

Customer Service Award – Member

Quality Market

Quality Market's slogan is "Our Family Takes Care of Your Family." When a new employee joins their team, they become their newest front-line Ambassador. They assert that all employees are the face and voice of their company. Employees learn that what they say and how they interact with each customer could determine if that customer returns to their business.

Quality Market encourages their staffs to build a relationship with their customers as though they were neighbours and building relationships that have resulted in employees visiting ill customers in the hospital, and customers, attending an employee's wedding ceremony. Quality Market also recognizes that there are a number of low income families, and customers, in Thunder Bay who struggle to afford basic necessities. To help these customers and families, Quality Market gives a free 4L bag of milk to any parent who cashes their monthly "baby bonus" cheques at their stores.

Employees are given an employee handbook and are asked to read it. It depicts the family centered aspect of their operation and imprints the core values of their business. Each employee is partnered with a coach who will help them understand that providing warm caring service isn't something that happens on occasion, but that it is the foundation to what Quality Market is.

To encourage all employees to work towards achieving their business' vision, they provide an incentive program to those who excel in customer service. These rewards include movie passes for Silver City and in the past, monthly cash prizes. Their culture of warm, genuine hospitality works towards achieving their aspiration to turn their small family business into the friendliest grocery store on the planet.