

Canada Nufloors Group Focuses on ‘Turning Flooring Customers Into Advocates’

By C.B. Whittemore

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During its 2010 annual meeting, Canada Nufloors Group focused on ‘Turning Flooring Customers Into Advocates’ in a keynote presentation from Simple Marketing Now's Christine B. Whittemore on “Customer Service Before, During and After the Sale”

Kinnelon, NJ – Canada Nufloors Group Inc., an organization that includes leading Canadian floor covering retailers with locations in British Columbia, Alberta, Saskatchewan and Ontario, held its annual meeting in Kelowna, British Columbia on September 11 & 12, 2010. The theme of the meeting was ‘Turning Flooring Customers Into Advocates’ and featured Christine B. Whittemore, chief simplifier of Simple Marketing Now, as keynote speaker. She discussed the customer retail experience in a presentation titled “Retail Hospitality or Customer Service Before, During and After the Sale”

Whittemore’s presentation addressed marketing to women consumers, the in-store and online retail experience and the importance of building strong relationships with customers. “Customer service – or ‘retail hospitality’ – is the ultimate means for a retailer to differentiate his or her retail experience in the marketplace,” said Whittemore. “As in the US, Canadian women shoppers have high expectations for quality of service and consistency of experience when making any kind of purchase decision - particularly complex, high involvement ones like flooring. Those retailers able to deliver high levels of satisfaction will be rewarded with customer loyalty and advocacy.”

“Nufloors retailers have built their reputations on great value and solid customer service,” says Barr Hall, Canada Nufloors Group General Manager. “They are relentless about consistently delivering memorable customer service to their customers and implementing state-of-the-art customer service tools. Christine’s presentation reinforced the importance of finding solutions for the female consumer and staying in touch with that consumer long after the installation is finished.”

Nufloors store owners and managers reacted enthusiastically to Whittemore’s presentation. Also presenting were Nufloors Coquitlam General Manager, Cynthia Dean, Rock Solid Business Coaching CEO, John Cameron, Spring Advertising account services director, Richard Bergin and Barr Hall.

For more information about Canada Nufloors Group Inc. [<http://www.nufloors.ca/>], contact Barr Hall via email at barr@nufloors.ca

For more information about Simple Marketing Now LLC, contact chief simplifier Whittemore at CBWhittemore@SimpleMarketingNow.com or visit the Simple Marketing Now website [<http://SimpleMarketingNow.com>] and companion weblog & newsroom – Simple Marketing Blog [<http://www.SimpleMarketingBlog.com>].

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About Simple Marketing Now: Simple Marketing Now, a marketing communications consultancy, helps organizations integrate social media and content marketing with traditional marketing to better connect with customers and improve business profitability.

About Canada Nufloors Group, Inc.: For more information about Canada Nufloors Group Inc., visit <http://www.nufloors.ca/>.

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