

OUR CUSTOMERS AND YOU  
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Our 'Friendliness' campaign is due to start on Thursday, 19th October, and is intended to continue as long as we are in business. During the opening month, however, we are offering the public the opportunity to tell us what they feel about our efforts to make them welcome and in assisting them to make the right purchase.

So much has been talked and written about the poor quality of service in shops. Some months ago our local papers received many letters on the matter - but so far as they went they could not be construed to be referring to Suters. However, these letters did demonstrate the importance that our customers place on courtesy and product knowledge.

The family department stores continue to exist because they are able to offer something that most of our competitors do not. We want the shopping public to become more and more conscious of that something during our campaign and after. That special something starts from an attitude of mind that is willing to welcome any person who visits us - it is being the host and hostess and offering friendly advice at the same time as being a professional - whether our job is on the sales floor, in the office, in delivering merchandise, or in the catering and maintenance sections.

Whenever they see or speak to us our customers form a judgment on the type of store we operate, in exactly the same way as we should do when we visit their homes - so we want each and every customer to feel that they are the most important person we have met each day.

The Directors hope you will be enthusiastic, and are looking forward to receiving many replies from our customer questionnaire. In anticipation of these I have formed a sub-committee to vet the comments and maybe criticisms which we receive. We will also decide who should receive gift vouchers of £10 for those members of the staff who appear to have created the most goodwill. At least four £10 gift vouchers will be awarded, two at Slough and two at Uxbridge, so we are looking forward to a good campaign.

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Managing Director.

# Friendliness is a place called Suters



From to-day and for the next four weeks our sales staff will be trying especially hard to make your shopping even more pleasant. Because we've devised a scheme to help both you and the people who serve you.

In every department we have a little form which we'd like you to fill in when you've made a purchase.

At the end of the month the most courteous assistants will receive a prize. Thanks to you. And to themselves.

Of course, our friendliness and courtesy will continue when the competition ends.

After all, you are the reason for our being here.

## Suters

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