



KENNY & AIMEE

FEATURED RETAILER

# The Spinx Company

By Renee Lean, Upstate MSR

## MAKING A DIFFERENCE

Kenny White and Aimee Kennedy have only been with **The Spinx Company** three years and two years respectively, but they decided early on that they wanted to be a part of their community and a part of their customers' lives.

"We have a small window to make a connection on a personal level with our customers," advises Manager White. "That is our goal!"

Kennedy, the assistant manager, adds, "There is a difference between customer care and customer service. Customer service is getting the customer in and out. Customer care is learning about your customer, the personality and likes of each."

White chimes in, "That way, we know what customers need. I want them to look forward to coming in my store and seeing me, seeing us, because we make them feel good!"

The results speak for themselves. In 11 months of managing his first store in Greer, Spinx Company #192, and implementing his style of customer care, White's lottery sales doubled. White and Kennedy are now at the Spinx Company #126 in Greer.



Gulf Gas Station, Hardeeville – Mr. Patel  
 Kangaroo Express #3069, N. Myrtle Beach – Brian  
 The Villager, Anderson – Leena