

September, 2003



## Media Release

# CAJ HAIRDRESSING IN SOUTH MELBOURNE TREATS CLIENTS THE BEST

**CAJ Hairdressing** in South Melbourne has won the 2003 Australian Achiever Award for Melbourne's Hairdressing Services category.

The Australian Achiever Awards are an independent, unbiased award system based on assessment ratings from a businesses' own customers - an indication of a well run business where satisfied customers are a sign that a business is healthy and worthy of praise.

The award system focuses on seven criteria, each scored separately, namely: Time Related Service, Addressing Client Needs, Care and Attention, Value, Attitude, Communication and Overall Perception. The criteria are rated individually in percentage terms and the final score is an amalgam of these. Anything above 80% overall is regarded as exceptional and reflects outstanding customer service. A complete list of all businesses who have achieved over the last twelve months can be viewed at [www.achiever.com.au](http://www.achiever.com.au)

CAJ Hairdressing achieved a **99.79%** overall score for Customer Service and Relations, topping all other Melbourne Hairdressing Services businesses. The 2003 Australian Achiever Award proves CAJ Hairdressing delivers on the promise of customer satisfaction.

This Award winning salon has been owned and operated by Nadia Trowsdale for twenty years. A team of eight specialise in total makeover and use L'Oreal products exclusively. Nadia is also called upon for Hair and Makeup services at many Photoshoots for TV, Film and Theatre. The salon will be shortly expanding into whole body beauty services.

Some of the comments Australian Achiever received from CAJ Hairdressing customers were:

"Nadia is a dynamo. Very lady-like staff, always friendly. Nadia is an amazing and energetic woman who knows what she is doing. Their cuts and colours are wonderful. Give great advice."

"They are dedicated people. Very friendly, efficient and extremely professional. Very welcoming, pleasant and easy going staff."

"They are fantastic, with service second to none. Very thorough and professional. Nadia is always up to date and is very committed to you. I am very happy with them."

**ENDS:** For more information, go to [www.achiever.com.au](http://www.achiever.com.au) or contact Geoff Harwood at Australian Achiever on 03 8503 7763 or call Nadia Trowsdale at CAJ Hairdressing on 9699 3173.

Encourage,  
Recognise and  
Promote Quality  
Customer Service  
in Business