

BISHOP'S STORTFORD SUPERSTORE

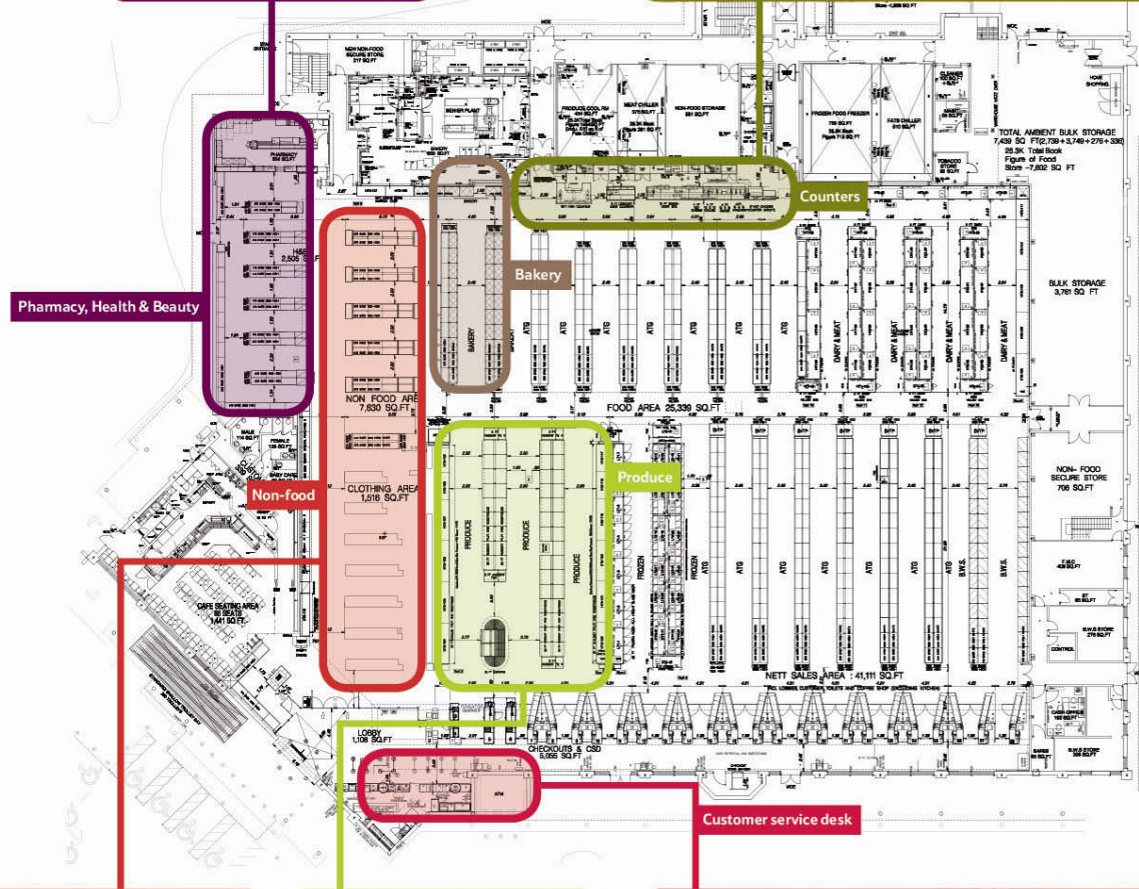


Stores & Formats

Echo Lu

Before

- Walk non-food first
- Produce secondary department (hidden by non-food)
- Pre-packed bakery disconnected from fresh bakery
- Traditional Tesco Café

