



Service with a Smile - November - December 1972

SERVING WITH A SMILE

PART I

This was the caption used by the Windsor, Slough & Eton Express in an editorial which covered the presentation of prizes to the winners of the Friendliness Campaign.

And it's service with a smile that is one of the biggest attractions to shoppers who come into Suters at Slough and at Uxbridge.

But although you all did a magnificent job of being friendly, courteous and knowledgeable about the merchandise you sell, we did receive one letter which should have made me blush with shame. Addressed to Mr. David, the letter read: "I notice that you are running a friendliness campaign. I believe this was the idea of Mr. Richard Suter, but how can you expect your staff to be friendly when Mr. Richard never even smiles?"

Unfortunately the writer didn't sign the letter nor provide an address. A pity, really, because had we had a name and address we could have replied. And informed the scribe that it was Mr. George Rawling's idea; not mine.

Mr. Rawling, our Manager of the Carpet department at Slough, suggested the scheme some time back. Not only was the promotion a great success - over 2,400 customers, at the final count, completed ballot forms, - it proved to everyone that if a staff member has a good workable idea, we use it.

So, please contact either Mr. David or the writer when you have any suggestions for the betterment and improvement of any aspect of Suters' operations. I can assure you that we really do welcome your ideas.

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"SERVICE WITH A SMILE" : Part II

The winners of the Friendliness competition were entertained in the Slough Boardroom on Wednesday, 29th November.

We think this event was another great success. Mr. Tull, our Catering Manager, provided tasty, hot and delicious Swedish meat balls, curried chicken, Welsh rarebit, and a host of other highly edible morsels.

Messrs. David, Michael and Reed hosted and toasted the guests. And Mr. Richard even managed a hint of a smile while pouring out drinks.

To the winners: congratulations on your great efforts and, thank you, for joining us in a merry lunch.

To all the other contestants: It could have been you this time. Good luck for the next occasion.

And finally. Keep serving with a smile. I will also try to manipulate my facial muscles in a more friendly way.

J.R.M.Suter,  
Sales Promotion Director.

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"SERVICE WITH A SMILE" : Part III

On behalf of the Uxbridge store winners, I wish to thank the Directors and others concerned with the Friendliness Campaign. It was a marvellous experience and really funny to watch the reaction of some customers.

I would like to convey my thanks particularly to Mr. David, Mr. Michael and Mr. Richard, for making everyone feel so much at ease on this happy and memorable occasion. We all enjoyed a delightful luncheon, and any "butterflies lurching" were soon taken care of with Mr. Richard as generous barman.

It was my first visit to the Slough store and quite an experience to meet and talk to the people who, up to then, were only noises on the 'phone.

I would like to take this opportunity to wish the Directors and Staff of both Slough and Uxbridge stores an enjoyable Christmas and successful 1973.

Mrs. O'Brien,  
Children's Dept., Uxbridge.

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Newspaper ad showing members of staff and stickers to ad this promotion

**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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