

# Consumers Rate No-Frills Approach

According to a recent survey of Which? Members, no-frills value-for-money food stores Aldi and Lidl beat the 'big 4' supermarket chains hands-down when it comes to customer satisfaction.



Although John Lewis and Waitrose topped the poll as Britain's favourite high-street shops, low-price supermarket chains Aldi and Lidl are clearly gaining in popularity, trouncing their nearest rivals. Aldi scored an overall satisfaction rating of 66, with Lidl following close behind at 64. In comparison, their main competitors trailed behind at 61 (Sainsburys), 58 (Tesco and Asda), and 56 (Morrisons).

The Which? Survey covered 50 of the UK's best-known high-street retailers and threw up some interesting results with many familiar names faring poorly in the customer satisfaction stakes. Both WH Smith and Woolworths have some work to do if they want to impress their customers, as does the Dixons Stores Group – parent of Currys (47), PC World (48), and Currys Digital (45).

At the top of the table, John Lewis and Waitrose were followed by Marks and Spencers (70), with both Waterstone's and the Body Shop scoring a joint 4th position with 68 along with 'independent electrical specialists'.

Where the top 6 often suffer however, is on pricing – and this is where Aldi and Lidl come up trumps, with over 70% of the survey ranking them excellent in this area. The lowest customer service rankings went to JJB Sports (44), criticised for their often crowded and untidy stores coupled with poorly trained sales staff

The message is clear according to Which? Editor Neil Fowler: "Longevity counts for nothing if your customers aren't satisfied."