

Customer Convenience

By Hannah Lewis

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We have all been there, outside a shop which has rusty trolleys or a few dodgy looking baskets. It is not a convenient way to start a shop and it leaves us as the customer with limited choices: walk away to a competitor, buy only the essentials or risk using a wonky trolley or weak hand basket.

As a customer the trolleys and baskets available are often their first impression of the store and set the tone of what they can expect from the products on the shelves and customer service.

All shopping baskets need to be strong, have a good sturdy ergonomic handle, be the right size and shape for the goods available in the store and be neatly stored in a well-designed stacker. If a basket is too small, feels weak or is uncomfortable to carry the customer will not have confidence in it to fill to up to the top.

A high quality, easy to manoeuvre trolley with a safe child seat and one which fits easily down the aisles of the store gives the customer a great first impression. They enter the store in a positive buying mood. Wonky castors, rusty frames and unsafe child seats put customers in a negative frame of mind as they start their shopping.

A truly convenient way to shop is to just grab a basket from a stack at the door, or roll out a trolley from a neat nest and be thinking only about the shopping list and goodies to buy. The customer should not even have to give the basket or trolley another thought.

TrolleysAndBaskets.co.uk is a simple online shop selling a large range of great quality retailers trolleys, hand baskets and rolling baskets. We have a variety of sizes, shapes and prices to suit all.

Please go online to order at www.trolleysandbaskets.co.uk or call 01865 858049 to place order over the phone.

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