



## BISC Countdown update

Earlier on this year we surveyed the community seeking feedback on Pt Chevalier Countdown.

It will come as no surprise to most that of the 440 people surveyed, an overwhelming 98% were dissatisfied with what it offered.

And given the success of the BISC survey produced last year with pushing Pt Chevalier to the top of the Telecom Broadband upgrade list, we are very pleased to announce that like then, by creating a bit of noise and ground swell, things are starting to change.

Last week BISC representatives met with 2 senior managers at Progressives' Enterprises Limited, the operator of Countdown Supermarkets. They told us that the improvement plans were already underway and that further developments were being brought forward as a direct result of BISC's efforts.

During our meeting we presented a summary of the survey results which included the following points.

- We do spend our money at Countdown, but not a lot of it (most of us spend less than \$50 of our \$200-\$250 weekly shop there)
- Of those surveyed, a third shop at Countdown once a week, while another third only go fortnightly.
- And a massive 98% of us said that we'd shop at Countdown more often if the supermarket was redesigned to better suit our needs

We were also able to tell them what exactly you wanted changed. In order of preference you told us you'd like to see:

- A higher quality of fruit and vegetable
- An improved butchery
- A service deli
- Improved chillers
- A greater range of brands
- Faster checkouts
- More courteous and friendly employees

There's an obvious restriction on space, not least due to the Auckland City Council owning the carpark, so realistically not all of these will eventuate.

However by replacing the old style shelves with a new racking system with shelves that remove the space we couldn't reach before, and standardising the aisles, they have already created extra space for another two aisles and 3000 extra grocery items in the store.

Further improvements are planned for next year, not least of which a batch of sleeker but deeper trolleys with wheels that actually rotate!

We weren't sure of how we'd be received at Progressive but they were very interested in the results of our survey and will work with us as they roll out the improvements. They intend on presenting more detail on the changes at a BISC meeting later next year.

Without your survey responses none of this would have happened so quickly, so thanks again to all those who took the time to provide us your feedback. Yet another example of the great community spirit in Pt Chevalier.