

FIRST EXTRA MILE WINNER REVEALED!



Dave Allanson from Lloyds TSB (far left) and Mohsin Issa (far right) celebrate with our Extra Mile winners.

In this edition, we're pleased to announce the very first winner of our Extra Mile Award.

We launched the initiative at the beginning of the year to recognise the important role our cashiers play in delivering excellent customer service across our estate.

Since then, our site managers have been putting forward their recommendations and we were delighted to receive over 50 nominations.

With a shortlist of 12 exceptional people, our panel of judges had

a tough task deciding on our overall winner. Read more over the page.

We also share our judges' feedback and some top tips from our shortlisted candidates, together with details of the second quarterly bonus scheme winners.

On the back page, there's also an update on the latest investments and successes across the group.

If you haven't yet visited our website, then you'll find it at www.eurogarages.com. The site is regularly updated with all the

company's latest news and case studies.

As always, we welcome your feedback.

Thanks again for all your hard work – let's all keep going the Extra Mile!

Mohsin Issa

Mohsin Issa
Director

"We launched Extra Mile to recognise the important role our cashiers play in delivering excellent customer service."

CELEBRATING CUSTOMERS

We all know that outstanding customer service is key to creating loyal customers – and how important our cashiers are to delivering that service on the forecourt and in the store.

That's why we launched the Extra Mile initiative this year.

To kick off the awards, all of our site managers were given nomination forms in September and asked to explain why their cashiers were the cream of the crop.

The quality of entries was outstanding, but we managed to shortlist 12 finalists who really demonstrated their passion for providing customer service.

These were:

- **Roger Creagh**
(Wrexham Road)
- **Anthony Sawkins**
(Formby)
- **Ikram Bhajji**
(Ormskirk)
- **Tony Wright**
(Browns Blue)
- **Saiyedali Saiyed**
(St James)
- **Elizabeth Hawkins**
(Singing Kettle)
- **Anandan Oliyath**
(Red Ensign)
- **Amanda Stains**
(Moorland)
- **Emma Lawton**
(Blurton)
- **Zuber Suleman**
(Scarisbrick)
- **Lexie Hamilton**
(Aastra)
- **Mohammed Chati**
(Greencroft)

Dave Allanson and Paul Foster, from our banking partner Lloyds TSB, and Keith Bracewell and Andrew Hitchcock, from our retail partner James Hall & Co, joined Euro Garages' Martin Ashcroft and Mohsin Issa to discuss each candidate with their site managers.



After a lively and lengthy debate, it was clear that one cashier stood out from the rest for their constant enthusiasm and dedication to customers – Mohammed Chati from our Greencroft site.

Judges said Mohammed went the Extra Mile “without a second thought”, adding that his approach to customer service was to “treat the customers like they were his own.”

James Hall & Co praised his proactive approach, often calling them to highlight new lines he thought would do well.

Awarding Mohammed the Extra Mile award and £500 cash prize, Mohsin Issa said he was “a great asset to the business and a model cashier.”

Top tips from Mohammed

“The secret of good customer service is all about speaking to as many customers as possible, the moment they walk through the door. It makes people feel welcome.”

“Highlight promotions and offers and, most importantly, keep smiling. Stopping and paying for fuel isn't the most exciting experience of their day but we should still try and make it as enjoyable as it can be.”

“My attitude is all about taking responsibility – treating the business and the customers as if they were your own. That way, you take the responsibility for making things happen, from the appearance of the forecourt and store, to making sure we're stocking the right products.”

ER SERVICE EXCELLENCE



We'd also like to congratulate our two runners up - Emma Lawton and Saiyedali Saiyed - who judges said had showed a "real commitment to providing excellent customer service", with "specific examples of consistently going above and beyond the call of duty".

On Emma, they said she "really understands the specific needs of our older and disabled customers, going out of her way to make sure they can access all of our services", adding that she was a "credit to her manager".

