

The WOW! Awards - *It's a WOW for Getting Personal...*



GettingPersonal.co.uk is one of the UK's fastest growing online gift retailers.

"In June 2008 we joined The WOW! and have received an amazing 2725 nominations from our customers in less than 12 months. In November 2008 we further implemented a product level review so that our customers could rate us product by product and share their experience with other customers. Thousands of our customers have posted these reviews and with over 80% giving us a 5 star rating!

We see customers' WOW! as an important, independent recognition of our company philosophy and our great customer service team. The WOW! places our colleagues at the heart of things, making the customer service advisors understand their individual contribution to the business. All our frontline staff are involved in researching new product ideas, and have hands on experience of viewing and trialling our products so that they have the best product knowledge possible.

We encourage customers to nominate us by simply asking them when we receive good feedback. Being an online retailer most of our communication is by email, and so we proactively ask our customer to take five minutes out of their day to go to our WOW! page and leave their comments. We use newsletters to promote the WOW! awards and have banners at the bottom of our outgoing emails.

The WOW! nominations are reviewed daily, and the feedback to the customer service team is immediate. It means a great deal to our employees that they are doing a good job, and this shows that we are serious about customer service and are always on the look out for people doing the right things.

The monthly certificates are a good way of rewarding employees for that extra special nomination – we are getting quite a collection, but always like to make a fuss when we give the certificates out, by handing them out in our monthly team meetings, and awarding winners with a prize.



This is our first year with the wow awards, and our ambition is to win at the national finals in November.”

Here is what one customer said about Getting Personal:

“A company or person who goes beyond what is generally expected is a rare gem. In this present climate of "Take them for what you can get, leave them with nothing", it is a pleasant and refreshing change to experience a "Can-do will-do" attitude. I ordered a product (personalised presentation whisky and case) with the normal expectation of receiving a gift that will probably look OK, but will have to do. How wrong could I have been? The answer is very wrong! I ordered on a Friday and received it on the next Monday. Apart from the obvious Weekend in between, that's akin to next day delivery. Also, a very important part of this whole order was the fact that shortly after I had placed my order I realised I had made an error with a crucial date and e-mailed straight away to rectify it. Too late! My order had been completed and dispatched. What happened next is where this company out-performs others. A speedy reply to my e-mail from Samantha in Customer Team, informs me my order is on its' way. However she had a solution to my predicament! Sending me a replacement label and instructions for use, by First class post. A very happy outcome! Now that is an outstanding customer relationship. That is why they get my nomination for a WOW Award. A special vote of thanks should also go to Samantha who dealt with my order and subsequent difficulties with such professionalism and care.”

**If you are interested in finding out more information on The WOW! Awards and how they can help your organisation, please visit www.thewowawardsscotland.co.uk.
Alternatively, please call Robert Farrelly on Tel. 0131 556 2333.**

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