

## **PRESS RELEASE**

### **EMBARGOED UNTIL THURSDAY 28<sup>TH</sup> OCTOBER 2010**

Approximately 200 people attended the fifth, annual Lexus of Hawke's Bay Napier Inner City Customer Service Awards which were held at the Napier War Memorial Conference Centre last night.

Co-ordinated by Napier Inner City Marketing, the event recognises businesses that are providing consistently outstanding customer service. According to manager Meg Rodel, "Good customer service benefits everybody – clients, customers and visitors and also enhances Napier's profile. Our aim is be recognised locally, nationally and internationally for consistently providing superior customer service. Proving that this is achievable, 56% of last night's finalists have previously been finalists – some for the fourth time – which."

Oliver Driver, Kiwi actor, director and radio broadcaster, was the Master of Ceremonies for the evening and the guest speaker was Hamish White, director of TANK Marketing and Design.

380 inner city businesses were service assessed twice during the year, telephonically and in person, by Customer Care, a Christchurch based specialist research company.

The results clearly indicate that focusing on customer service pays dividends. Over the past five years there has been a significant improvement.

<b>SECTOR</b>	<b>2006 Overall average</b>	<b>2010 Overall average</b>
RETAIL	54%	74.5%
BUSINESS SERVICES	66%	77%
HOSPITALITY	66%	68%

18% of the retail sector achieved a score of 90+%. In addition, the individual business results were significantly higher than previous years.

Category award results:

	1 <sup>st</sup> Place
<b>Classic Hits Retail Awards</b>	Just Jeans Jacqui E
<b>HBS Bank Business Service Awards</b>	TSB Bank ANZ Banking Group
<b>EIT Hawke's Bay Hospitality Award</b>	Lone Star Cafe & Bar
<b>The Napier Mail People's Choice Award</b>	Gahagans Unichem Pharmacy
<b>The Dominion Post Gold Awards</b>  (For businesses that have achieved 80+% for the past 3 consecutive years)	Spex Eyewear Shoe Clinic Chris Wiig Suit & Menswear The Napier Mail OOMA Healthy Inspirations State Insurance
<b>Mayor's Supreme Award</b>	Just Jeans

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