Coop Aims to Please Customers

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The Coop plans to "examine the potential for new initiatives, such as an expanded mail program" and to "upgrade its facilities and merchandising concepts," according to press releases.

Customer satisfaction addressed
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With the help of students from the Sloan School of Management, the Coop has sought to determine customer needs and increase customer satisfaction. For example, the Coop now sells Levi's jeans and computer software in its Student Center location.

Brown said that the addition of scanners at cash registers speeds up check-out lines and illustrates the Coop's commitment to customer service.

Murphy said the Coop relocated the women's department to the back of the store and upgraded the walls in an effort to please customers. The women's underwear section was located just inside the Kendall Square store's main entrance.

Student reaction to the announced rebate was overwhelmingly negative. Vinod Rangarajan '97 said, "I don't like the rebate because prices are too high to start with and you don't get much back anyway. It makes me want to shop at other stores."

Marjorie J. Cresta '94 agreed. She did not believe that the low rebate was justified, despite the present economic downturn, she said.

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