

HAMILTON & NIAGARA REGION CONSUMERS MEET WITH... NICK COUTU *from* LESSARD COUTU CUSTOM JEWELLERS

CONSUMER
CHOICE AWARD
2018
BUSINESS
EXCELLENCE

Lessard Coutu Custom Jewellers is a first year Consumer Choice Award winner in the category of *Jewellers* in the region of Hamilton & Niagara. The company has been in business since 1990 and is Hamilton & Niagara Region leading Custom Jewellery Provider.



WHAT DOES IT MEAN FOR YOUR COMPANY TO BE VOTED BY CONSUMERS AS YOUR CITY'S BEST?

It's truly an honour that our customers would hold us in such high regard. It validates our hard work and we're floored to see our customers reciprocate in such a kind way.

WHAT SETS YOU APART FROM YOUR COMPETITORS?

We deal with some pretty emotional purchases like engagement rings, wedding bands, heirloom jewellery, redesigning old jewellery, and lots of fun projects.

So I think it takes a lot of one on one time, customer care, and vision to make really incredible jewellery.

We've aligned our values to exceed our customers' expectations and at the end of the day, we just want our customers to be happy with their jewellery.

HOW WILL WINNING THIS AWARD AFFECT THE WORK YOU DO MOVING FORWARD?

This award really sets the bar a bit higher for new customers that might visit us, but I think it just makes us that much more aware of the standard that we set for ourselves. We're extremely grateful and pleased.

WHAT IS THE BIGGEST RISK YOU HAVE EVER TAKEN IN BUSINESS?

We've recently branched out into digital / mobile services. We've released a mobile app called Engager Rings that allows customers from all over the world to work with us and, eventually, jewellers like us. The goal is to make our in-store experience available to anyone and there are certain financial risks that we've undertaken to bring the app to market.

BUSINESSWISE, WHAT IS YOUR NEXT BIG STEP?

As mentioned, the big step is to bring our mobile app to market. You can catch our pitch on Dragon's Den on Jan 18th. We're thrilled to offer our award-winning service to more and



BUSINESS MOTTO

Thrill the customer.

LOVE IN MY JOB

Making an important piece of jewellery meaningful for the customer and the happiness or the feels that come with it.

LEARNED ON THE JOB

We always love to stay on top of the latest innovations in jewellery production and will be investing in more 3D printing software that recently became available.

WHILE NOT WORKING

For our two business owners: Moe likes to exercise at the local gym, expand his mind by reading, watching documentaries, and travelling!

And Marianne, when she's not training for the Boston Marathon, she's getting friends and family together to enjoy company.

IN MY IPOD

For Moe: A lot of podcasts and online lectures.

For Marianne: Tons of running music for training and running marathons.

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