

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

Morrisons: creating the conditions for success



Defined the Vision and Values: The ‘must haves’ to be successful through change and in the future

Engaged Senior leaders, who then **cascaded** the values and store-specific action plans to bring them to life to all colleagues

