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Kitchen Customer Service of the Year



L-R Host Miles Jupp, the team from Orwells Furniture and KBB features editor Lindsay Blair

Winner

Orwells Furniture Ipswich

What the Mystery Shopper said: "This purpose-built showroom was located right in front of the company's workshop - and there was plenty of customer parking. I knew I was in for a treat, as the large windows at the front featured a selection of show-stopping displays. The greeting I got was cheery and welcoming and I was swiftly assured that this was a sophisticated and customer-oriented business by the way that the salesperson introduced herself and the company. She succinctly explained the bespoke service, the

on-site manufacturing, and the fact that they offered great flexibility from supply-only to a complete turnkey service. Then she suggested I explore the showroom. I was encouraged to open doors and drawers - all beautiful inside and expertly dressed, too. And after the salesperson had expertly toggled between myself and another browser for a few minutes, she asked if I'd mind her showing me some specific elements. I was very impressed with the whole experience, especially since the way I was dressed didn't scream 'deep pockets.'"



Finalists



Regal Kitchens Chelmsford

Regal Kitchens is a family business founded in 2009, and in that relatively short time its 'client is king' ethos has stood it in good stead. Regular events keep customers engaged and a well-designed website offers a showcase for completed projects.



Newcastle Furniture Company

Newcastle-upon-Tyne
Established by two designer-craftsmen in 1979, this Newcastle institution certainly deserves the accolades it receives. All kitchens are made bespoke in the company's own workshops.



Abbeywood Interiors Durham

Established in 2004, Abbeywood Interiors has carved itself a niche. Owner Steven Calladine's architectural background means the firm can also carry out extensions - and they're booked up six months in advance, which is a healthy sign.