

Media Release

coles | Value the Australian way

7 DECEMBER 2023

AUSTRALIA'S 12 MOST POPULAR COLES TEAM MEMBERS RECOGNISED FOR EXCEPTIONAL SERVICE

Coles is once again honouring 12 of its most beloved and dedicated service superstars this Christmas for a third year, recognised by customers for their outstanding contribution to spreading joy, cheer and kindness across the country in 2023.

Thanks to the 40,000 customer comments received this year through the TellColes customer survey, the supermarket is shining a spotlight on the remarkable ways in which its team members go the extra mile to provide service with more than just a smile.

For a second year in a row, Queensland's own Bruce Craig-Williams from Coles in Yamanto has captured the hearts of his customers, securing the title of Australia's favourite team member, and reaffirming his commitment to going above and beyond his service responsibilities to brighten someone's day and support the Yamanto community.

"I take great pride in being the little difference that makes someone's day, and this award is a reflection of the shared moments and connections I've built with customers," Bruce said.

"It is both a privilege and a humbling experience to know my efforts, no matter how small, are recognised and appreciated by customers — they are the reason I love putting on the Coles uniform."

Bruce received more than 50 notable comments from local customers throughout the year, complimenting him on his consistently outstanding, friendly and helpful service, with one customer commenting: *"Bruce is single handily the reason I shop at Coles. He goes above and beyond to help every customer and it truly makes a difference to the shopping experience."*

South Australian runner-up and long-serving team member of 25 years, John Carr from Coles Anzac Highway, has also been recognised for his outstanding customer service, and said working with a great team motivates him to go beyond the call of duty for customers.

"When I come into the store, my priority is providing a memorable experience for customers, while supporting the team," John said.

"I take great pride in my job, particularly when it comes to going the extra mile for our elderly customers who really deserve the additional kindness and support."

The remaining 10 most popular team members included second runner-up Sophie Ward from Queensland; Apple Coleman, Simon Fry, Billy Norman and Jane Johns Putra from Western Australia; Julie Andrews, Rosemary Turner and Rozlyn Newcombe from New South Wales; Sue Webber from Tasmania and Matthew Trump from Queensland, together clocking up an incredible 232 combined years of service with Coles.

To celebrate the team members' achievements and to say 'thanks' for their commitment to customer service, Coles recently held in-store celebrations where each team member was presented with a coveted engraved plaque and a voucher of their choosing.

Coles Executive General Manager of Supermarket Operations, Claire Lauber said it was an honour to celebrate the 12 team members this Christmas and recognise them for their dedication.

"At Coles, we are passionate about creating meaningful customer experiences. This year's top 12 team members — many of whom are repeat winners — show the pride our teams take in delivering for our customers and providing an impactful in-store experience," Claire said.

TellColes is a national Coles survey where customers can recognise a team member by visiting www.tellcoles.com.au. Customers can also provide feedback about their local team members by contacting Coles' Customer Care www.coles.com.au/customer-care.

Feedback highlights

Bruce Craig-Williams, Coles Yamanto, Queensland

"I don't think I have to tell anyone how wonderful Bruce is, but I will. Our kids even know Bruce by name now. He is an absolute ray of sunshine."

John Carr, Coles Anzac Highway, South Australia

"John goes out of his way to provide help; he is always extremely busy, but does it with a smile on his face."

Sophie Ward, Coles Local Coorparoo, Queensland

"Sophie always gives excellent service, and is very knowledgeable about products and Flybuys offers."

Jane Johns Putra, Coles Florida Beach, Western Australia

"Jane always has a smile, is friendly and very efficient. She is a great member of your team."

Sue Webber, Coles Sandy Bay, Tasmania

"Sue is amazing and is always cheerful, attentive, helpful and friendly."

Apple Coleman, Coles Local Mosman Park, Western Australia

"Apple goes above and beyond for all customers. She is extremely friendly and is pleasant in her interactions — she knows all the locals!"

Simon Fry, Coles Claremont, Western Australia

"Simon at the checkout area has an infectious smile and demeanour. He always brightens my day and I go out of my way to say hello to him even if I don't need assistance."

Rosemary Turner, Coles Bowral, New South Wales

"Her friendliness and customer service is amazing — you should actually clone her."

Julie Andrews, Coles North Rocks, New South Wales

"She is just always so friendly, cheery and helpful. She knows most customers by name."

Matthew Trump, Coles Cleveland, Queensland

"Matthew on the registers is always amazing! He is genuine and happy to just be there. I will look for him when I'm picking a line."

Billy Norman, Coles Forrestfield, Western Australia

"I want to bring it to your attention how wonderful Billy is. He can never do enough for his customers. Always very obliging."

Rozlyn Newcombe, Coles Budgewoi, New South Wales

"Roslyn is an amazing staff member. She's always friendly and always helpful. A joy to see every time I go in-store."

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For further information, please contact

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