



Super J Pledges Enhanced Service Delivery

Super J Supermarkets has taken its promise of service one step further with a new pledge to its customers. The pledge explores various situations which may arise in store and provides answers to customers on what corrective measures to expect of the staff in such circumstances.

The Super J Pledge follows various surveys conducted by the Supermarket chain over the last few months designed to assess customers' concerns about a range of issues. The results showed improvements in the levels of service provided at the stores and the product offering in terms of availability, quality and variety. However the survey pointed to customer concerns about price and pricing issues.

To address this the company has made significant investments in new technology designed to significantly reduce pricing errors. In addition, continued attention is being paid to improving service delivery through additional customer service training and other staff development programmes. Customer service desks have been set up in all eight stores to resolve any issues which customers may have, as well as to capture suggestions and ideas on areas which require improvement.

“The Super J pledge is all about strengthening the relationship between Super J and its customers and instilling trust and confidence. It is important for us to constantly communicate with our customers and to assure them that we value their business and loyalty,” says Gualbert Charles, CFL's Operations Director.

The pledge is presented in a question and answer format and is being communicated through a printed brochure and radio advertising. Copies of the brochure are available to customers at the various Super J locations.