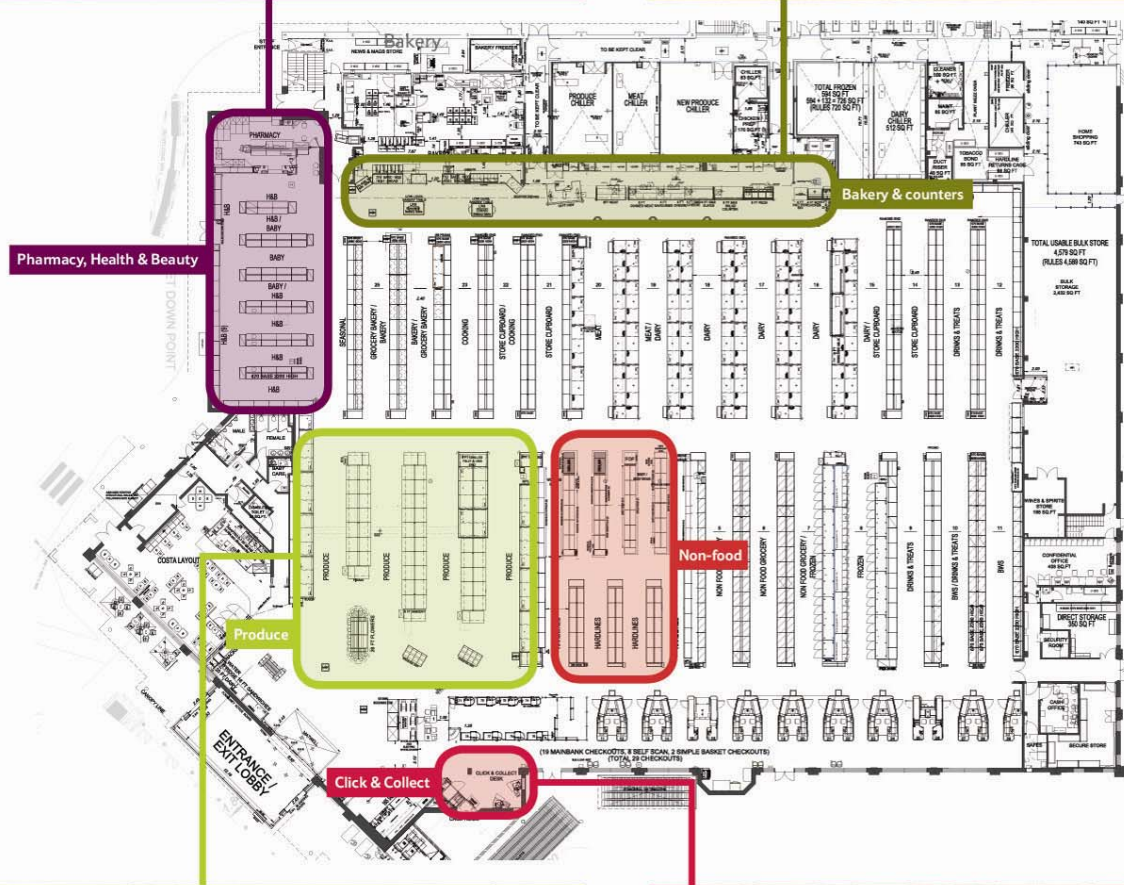


Stores & Formats

Echo Lu

After

- **c.20% decrease in non-food space**
 - **Reallocated to food**
-
- **New look and feel – latest design standard**
 - **Food first layout**
 - **New customer offers:**
 - Click & Collect desk
 - Scaleable beauty department
 - Patisserie
 - Costa Café
 - Improved snacking offer
 - 1,800 new products



Service & Staff

Tracey Clements



*Customer and colleague comments from customer viewpoint and questionnaires




Highlights

- Completed the recruitment, training and deployment of more than 8,000 staff
 - Provided 350,000 hours of specialist training
 - New uniforms to make staff more visible
- 
- 11 nationwide events briefing over 3,000 Managers
 - 100s of store teams sharing ideas, photos and suggestions



Service & Staff

Tracey Clements

 **Ingrid Kennedy**  Tesco
7 November at 14:48 · 

Was at the Tesco helpdesk on Norham Road, North Shields, tonight checking a receipt when a distraught woman came up to the assistant and said she'd lost her son, so the assistant called out a 'code 6' on the tannoy and you'd think she had stated the first one at the desk wins a £1,000 because it was like every assistant went on tills came swarming over in about 10 seconds.

