



Alcoholic Beverage Control

CHAIRMAN:
A.D. "ZANDER" GUY, JR.

COMMISSIONER:
DANIEL L. BRIGGS
Lexington

ADMINISTRATOR:
MICHAEL C. HERRING

LOCATION:
400 East Tryon Road
Raleigh NC 27610

MAILING:
4307 Mail Service Center
Raleigh, NC 27699-4307

PHONE: (919) 779-0700
FAX: (919) 662-3583
<http://abc.nc.gov/>

FOR IMMEDIATE RELEASE

APRIL 16, 2012

ABC STORES IN NC WIN TOP GRADES FOR CUSTOMER SERVICE IN STATEWIDE BENCHMARKING SURVEY

RALEIGH – North Carolina's retail and business customers of Alcoholic Beverage Control stores gave their local liquor stores an A- grade overall in a recent statewide customer service survey. In the survey, ABC liquor stores ranked higher in overall customer satisfaction than local grocery stores, banks, discount stores and drug stores.

"It's clear from this positive response that people like many things about the ABC store customer experience. This benchmark survey provides a foundation for understanding and improving those local store operations for the benefit of the communities and the state," said NC ABC Commission Chairman A.D. "Zander" Guy.

In North Carolina, the ABC system of 166 local boards and a state Commission is operated with no state funds. Through the sale of \$746,523,521 in liquor in ABC stores in the fiscal year ending June 30, 2011, total revenue distributions amounted to \$283,443,985 to the state's General Fund and the cities and counties where alcohol sales are allowed.

The survey, the first of its kind of the NC ABC stores' customer service, was designed, conducted and analyzed in November and December 2011 by Professor Nicholas Didow at the Frank Hawkins Kenan Institute of Private Enterprise at UNC's Kenan-Flagler Business School.

The telephone interview survey polled 424 retail customers, 400 business customers, and 400 adult non-customers of ABC stores in North Carolina. Detailed survey results are posted on the ABC Commission's website at <http://abc.nc.gov/boards/reports.aspx?folder=198>

The study was commissioned in response to ABC reform legislation passed by the North Carolina General Assembly in 2010. It was designed to assess current customer service provided by local ABC liquor stores, to establish baseline benchmarks to monitor customer service trends, and to identify specific ways that local ABC stores can improve customer service.

ABOUT THE NC ABC COMMISSION

North Carolina is one of 19 states to regulate alcohol through a control system. Since 1937, the North Carolina Alcoholic Beverage Control Commission has provided regulation and control over the sale, purchase, transportation, manufacture, consumption and possession of alcoholic beverages in the state. The Commission oversees more than 25,000 permits allowing alcohol sales by more than 17,000 retail outlets across the state and applies its regulatory authority to benefit public health, public safety and fair commercial regulation of alcohol products. For more information see <http://abc.nc.gov>.

###

MEDIA CONTACT
Agnes Stevens
919-417-0858
Agnes.Stevens@abc.nc.gov