

Overall Summary on Existing Customer Service at Morrisons plc

After analysing the results I have obtained from the questionnaire, I have concluded that the majority of the public that shopped at Morrisons felt that the customer service overall is very good.

Morrisons customers feel that the customer service is generally good because they are offered a lot of assistance from staff and also are given advice if requested by the customer.

There are lots of facilities designed to make a visit to Morrisons as convenient and comfortable as possible for the general public. This is one of the causes for the customer service being rated as very good by the present customers I have surveyed.

Morrisons have extended opening hours, including Sunday trading. This is so that customers have more flexibility on the time they prefer to shop. This is good for the customers who work or study because they tend to be free in the evening to shop.

The parking facilities for the customers at the Mayo Avenue Morrisons store, has an extensive free car parking area. This includes spaces for parents with children and also drivers who have disabilities.

At Morrisons there are Cash-Point machines for most major banks. This includes HSBC bank and Lloyds TSB. This is so that customers can withdraw money at the store and do not need to travel to the bank so that they can withdraw money from their bank account.

There are recycling facilities including glass, can, bottle, paper and textile banks. This encourages customers to recycle. Also customers do not have to travel to other banks in Bradford to recycle.

Morrisons have their own petrol station where petrol, diesel, free of charge tyre pumps are available and also confectionary and newspapers are on sale inside the petrol pump store. The tyre pumps enable customers to check the pressure of their vehicle tyres and can also pump the tyres if necessary. The Morrisons petrol pump is open long hours so that customers can utilise the pump during the period they shop at Morrisons in the late evening.

At Morrisons, there are customer cafes offering snacks and hot meals freshly prepared in-store throughout the day. This is good for the customers with a busy schedule and also those who do not like to cook.

For the parents and the babies there are baby-changing rooms with facilities. There are nappy dispensers and also a machine where you can purchase nappies from the vending machine. For all customers there are toilet facilities where there are soap dispensers. For the special needs customers there are

disabled toilets that are specially designed for the customers with disabilities. There are low mirrors in the toilets so that those customers that are in wheel chairs can utilise the mirrors.

There is a free glass loan service for customers. Customers can borrow glass from the Mayo Avenue store for occasions like parties and weddings.

Morrisons provide trolleys for their customers. These trolleys are adapted for the different types of customers. For the parents with children, there are trolleys with a seat for children. There are small, lightweight trolleys for the elderly. There are wide aisles so motorised vehicles can be accessed by those who utilise them. They can move around freely around the shoppers and can shop themselves without any hassles.

The Morrisons supermarket on Mayo Avenue is designed for the different types of people in the community e.g. children, adults and disabled, physically and mentally. Morrisons also offers good customer service. However, there is scope for improvements.

Morrisons could provide a crèche making it a pleasurable visit for children and easier for the parents to shop. This was suggested by 20% of the public. 10% of the people I surveyed would like Morrisons to introduce online shopping so that customers can shop online. This would be an easier way to shop for the elderly or those who have a busy schedule. My questionnaire highlights that 30% of the public that I surveyed requested for a wrapping service. This service will help customers from packing their shopping. An assistant at the checkout will pack their shopping. Another 40% suggested that Morrisons could improve their customer service by opening more checkouts at busy times.

Despite the fact that no person recommended that Morrisons could improve their customer services by creating a club card, I am certain that some customers would agree that this is one of the possible ways Morrisons could improve their customer service. As you shop at Morrisons, you gain points on your card which enables you to save money and even receive a free gift.