The woman gave them a description of her young lad, about 6 (I think) and has communication difficulties. The assistants all bolted away, one went to the door to make sure he didn't leave and about 30 seconds later one assistant comes up with a sobbing boy in tow, who ran into his mam's arms and he was in tears, she was in tears, I was nearly in bloody tears!

So good on you, Tesco, you did a grand job and this 'code 6' was executed perfectly.

I've posted this on your Facebook page because I don't think people take enough time to compliment on a good job.

[Like](#) · [Comment](#)



Sophie G @SmophieG 3h

Just had the friendliest, most helpful man deliver my @UKTesco groceries. Thank you very much :-)

[Details](#)



Tesco Customer Care @UKTesco 2h

@SmophieG That sounds like a delightful experience; can you please tell me more about how he helped you? .)

[Details](#)



Sophie G @SmophieG 1h

@UKTesco He was really nice and happy, he helped me unload the boxes, told me what each box was and took away my bags for recycling. :-)

[Details](#)

 **Danni Larkin** · Tesco
29 October at 16:30 · 

I just wanted to say a massive thank you to a member of your staff at the Woodseats branch on Chesterfield Road in Sheffield. There were no baskets with wheels on for me to use and being on crutches made a normal basket difficult so a member of your staff saw I was struggling, took my basket from me, helped me finish my shopping, packed my bags and made sure I was OK to carry it all home. I am sorry to say I can't remember her name but she could not have been more helpful running around the store collecting the items for me. This has restored my faith in humanity to say the least! THANKYOU!!!

[Like](#) · [Comment](#)

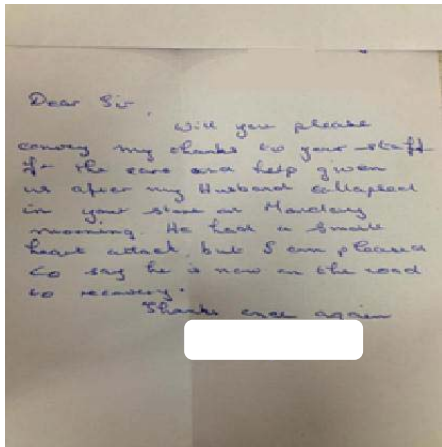
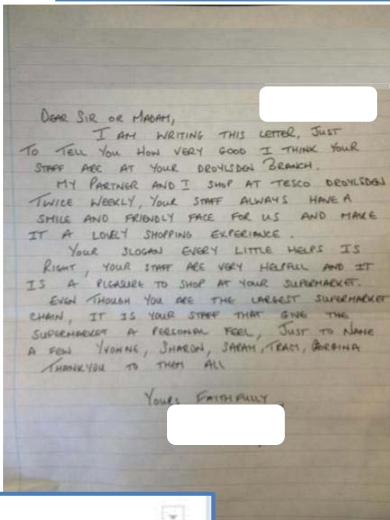
 12 people like this.

 **Jan Matthews** ▸ **Tesco**
2 November at 14:36 near London · 📍

The woman serving on the Pharmacy counter in Tesco Friern Barnet (Colney Hatch Lane) made my day. As I went back to collect my prescription, she said 'This must be for your mother.' Me: 'No, it's me.' Her: 'Are you really 62? Wow'. Walked away feeling instantly better. Thank you lovely lady.

[Like](#) · [Comment](#)

[Add a photo or video](#)



Message

To [redacted]
Cc [redacted]
From Ceo.Customer.service@uk.tesco.com
Received 15 October 2012, 09:23
Subject FW: Staff Feedback - Rusholme Express Manchester

[Show Plain Text](#) [Full Screen](#)

From:
Sent: 14 October 2012 14:17
To: Customer.service, Ceo
Subject: Staff Feedback - Rusholme Express Manchester
Importance: High


Dear Sir / Madam ,

In this day and age people are quick to complain.

