

HOW TO EXCEL AT CUSTOMER SERVICE

Gold Medal winning retailers tell us how their stores continue to deliver great customer service and excel in a hyper-competitive environment. Challenges, advantages, top tips & more.

We take customer service very seriously and we always strive to give our customers the best experience possible. Our family business started over three generations ago in Brockton, Massachusetts in 1939. Our store Best-Made Shoes in Pittsburgh is about to celebrate 47 years. We are able to continue to exist because we are a Unicorn in the shoe business. We design, manufacture and fit custom-molded shoes, sandals and orthotics in our store in Pittsburgh. We are one of the few stores left in the county that does it all.

We are also a diabetic shoe supplier for some of the largest insurance and Medicare providers in the area. We are a nationally accredited Pedorthic facility and have two board-certified Pedorthists. Our store makes house calls to homes, hospitals or nursing homes for people that can't get to us because of illness or lack of transportation. Best-Made Shoes also does shoe repair which is a lost art in the United States. We get people who send us their repairs from all over the county because they can't find people in their area. These are some of the reasons we have survived with the Internet, DTC, throwaway shoes and other causes that contribute to the decline of independent stores.

The main reason we have prospered over all these years is because we go above and beyond to put a smile on our customers faces and a spring in their step. We get people who have no hope and are in pain and we change their lives for the better." — **Marc Rosen, Best-Made Shoes**

