

A stage with red curtains and a blue spotlight. The curtains are pulled back, revealing a dark stage floor. A bright blue spotlight shines down from above, creating a central beam of light on the floor. The background is dark, and the overall atmosphere is dramatic and professional.

# Putting Customer Service Centre Stage

Lisa Williams

Managing Director, John Lewis Sheffield



**“I regard the theatre as the greatest of all art forms, the most immediate way in which a human being can share with another the sense of what it is to be a human being.”**

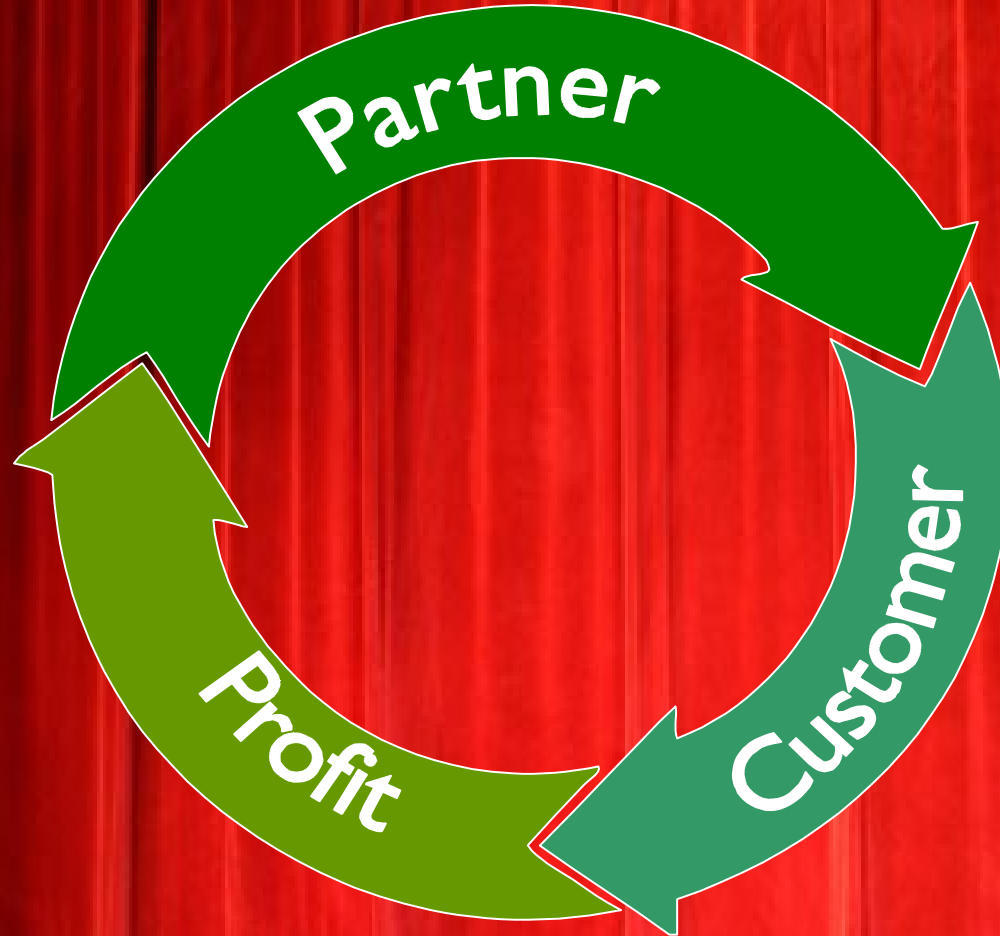
**Oscar Wilde**

**The John Lewis Partnership is an employee owned co-operative started in 1929 by John Spedan Lewis and founded on the principle of the sharing of knowledge, power and ultimately profit.**

**Today's 70,000 Partners or co-owners of the business work within John Lewis, Waitrose, JL.com, Holiday Centres and Production Units to name but a few.**

**As co-owners, responsibility for delivering outstanding customer service rests with each and every one of them.**

# Partner, Customer, Profit circle



# 1. Partners

“The ultimate purpose of the Partnership is the happiness of all our members through their worthwhile and satisfying business”.

# 1. Partners

- Recruitment/Retention
- Development/succession
- Reward/recognition
- Benefits
- Partner voice
- Partner survey.

## 2. Customers

“The Partnership aims to deal honestly with its customers and secure their loyalty and trust by providing outstanding choice, value and service”.



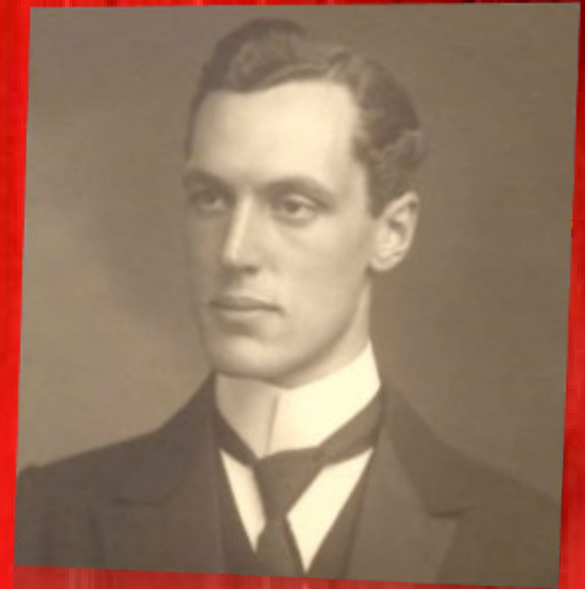


HOTEL  
*Chocolat.*  
COCOA GROWER & CHOCOLATIER



Under our system it is a matter of life and death that the **value** of every single article, that we sell, shall always be as good and often better than the **value** that is offered at the same time by the cheapest of our real competitors”

Spedan Lewis, 1940







Croydon

FREE STANDARD DELIVERY ON ALL ORDERS OVER £30

CLICK & COLLECT ORDER BY 7PM, COLLECT FROM YOUR CHOSEN SHOP TOMORROW

## Women's boots

Just made for walking  
this autumn >



### This month's highlights

- > Halloween
- > £150 trade in on HP laptops

### Men's accessories



### Museum art



### Smeg





AWARDS 2010

which.co.uk

# Customer Awards



**John Lewis 1st overall**  
**Britain's Favourite Retailer**  
1st for electrical clothing and home.



**Top High Street Retailer**  
1st in every sub category it was  
considered for:  
Electricals, Clothes, Shoes &  
Accessories, Toiletries & cosmetics,  
Sports Shops and Home & Garden.

# Customer comments – ‘What’ we do

- “It’s always the first place I go”
- “I’ve known you all my life”
- “I shop here for everything”
- “Staff are continually helpful & have time for you”
- “It’s the only store where staff are knowledgeable”
- “Can get the same goods elsewhere but not the same level of service”

# Customer comment – ‘How’ we do it.

- “A certain atmosphere when you walk in.”
- “JL is not just a shop - it’s like home!”
- “I trust the store.”
- “I feel at home.”
- “Safe and comfortable.”

“.....it’s my spiritual home,  
when I die I’ve asked my husband to sprinkle my ashes  
here“

Yes, it’s true!

# Questions

