



# St. Regis Mohawk Tribe

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### **First Americans IGA Store Receives Five Star Award**

#### *Team Effort Leads to Recognition*

**Akwesasne Territory** – IGA Assessment Program awarded the Five Star status to the *First Americans* IGA Store of Akwesasne. Five Star status is a national program and is the highest level of recognition an IGA store can achieve.

“We are extremely happy to have earned this award,” said Bonnie McDonald, store manager. “Despite all the challenges we’ve coped with in the past few months, our team was still able to perform way above average.” The award was based on a high level of customer service, standards for image, identity, store operations and fulfilling the *IGA Promise*. The *IGA Promise* is the “...assurance of an enjoyable and satisfying shopping experience with friendly associates in a store locally owned by people they know and trust.”

The IGA Five Star Assessment Program is a management tool to help monitor the IGA Brand *Customer Experience* and a store’s overall image and identity. Each quarter a specially trained customer visits the stores to evaluate the customer service experience provided by the IGA team. Within two days of this visit, the store receives concise evaluation. “This goes to show that the Tribe has a hard-working and dedicated work force,” noted Ron LaFrance, Tribal Sub-chief and IGA Board Member. “But leadership comes from the top and Bonnie deserves credit for her efforts.”

In addition to the unannounced visits, once a year the Assessment shopper also completes an appraisal. Accompanied by the store manager, the shopper takes a deeper look at important areas like food safety, storage and sanitation. At that time, the Assessment shopper evaluates the implementation of the IGA image and identity standards.

The First Americans IGA has been re-assessing itself, especially in light of the recent difficult economic conditions. This has led to some downsizing and rumors that the store would be closing. “We plan to continue operating the store.” asserted Tribal Sub-chief Stacy Adams, also an IGA Board Member. “It’s so convenient for our community and is a good reflection of what can be accomplished by improvements in management.”

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The St. Regis Mohawk Tribal Council is the duly elected and federally recognized government of the St. Regis Mohawk People.

**Helping Build A Better Tomorrow**

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