

Sandra Fowler: Serving customers with Comple@t service



Sandra's customers get Comple@t service

Rochdale's shopkeepers have been getting top tips at a number of free marketing workshops designed to help them keep one step ahead in an increasingly competitive market.

Sandra Fowler from Comple@t Internet Café, Oldham Road, is just one of the many business people that has attended the workshops and she is already using her newly acquired knowledge to improve the company she works with.

Comple@t Internet Café and Catering Service was established in 1999 as a community business initiative, by local mental health service users in conjunction with Rochdale & District MIND. With a little help from two Community Chest grants, the café developed and currently employs 4 paid employees and 22 volunteers.

Comple@t provides training and employment opportunities to a range of people who experience mental health problems.

Each week the café receives up to a 100 customers. However, Sandra, Café Supervisor, was keen to find out how to ensure her customers returned and enjoyed their time spent at the café.

Sandra said,

"I learnt many new tips on how to improve customer service. I've started using customer questionnaires to find out what we are doing right and what we need to improve on. I've trained the staff to be ready to respond to customers quickly and professionally and we now make the effort to ask customers if they need help."

"We make sure our opening times are highly visible and make reference to the recognised awards that we have acquired on our menus and other printed information. All of the tips have been quick and affordable to put in place and the customers really like the changes."

The free workshops, which are funded by SRB5 are delivered by Main Marketing, who are specialists in creating dynamic workshops aimed exclusively at small independent retailers. Today's small shopkeepers are facing stiff competition from larger multinationals and this programme was devised from a brief prepared by small Northern independents that are succeeding.

The four-part Programme includes presentations on:

- Successful marketing on a shoestring;
- How to make customers keep coming back;
- How to promote your business on a shoestring;
- How to give your shop eye-appeal.

To find out more about the workshops and how they could help your small business contact Esther Shepley on Tel. 01706 752425