



### Championing the Best

There are independent retailers the length and breadth of Britain who put their customers first.

They battle against the out of town shopping centres, the major multinational brands and the challenges facing the high street by making themselves stand out.

Their stores are a destination, a must-visit because their level of service elevates them from the competition. Their passion for ensuring they make their customers lives a bit easier, that they give them cheer and add some colour sees them succeed where many others fail.

They deserve our support as well as our custom.

In 2011 the Customer at the Heart Awards were established to celebrate this commitment to excellence in service.

So far there have been over 30 winners named across the UK.

Each venue is nominated by a member of the public. The Insight with Passion team conducts a mystery shop. If they are sufficiently wowed the nominee receives a Customer at the Heart Award.

It is free to enter and showcases the best in customer service.

Nominate your favourite gallery, café, restaurant, bookshop or even travel agent.

There are independent retailers battling to make sure our town centres remain exciting and vibrant destinations. They should be praised.

For details of previous winners and press coverage, visit [www.customerattheheart.co.uk](http://www.customerattheheart.co.uk)

Founded by



SOLVING YOUR BUSINESS PUZZLE  
ANALYTICALLY AND CREATIVELY

[www.insightwithpassion.co.uk](http://www.insightwithpassion.co.uk)