This new initiative, an online customer feedback mechanism (www.igastore-feedback.com) was launched by the company to ultimately improve customer satisfaction throughout its operations.

Since then, comments have been pouring in monthly, presenting valuable information on Super J products and services and what customers would like to see improved at the island's leading supermarket chain.

True to its promise, Super J IGA Supermarkets are rewarding customers for their feedback. Every month, twenty four (24) customers providing feedback have been randomly selected to win \$50 Super J IGA vouchers as part of a monthly draw.

Super J's Customer Service Manager Claudia Niles says, "This mechanism provides us with another opportunity to see our business through the eyes of our customers and we are learning quite a bit".

Not only has the feedback given Super J an opportunity to assess the level of customer satisfaction with its services, but to also identify practical service delivery improvements and training needs for team members.

The IGA Alliance includes nearly 4,000 Supermarkets in 46 of the United States and more than 40 countries, commonwealths and territories on all six inhabited continents. By taking the online survey, Saint Lucians are joining millions of IGA shoppers across the globe who provide feedback on their local IGA stores every day.

Draws are held at the end of every month and the winners highlighted in Super J's monthly checkout flyers.