

# ALL ABOUT THE CUSTOMER



**PERPETUAL**

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Coles CEO John Durkan wants to be an employer of choice because the customer experience depends on the quality of his people.

In just over 18 months in the role of chief executive, Durkan has seen Coles improve its position against arch rival Woolworths and continue to grow both sales and market share.

So far for Coles it has been a seamless transition from previous CEO Ian McLeod and Durkan believes that the company can continue to drive strong returns by increasing their investment in the customer experience. Central to this is an investment in employees which includes training in skills that have been lost over recent decades – like being a baker, a butcher or a green grocer.

In the latest segment of Perpetual's Performance with Purpose series, The Australian's Alan Kohler asks Durkan about the values he has inherited from McLeod and how he plans to improve on them.