

Customer needs

A range of different products and services

Products: - Sainsbury has many ranges of products from groceries to toiletries. Sainsbury always try and make there products value for money.

Check out queues: - Sainsbury always aim to minimise waiting time at the checkouts. Colleges of Sainsbury are multi skilled at busy times they are able to call on more colleagues to operate tills.

Elderly people: Sainsbury realise that elderly people like to retain their independence by doing their own shopping. Sainsbury always put chairs for their older customers to rest. Employees at Sainsbury help elderly people pack their purchases and help them take them to their cars.

Facilities for disabled people: - Sainsbury ensure that disabled customers are not offered a low standard of service.

- They have disability parking spaces
- Wheelchairs and specially adapted trolleys are available in every store and electric scooters in some.
- They carry out disability audits and are currently installing hearing loops in stores.
- They support the Shop Mobility scheme, where disabled people travel to a shopping centre by bus where they borrow wheelchairs for the day, giving them independence.
- They were voted the best corporate chain store for their commitment to providing better service to our deaf blind customers at the Deaf blind Friendly Corporate Awards 2001.
- They won the supermarket category in the 2001 EASE (EASE of Access, Service and Employment) awards, which recognise

companies and organisations, which show good practice for people with disabilities.

Facilities for the deaf and hard hearing people: - Sainsbury are providing a loop hearing in stores. Some of their customers borrow headsets from them, they cut out the background noise and it makes it easier for them to hear direct speech from the checkouts and service counters. Sainsbury do allow hearing dogs in their stores to help the deaf.

Facilities for the blind and partially sighted: - Personal shoppers will accompany customers round the store and do their shopping with them and they allow guide dogs for the blind too in store.

Products available at the right time

Special offers: - Sainsbury have many items on special offer that disappear very quickly from their shelves. If any customer wishes to buy an item on special offer but it is out of stock, all key staff have vouchers which they can give to the customer so that the next time they are in the store and the item is available they can buy it at the reduced price.

Products available at the right place

Sainsbury always try and make their stores as neat, tidy and organised so that shoppers can easily find what they are looking for.

Well-packaged products

All products at Sainsbury are very well packed. Most products like crisps are foil packed for extra freshness.

Quality and safety of products: - they take the quality and safety of products very seriously. Sainsbury have Quality Assurance teams. They check the standards in their stores and monitor the quality of our products to ensure they consistently meet the standards laid down when the products are developed.

Their Retail and Supply Chain Quality Assurance teams check that all new ideas for stores and their supply chain will deliver only the

highest standards of quality, safety. All new ideas for stores are scrutinised to try and spot where things could go wrong and processes and designs changed to avoid errors. They have a team of auditors who are constantly driving standards through a programme of training, coaching and audits. Enforcing these high standards is helping them to innovate. For example, in 2001 they became the first UK supermarket to offer a range of organic meals and sandwiches in their customer restaurant in their Sevenoaks store.

Polite service

Colleagues at their in-store customer service desk are the first port of call for a wide range of services:

- Glass loans;
- Flower wrapping;
- Customer special orders, lost property;
- Sainsbury vouchers;
- Refunds;
- Complaints;
- Signing in of visitors.

The First Aid box is kept at this desk and colleagues know who the trained first aiders are in that store. There is always a trained first aider on every shift.

Breakages: - If a customer accidentally drops a product and it breaks anywhere in the store, including the car park, they will replace it free of charge.

Data protection policy: - they are totally committed to respecting the privacy of their customers and colleagues and any data they provide them with is used only in accordance with their wishes. Only by making use of this information can they understand their needs and deliver the benefits they require.

They comply fully with the Data Protection Act that regulates the collection, use, storage and destruction of personal data and they

also comply with the guidelines issued by the Information Commissioner.

Neither Sainsbury Bank nor Sainsbury Supermarkets provide other organisations with information that identifies their customers. Where customers choose to take part with third parties, some transfer of customer details will be necessary but this will be drawn to the customers' attention before they commit themselves.

Value for money

Sainsbury try and make all products in their stores value for money whether the product is a low cost range or a high cost range. So, that the products are at a price which suits them.

Safety

At Sainsbury safety is very important especially for their customers, they try and make their pathways clear as possible.