May I please take a few moments to note the lovely experience your Sales Assistant Ali gave on 26th September 2012 at 1615pm ?

He offered a bag ,was friendly and polite and maybe he had done this all day but made me feel special.

It is Tesco's people that put it ahead and I sincerely hope Ali will get an incentive



Zoe White

Dear Tesco,

I would like to offer my sincere thanks to two of your staff. I have been a customer of yours for years and I remember my mum always coming to you for our weekly shop as kids. Despite being able to find cheaper items elsewhere, she always came back to you...now I know why.

I visited your Weston Favel, Northampton store today with my 5 week old baby. When we got there, baby wanted a feed so we went up to the cafe to sit whilst she fed. A lovely man (who was working the till) took payment and upon hearing my baby cry, suggested we take a seat. I bought my food and drink over to me promptly and remained attentive without being rude or overbearing throughout our stay.

After the cafe, we went into the store for some shopping. I opted to look through self service as there was no queue. Of course, baby had to have a little cry at this point. The lady covering the area then offered to push the pram to settle baby while I put my shopping through. She helped me to process my goods and kept my baby calm throughout. These are truly lovely staff.

Some might ask why I am writing about shopping when she was going to upset and cause me to be quite anxious. Well, I shall tell you...my baby has a severe food allergy and is regularly in pain and unhappy. I have no choice but to get on with doing things like shopping even when she cries. The little bits of help offered by your staff today were invaluable to me, they have really and truly brightened my day so thank you Tesco and your staff.



Bishop's Stortford – Health & Beauty

John Farrell

Before



After



Customer feedback

“It’s another reason to shop at Tesco”

“Everything is so well laid out you can easily see what you are looking for”

“The look and feel and service provided is more in line with a department store or Duty free rather than a supermarket”

“Opportunities to increase ranges of further prestige brands”



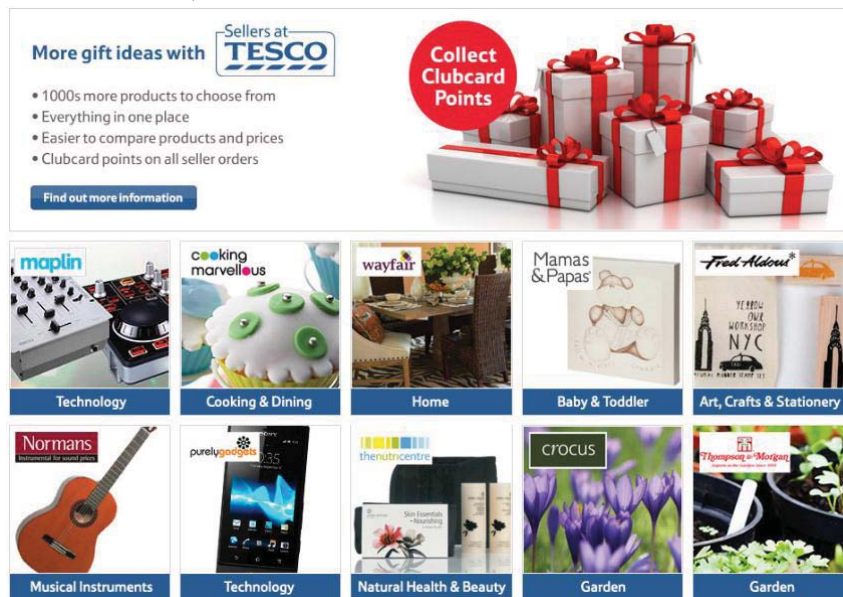
Neela Mukherjee

1. Range

- 75,000 to 250,000 SKUs

2. Marketplace

- 20 Sellers
- Over 100,000 SKUs



3. Click & Collect

- Over 1,500 stores
- Over one third Express
- Order by 3pm for free next day collection

4. Mobile

- 10% of Direct's orders

5. Economic model

- Leveraging our assets
 - Store network, distribution
- Scaling marketplace
- Mix
- Own-label

