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Nick's mission to identify outstanding customer service

AN East Devon man on a mission to identify local businesses which offer outstanding customer service is turning to the public for their help.

Nick Hall, 40, of Sidmouth, wants to hear from anyone who has a recommendation for his groundbreaking guide to tradespeople and businesses endorsed by the community they serve.

Father-of-four Nick only produced his first Our Local Expert guide, which is now distributed free to more than 35,000 homes in the East Devon area annually, four years ago. Since then, its popularity with both businesses striving to earn a mention and those turning to its pages for recommendations has grown beyond all his expectations.

"I've been overwhelmed by the response I've received," said Nick. "Businesses are jumping at the chance to feature and I'm always hearing from people how useful they find it when they're looking for, say, trustworthy tradespeople or quality local produce. Only the other day, a garage owner told me how he'd done some work for a recently widowed pensioner who'd turned to the guide after the death of her husband who, up until that point, had always taken responsibility for their car.

"Of course, there are other not-dissimilar guides out there but the thing about Our Local Expert is that it's put together by someone who lives in the community it serves and, moreover, is passionate about providing a resource for that community by identifying local businesses and tradespeople who routinely go the extra mile," added Nick.

"Our Local Expert is invaluable," said Mrs Patricia Bryant of Newton Poppleford. "It can be a real dilemma knowing who best to approach when you need some work done so it's great to have tradespeople recommended for you. The guide is a wonderful resource."

The public's enthusiasm for the guide is mirrored by many of those whose businesses feature in it and readily acknowledge that, in difficult economic times, it has provided them with a welcome shot in the arm.

"When the recession was beginning to take hold and business was hard to come by, at least 60 per cent of our new trade came courtesy of our listing in Our Local Expert," said James Sommers of JS Electrics in Exmouth. "It's been a lifesaver!"

Besides a mention in the guide and on the website which runs in tandem with it, featured businesses also stand to benefit from Nick's utilization of cutting-edge social media tools, such as Facebook and Twitter, and a much-coveted window sticker alerting the public to their inclusion.

If you know of a business which you think is worthy of inclusion in Our Local Expert, Nick can be contacted on 01395 513869 or via nick@ourlocalexpert.co.uk and would love to hear from you.

- The latest edition of Our Local Expert will be dropping through letterboxes across East Devon at the beginning of next month. For more information about the guide visit www.ourlocalexpert.co.uk.

- Ends -

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