



HIGH STREET, MULTIPLE

While it can be said that the independents are the kings of good service, the opposite claim has often been levelled at the multiple high street chains. However, this obviously doesn't necessarily ring true based on your votes. We know that good service resonates and makes a real difference. Here are the stores that you deemed to have the gold standard when it comes to service:



HIGH STREET, MULTIPLE
Jessops
London Camera Exchange



ONLINE

Internet shopping is often the first choice when it comes to photographers looking to get great value for money. Online has grown exponentially over the years, but we'd still always advise some caution. When browsing online, always ensure the site appears

trustworthy. Look for a secure connection and encryption (SSL) for payment process and, if in doubt, source a phone number and call in to check that everything's all well and good. The faceless aspect of buying online often makes it hard for online-only retailers to gain

trust and give the customer the fullest good service experience. But we don't want to talk about those types, and this year four retailers earned enough of your respect to pick up the much coveted gold award stamp of approval from you, the WDC readers.



ONLINE
WAREHOUSE EXPRESS www.warehouseexpress.com
PARK CAMERAS www.parkcameras.com
DIGITAL DEPOT www.digitaldepot.co.uk
PICSTOP www.picstop.co.uk

GOOD SERVICE AWARDS 2011

YOUR TOP STORES HONoured AT OUR ANNUAL BASH

During the past year we've been collecting votes both online at www.whatdigitalcamera.com and through the traditional postal means, and here we list those you've voted as the best. If you disagree, or have a different retailer that you'd

like to recommend for a Good Service award next year, log on to whatdigitalcamera.com throughout 2011 to lodge your vote. And who knows, this time next year your influence could make all the difference.

HIGH STREET INDEPENDENT

Often regarded as the kings of good service, owing in no small part to their knowledgeable and passionate staff, as well as the ability to add that personal touch sometimes lacking from the chain stores, it's no surprise that our independent high-street retailer category boasts no fewer than five stores that had their service rated as the gold standard.



BEST HIGH STREET, INDEPENDENT

CLIFTON CAMERAS
 Gloucestershire-based Clifton Cameras offer excellent post-purchase support.

GRAYS OF WESTMINSTER
 Arguably the best specialist Nikon retailer in the land.

dedicated bespoke touch-and-try showroom.

CAMERAWORLD
 London and Essex are the bases for this popular independent.

PARK CAMERAS
 Based in Burgess Hill, Sussex, Park Cameras features a

PREMIER INK AND PHOTOGRAPHIC
 A small, well-established, family business based in Leamington Spa.