



Woldruff's Footwear Wins Gold Medal Award

(October 1, 2016) Great Neck, New York. Woldruff's Footwear & Apparel was named a winner of a Gold Medal Service Award for Outstanding Customer Service by Footwear Insight magazine.

Woldruff's Footwear & Apparel was featured in the September/October 2016 issue of Footwear Insight along with 61 other stores that were recognized as winners of the prestigious Gold Medal honors.

"Customer Service is the best way that independent shoe stores can win out over bigger stores and online competitors," said Mark Sullivan, editor of Footwear Insight, one of the a leading trade publication serving the footwear industry. "It's also the best way stores can take care of their customers and build a loyal following."

The Gold Medal Awards are presented to stores that earn a score of 70 or better based on the results of a mystery shopping evaluation authorized by Footwear Insight and conducted by an independent third party mystery shopping firm. Woldruff's Footwear & Apparel achieved its recognition by earning points on 24 different criteria involved in the shoe buying process, starting with "how promptly were you greeted," to the measuring of the shopper's foot, all the way through the check-out process and the quality of the bag the shopper received on the way out the door.

"Woldruff's Footwear should be very proud of their achievement and prouder still to share it with their shoppers and their community," Sullivan said. "We evaluated more than 120 stores and those that made the list represent the absolute best of those stores."

This marks the second year Footwear Insight has presented The Gold Medal Awards. The Gold Medal Awards are open to all independently owned shoe stores and regional chains that have significant shoe businesses. National chains running stores and sports specialty stores are not eligible.