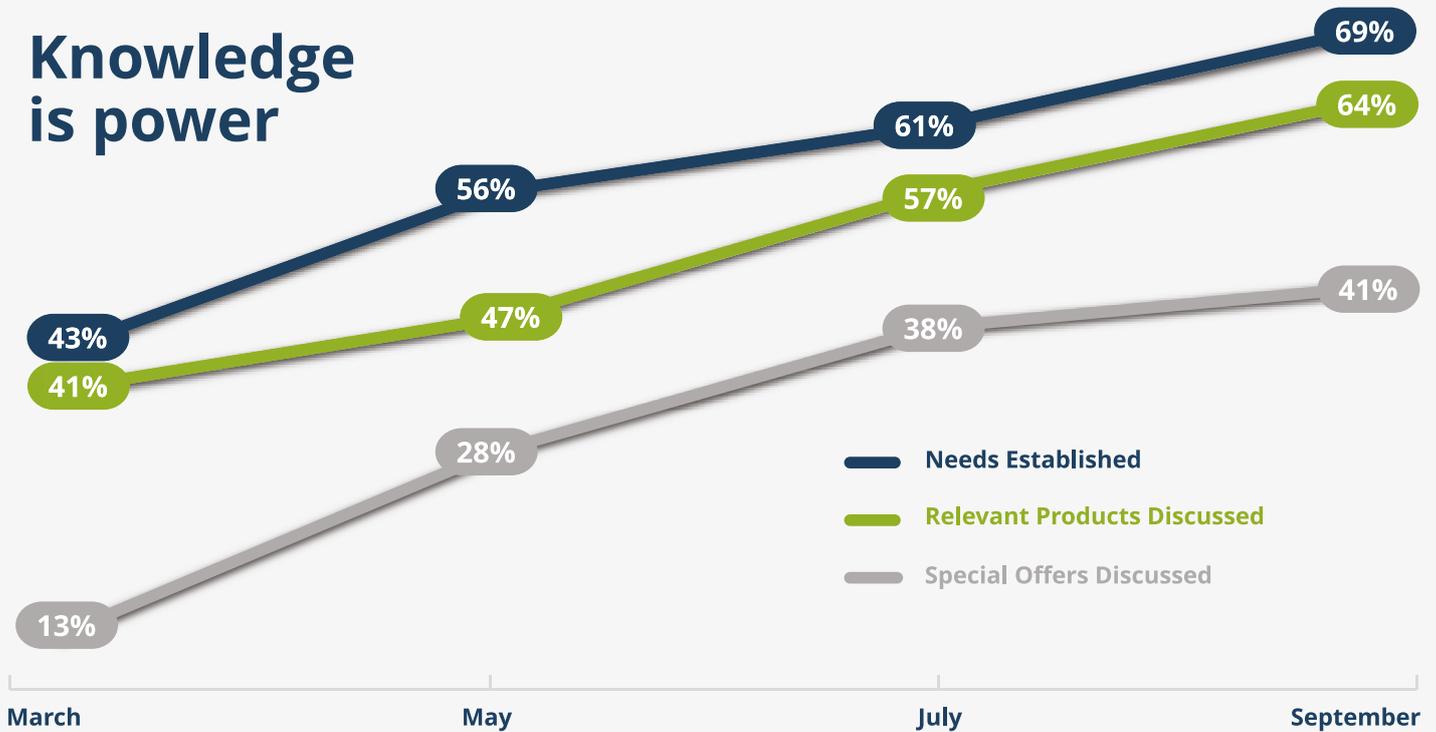




Shopping & Leisure Commercial Estate

Knowledge is power



The Objective

Creation of a mystery shopping CX programme to measure the customer experience against agreed criteria and standards; GAP analysis of performance and delivery against targets; then design of customer service and sales training to promote optimal performance.

The Outcome

One percent increase in visitor footfall across £1 billion plus retail and leisure estate over an 18-month period.

Measurable increase in sales performance for retail and entertainment occupiers.

The Challenge

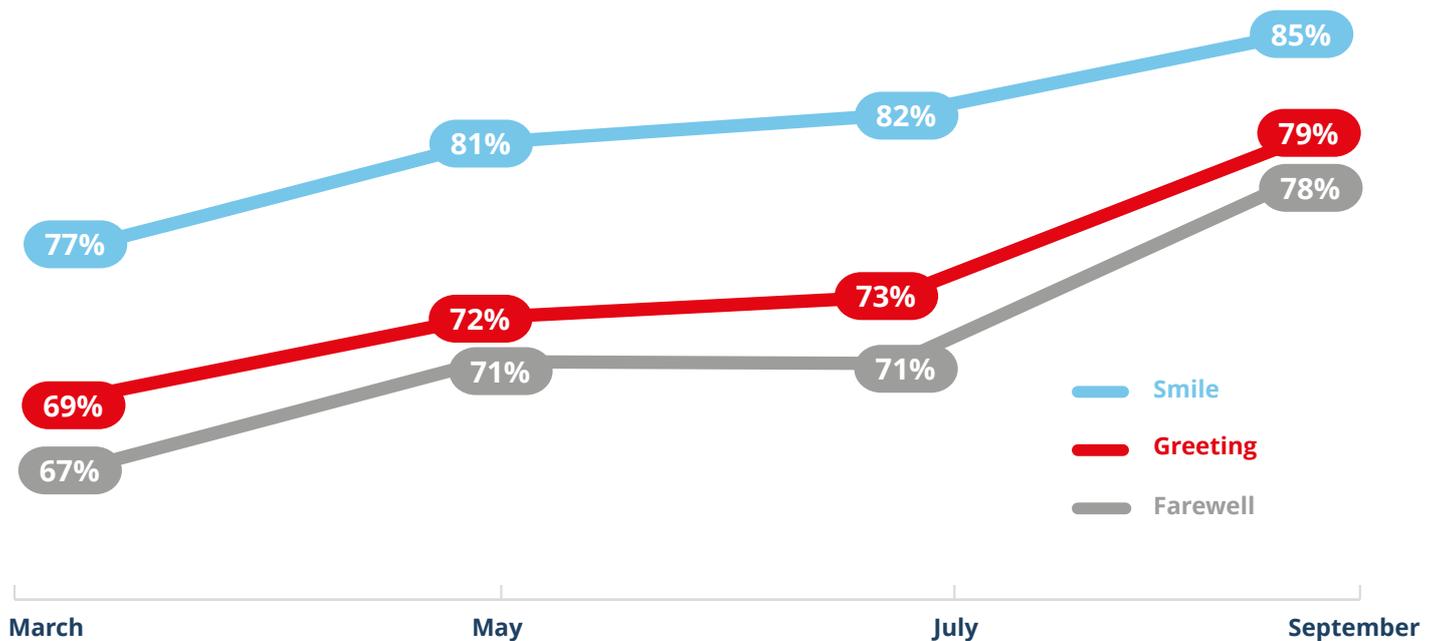
The challenge was to ensure fast, friendly and helpful engagement by the estate's staff and within individual retail and entertainment units; to raise standards wherever necessary so as to improve customer experience and footfall.