They said Saiyedali "truly appreciated that excellent

customer service leads to increased customer loyalty", adding that he "takes real pride in delivering exceptional service, taking steps to learn new skills and apply them in his own store."

Commenting on the awards, Mohsin Issa said: "I've been bowled over by the commitment of our cashiers and inspired by some of their stories. It's proven to me that Extra Mile is an important initiative to celebrate that commitment as we continue to grow our business. These people are the cornerstone of our future success."

Q2 BONUS SCHEME WINNERS

Our Q2 site manager bonus scheme winners have also been announced.

The Q2 area manager award went to Mohammed Tayab, who received a cash prize of £1,000. The full list of winning site managers are listed in the below table.

The bonus scheme is another important element of our

company-wide Extra Mile initiative, and further evidence of our commitment to excellent standards across our estate.

The results are based on the results of our mystery shopper programme carried out by ABA Research, shop margins, stock loss and wastage and Nectar issuance.

Site manager	Site	Prize
Saeed	Blackford Bridge	£1,000
Jabbir	Warrington Road	£800
Christine	Hillcrest	£750
Hayley	Moorland	£700
Melanie	Westholme	£650
Muzzafer	Ashton Road	£500
Imran	Prestonway	£450
Amanda	Wrexham Road	£400
Arif	Larkhill	£350
Mohammed	Longcauseway	£300
Ikram	Oadby	£250
Liz	Carnforth	£200
Lynn	Trafford Centre	£150
Sarah	Croft Hill	£100
Rob	Gowy	£50



EXTRA MILE 2010

Following the success of the first Extra Mile award, we're keen to start the process for next year right now.

To make nominations even easier, we've set up a new email address - extramile@eurogarages.com - so everyone across the business can highlight examples of excellent customer service in action, from area managers to site managers to cashiers.

We'll also be adding the details to our website and encouraging our customers to do the same.

We'll be keeping all of these examples on file and using them to help create our shortlist of candidates for next year's award.

Well done to everyone who participated and good luck for next year!

INVESTMENT IN ESTATE DRIVING GROWTH

Our ongoing site redevelopment programme helped to deliver a positive uplift in sales for the financial year to 31 July 2009.

Fuel and retail sales across the same portfolio of sites increased 5% year-on-year, generating an extra £10m of revenue, and profits increased 26% thanks to careful control of our cost base.

Martin Ashcroft, finance director at Euro Garages, said: "We are successfully moving our model to one driven by the quality of the convenience retail offering and the overall customer experience across our sites.

"Investment in our people, in our existing estate and in new, premium locations remains central to our ongoing growth strategy."

Newtown wins top award



Martin Ashcroft, finance director, collects the award from Tony Blackburn and Maria Payne, account manager at Imperial Tobacco.

We were delighted that our Newtown site in Skelmersdale scooped the Best Tobacco Merchandising Award at the Forecourt Trader Awards. Martin Ashcroft collected the award on behalf of site manager Ellen Bebb.

The site, which underwent a major redevelopment programme in June, was one

of the first UK forecourts to install Imperial Tobacco's brand new Ultima tobacco display unit in-store.

Mohsin Issa, director at Euro Garages, said: "This is a fantastic achievement for us, and a testament to our relationship with Imperial Tobacco and the dedication of our site team.

"It forms part of our wider commitment to providing the best possible customer experience on the forecourt and in-store by focusing on innovation."

Expansion continues

Our commitment to expanding the business is still ongoing.

We've completed 13 site acquisitions in the current calendar year - a combination of land with planning permission and trading forecourts. The most recent acquisitions have been 11 acres in Ashby de la Zouche and three acres in Uttoxeter, and we have exciting plans for all of our new sites in the year ahead.

These new sites will help us drive continued sales growth in the current financial year.

New headquarters

We're excited to announce that we've just acquired a three acre site in Blackburn. This will be the location of our new head office building and a brand new flagship forecourt.

The site will also serve as a 'training academy' for our employees and an 'innovation centre' where we can trial new technologies and services.

The planning process is underway and we'll keep you updated on its progress.

