

The New Forest District Council Award for Outstanding Customer Care



New Forest
DISTRICT COUNCIL

Holbury Hardware Store

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Holbury Hardware Stores is long standing hardware shop selling housewares, DIY and garden products to householders and trades people on the Waterside and in the New Forest. This is a third generation family business, established in 1960 which has grown steadily over the years and has a reputation for supplying a wide range of products at competitive prices; offering a high level of customer service. They also stock a wide range of products on their website.

The staff go the extra mile to make sure they are approachable. This makes it easy for customers to ask for help and makes their experience in the shop an enjoyable and pleasant one. The staff are all employed locally and are all in touch with the local community. Holbury Hardware Store hold regular staff meetings and share compliments with the staff.

The most productive development has been their Loyalty Card Scheme which has recruited almost 7000 members to date and is growing all the time. With customers names addresses they are able to identify who their customers are, where they live and what products they buy. With email addresses and telephone numbers they can contact customers to alert them to special offers or let them know if they have won the monthly draw.

Holbury Hardware Store Turnover has continued to grow year on year at a time when similar shops in the neighbouring towns and villages have closed down. They believe that by focussing on their customers' needs they can ensure that customers have the products they need at the right price and so they will come to the shop first.

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