

# Secret Shopper

T&G's special agent identifies the best and worst of customer service...

## Cotswold Country Living



Address: Quarry Bridge Works,  
80 Chesterton Lane, Cirencester,  
Gloucestershire, GL7 1YD  
Tel: 01285 657527  
Date of visit: June 21st, 2011

### First impressions **10/10**

In the heart of an industrial and residential park, from the outside it looks tidy, well presented and has ample car parking. Nice touches include potted plants, subtle exterior lighting and good signs.

### Step inside **9/10**

The first floor is dedicated to country garments and footwear and is extremely well thought out. But, I was immediately given instructions to find James downstairs in the gunroom, so he could deal with me.

### Stay clean **10/10**

Immaculate.

### Show it off **10/10**

On entry, loads to see: 'proper' wooden display racks and shelving showcasing a wide variety of country clothing and footwear. In the gunroom it was even better! Weapons were securely displayed in oblique racking, so you could see what was on offer, with sundries, knives, optics all shown off superbly.

### Help me? **10/10**

As soon as I walked in – before 9am – I was asked if I needed assistance. I was directed downstairs and spoke to Peter. He was exceptionally helpful, friendly and talkative and advised me fully on prospective purchases.

### Know your stuff? **10/10**

Peter offered a wealth of advice about a number of guns; I felt he knew his subject and I certainly didn't catch him out.

### Pushy or pleasing? **10/10**

I wasn't at all pressured into any purchases. My visit ended up as a friendly chat rather than a 'shop' and I think staff are well used to customers wanting to discuss products before going away to think about it.

### Do I need this? **9/10**

Although our banter was centred on a particular type of shooting, I was advised of any necessary additions that would enhance my discipline. Sadly, no mention was made of any appropriate safety equipment that may have been needed as a novice.

### After sales **9/10**

Not displayed, so I had to ask upstairs. All manufacturers' warranties are backed by Cotswold's returns/credit note. I did note that all firearms purchases are given complimentary time on an affiliated range to properly zero weapons, which I thought was a nice addition.

### What's happening and where? **10/10**

Again Peter showed outstanding awareness of what was available in the area.

**97**  
/100

I've really struggled to mark Cotswold Country Living/Shooting Company down in any way at all. Where I have, I've been picky! A lovely, welcoming store with a great array of guns, excellent customer service and very well presented; it is my favourite visit of the last six months.

