

**Customer Service Award Non Member**  
**Coles Bookshop**

Coles Bookshop, managed by Karen Dauphinais is part of the Indigo Books and Music family. Their company values state, “we exist to add joy to our customer’s lives. We anticipate their needs and exceed their expectations. Excellence matters in everything we do.” Staff takes the time to carefully question and listen to customer responses so that they may provide suitable suggestions or locate their specific item as quickly as possible. Coles has specialists in many of their sections and customers rely on their product knowledge to recommend good books according to the customer’s interests.

Coles will go beyond expectations to fulfill the needs of the customer. They will call other retailers such as Chapters, Hull’s Family Bookshop and the Bookshelf to meet the needs of their customers. Coles has access to the Indigo Training Program for all Customer Experience Representatives called Essential CER. This Training Program covers all areas of customer service and includes both manual and hands-on training. Coles coaches their staff on interactions with customers to improve their skills and product knowledge. Long term staff members act as team support for newer members. Coles acts as a team to help customers with the overall understanding that providing what is best for customers is ultimately what is best for the store.

To encourage employees to maintain exceptional customer service, Coles provides a comprehensive IThankYou Rewards Program for staff who provide excellent customer service. These staff members receive gift cards for the store, which are obtained through commendations from customers or at the recommendation of other staff members. Coles also receives feedback from their ongoing online customer survey and those results are posted for staff to read as a way of recognizing performance excellence within the store. Congratulations to Coles Bookshop for winning this year’s Customer Service Award Non Member.