

Our Customers

Customers

"We set out with one simple concept in mind. To put the customer first and let everything else, every business activity and consideration, flow from that principle"

This year we calculate that New Zealanders will visit our stores approximately 100 million times! – proof that our "Where everyone gets a bargain" message is as compelling as ever. Our foot traffic and transaction count continue to grow along with our expanding footprint.

The team consists of Call Centre specialists whose training programme includes product knowledge, procedures and the customer first philosophy.

The system has been developed to capture customer feedback on product performance, and other purchase issues which are then passed back to the relevant business unit.

Caller surveys indicate that this is a very effective way of addressing customer concerns and retaining customer loyalty.

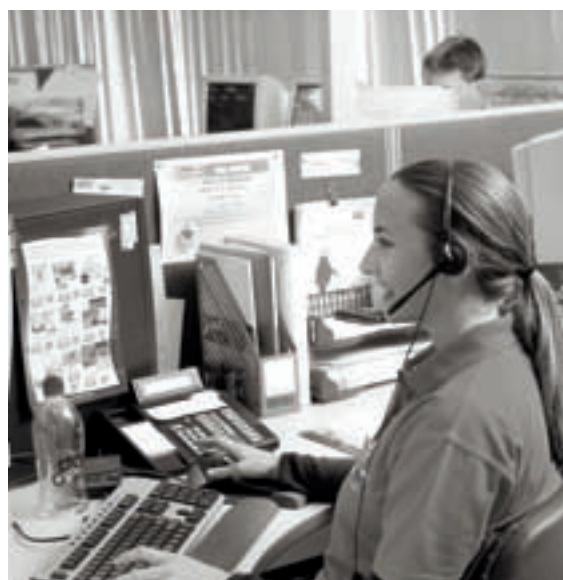
Financial Year End July 31	2000	2001	2002	2003
Average Sale	\$26.29	\$27.20	\$27.41	\$27.13
Paying Customer Count	38,833,532	42,767,150	45,815,403	49,702,310
Publicly Notified Recalls	4	3	3	0

We continue to survey customer attitudes via quarterly household surveys along with customer focus groups. As the table below indicates The Warehouse brand attributes which score particularly highly with customers are those centred on price and value.

Brand Attribute	Agree
Always happy with the price I pay	69.34%
Is good value for money	67.28%
Always has low prices	82.07%
Is a store for everyone	73.35%
Is New Zealand	69.29%
Sample Size: 1000	Ave prev.12 mths

Customer Feedback

In June 2003 The Warehouse New Zealand established a national customer Call Centre in the Auckland Support Office.



Customer Call Centre