

British Sugar TOPSOIL is 'tops' with customers

Written by Luke

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British Sugar TOPSOIL, the UK's largest supplier of topsoil to the construction, landscaping and amenity sectors, has been rated 'Excellent' or 'Very Good' for customer service by 98 per cent of respondents to a recent customer survey. The same percentage was also 'Very Satisfied' or 'Satisfied' with the company's general purpose topsoil product, 'Landscape20'.

The TOPSOIL sales team, which also achieved hugely impressive approval ratings for courtesy, knowledge and professionalism, invited 286 'Landscape20' customers to complete the survey. The chance to win a hamper from British Sugar TOPSOIL's parent company, Associated British Foods, was offered as an incentive, resulting in 55 customers taking part – a 20 per cent increase on the previous survey.

Asked for their top three reasons for buying from British Sugar TOPSOIL, customers cited Landscape20's compliance with BS3882:2007, its comprehensive independent analysis, and the company's reputation for working within given timescales to provide the quantity of material required. 67 per cent of respondents could find nothing on which the company could improve, whilst suggestions for enhancing its service included supplying a wider range of products.

TOPSOIL's manager Andy Spetch was satisfied with the number of respondents and delighted with their feedback: "The customer survey is essential in helping us to fine tune our service delivery. The TOPSOIL sales team works hard to fulfil the ten promises that make up our customer charter and it would appear they are succeeding. The overwhelming majority of survey respondents say they actively recommend our soil to others and cite quality, service, value for money, consistency and availability as their reasons for using British Sugar TOPSOIL."

Andy Wilkes of civil engineering firm GSD Lambert & Sons Ltd based in Wymondham, Norfolk, was the lucky winner of the food hamper. Rounding off a list of reasons why he uses Landscape20 topsoil, he said: "It's simply the best British Standard soil in Norfolk!"

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For information on TOPSOIL products visit www.bstopsoil.co.uk or call 0870 240 2314.