

# THE GROCER 33 REVIEW

## SERVICE

### Kim steals it for Morrisons with last-gasp till tally

**WINNER:** *Morrisons*

Morrisons can thank its new queue management system, and Kim – a checkout assistant at the Almondvale, Livingston store – for its victory in this year’s Service award. With one week to go, Morrisons was running neck and neck with Waitrose, with 13 wins apiece in our weekly store award. But a two minute queue, Kim’s speedy scanning technique, and an offer to pack the 33 items saw Mike Shaw’s Edinburgh-based branch win in the final week of this year’s competition, to inch ahead of Waitrose.

Asked why Morrisons won, group retail director Mark Gunter said its Visions and Values programme had raised the bar for customer service levels. The retailer’s new Give Me Five scheme is also proving effective, he claims. It is designed to motivate and focus staff by informing them of what is happening in the company.

He also praises Morrisons’ Fresh Food Academy, which was launched in February and offers apprenticeships to butchers, bakers and fishmongers on its Market Street counters. This would ensure that Morrisons remained “The Food Specialist for Everyone,” says Gunter.

“The Fresh Food Academy enables us to make the most of our staff and their skills to offer great service. We are getting younger people into traditional crafting skills.” The retailer is on track to sign up 18,000 apprentices this year, he added.

The use of checkout managers, a role unique to Morrisons, according to Gunter, has also improved checkout times and the quality of customer service at the checkout; while the innovation team ensured that feedback from customers is implemented at local and national level.

While it lost out by a whisker, Waitrose also deserves credit for achieving four more weekly wins than last year.

At the half-way stage, in December, Waitrose had already recorded eight weekly store wins, so it will be all the more determined to avoid this year’s near miss and secure the victory next time.

Finally, while all retailers had a slower average checkout time than last year, Waitrose once again had the fastest till service and Tesco retained its 2008 position with the second-quickest service.

## MORRISONS’ TOP STORE MANAGERS



**Mike Toth**  
COVENTRY 19 July 2008

Mike has been put forward for the Store Manager of the Year award at next week’s Grocer Golds. Below are the other store managers nominated by Morrisons, who have all achieved top store awards in our weekly Grocer 33 over the past year. See next week’s issue to find out whether Mike won.



**David Beattie**  
ABBEYSTEAD 12 July 2008



**Jeff Gardner**  
BATH 9 August 2008



**Robert Davidson**  
INVERURIE 4 October 2008



**Paul Finch**  
ECCLES 18 October 2008



**Rob Sims**  
CHIPPENHAM 25 October 2008



**Kenny Steele**  
DENTON 6 December 2008



**Satnam Leihal**  
BANBURY 24 January 2009



**Kemal Ghouse**  
HIGH WYCOMBE 28 February 2009



**Kelly Heads**  
TYNEMOUTH 14 March 2009



**Gareth Riley**  
REDDISH 11 April 2009

TOP STORE MANAGER WINNERS	
Morrisons	14
Waitrose	13
Sainsbury’s	10
Asda	7
Tesco	6



**Stephen Neary**  
AUCHINLEA 9 May 2009



**Gary Hunt**  
AYLESBURY 25 April 2009



**Mike Shaw**  
LIVINGSTON 6 June 2009