

W, J & R Dance Ltd

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W, J & R Dance operate convenience stores across Hampshire including Ashurst and Marchwood.



Welcome

The Welcome Store in Marchwood had a refit in this year to extend and re-model the range of products in store to meet changing customer needs. This was based on in store data and customer feedback through online and in store feedback cards that the fresh range should be increased.

The business also has upgraded and refurbished Post Office resulting in longer opening hours to again meet changing customer requirements and demands. The Post Office services are now available between 6am and 10pm.

In store feedback cards have been overwhelmingly positive since the refit. Comments are put on a poster and shared with other customers in store. If a customer asks for an item that is not stocked, they will always look to see if the item can be accommodated as a new line in store.



Quarterly mystery shops take place in the Marchwood store that focus on customer service on the shop floor and at the counter, providing ongoing feedback for improvement and praising good practice.

Within the past 12 months, all colleagues have undergone a half day customer service training session off site to ensure that they are all aligned in their approach to dealing with customers, to be proactive, helpful and supportive at all times. Staff designed their Customer Service Charter which now sits as an A3 Poster in their staff area.

