

## **Jeremy France Jewellers to sponsor Service Excellence Award.**

Last year's Winchester Business of the Year winner Jeremy France Jewellers is to sponsor this year's Service Excellence category for the Winchester Business Excellence Awards.

Jeremy France Jewellers is an independent working goldsmiths and retailer in Winchester City Centre. Established in 1985 by Jeremy and his wife Sarah, the business has grown rapidly over the years and now employs 17 staff.

They appreciate that their biggest asset is their staff – they are highly trained and motivated and give all clients a professional yet personal service. Jeremy France is unique in offering so many services on-site: with seven diamond graders, six goldsmiths (some working in view of the public), a pearl-stringer and two registered valuers, there is very little they can't achieve. They are involved in local charities and even make finger splints for arthritis sufferers as a non-profit service. They thrive on challenges and aim never to tell a customer "No" - encouraging a positive atmosphere.

Jeremy France comments:

"The power of good customer service should never be underestimated – it's the lynchpin of any business and can make or break it! Jeremy France Jewellers prides itself in offering impeccable service to its clients and feels that companies who work hard to exceed customer expectations deserve to be encouraged and recognised. We are proud to sponsor the Service Excellence Award and feel it is an achievement that all local companies can aspire to".

This award will be made to an organisation making effective use of customer service initiatives to deliver business plan objectives and demonstrating improved business performance as a result.

The judges will be looking for:

- A company which can demonstrate success in achieving service excellence through the delivery of customer service initiatives
- A company which is actively improving customer service orientation of staff through training and development
- A company which can demonstrate a clear relationship between customer service activities and improved business performance

Companies shortlisted for this award will be assessed by a mystery shopper during the judging process.