React CX was engaged after competitive presentations to deliver its recommended strategy and programme. React's approach was identified as different from other mystery shopping service providers, says Director Jill Spencer:

"First, we really listened to the estate management. They wanted to start with a blank canvas and with our help to identify what the team needed to know and to do, to really understand the customer experience.

"All retail and commercial estates are unique, with a different visitor profile, geographic catchment and challenges. So we tailored mystery shopping to the estate's specific situation, to help the management team to create an experience that is exceptional, world class."

"React appointed and now manages a team of expert mystery shoppers for the client; we know our field-force well, they are not people who are randomly selected from a database. The estate benefits from exceptional quality of service from the shoppers and React's expert analysis."



The Strategy

React designed a customer experience programme to test and report on service levels both within the estate and individual retail and entertainment units.

The programme regularly measures the customer experience from the perspective of how well it represents the estate and meets service goals agreed with the estate management team.

React's reports provide an ongoing 'temperature check' with measurement of service features that are important to customers – such as the quality of the environment and provision of a fast, friendly and knowledgeable service across the estate.

React reports to the estate management team on the results of multiple mystery shopping visits to each unit once a year. Additional activity is scheduled for more detailed assessment of units that are newly opened, performing below par or operating in a business sector requiring more analysis. Jill Spencer from React then meets with the occupiers to take them through the results at the end of each phase of activity.

React's process enables the estate management to provide unit managers with tangible, real-life evidence of the quality of service in their stores and venues with a view to improving the customer experience.

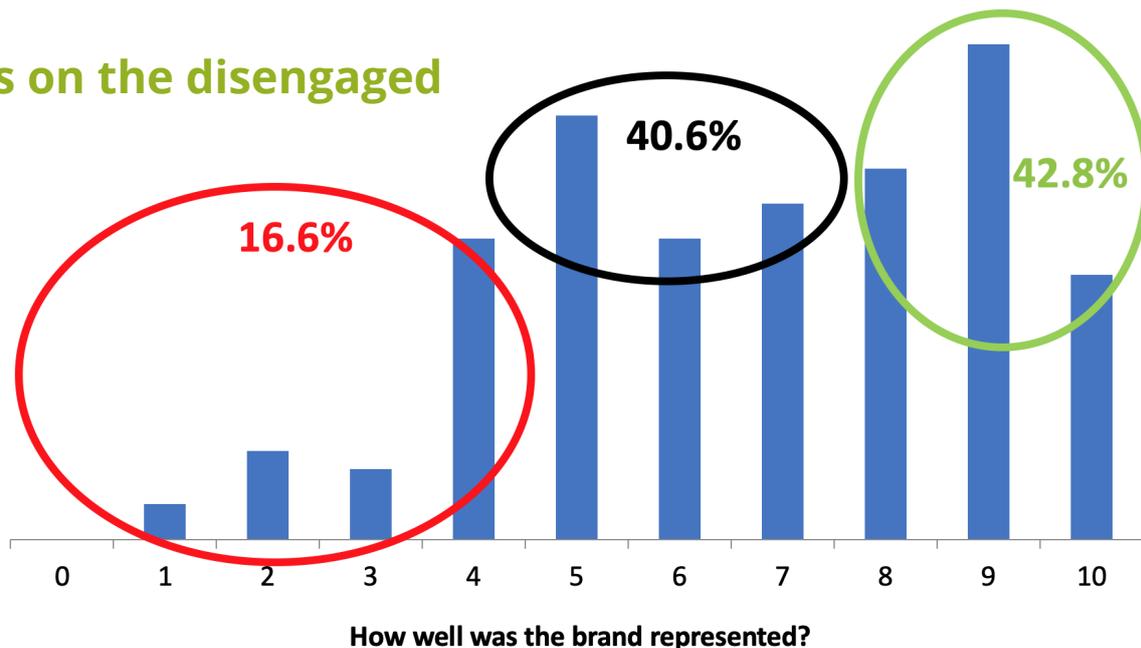
The Result

Monitoring customer experience has resulted in a measurable increase in sales performance for retail and entertainment occupiers, bucking national trends with a near maximum occupancy level. The retail and leisure development has over 100 shops, bars and restaurants.

The conversion rate of visitor footfall to new sales has risen by an extra one per cent across the estate since React was appointed to provide mystery shopping. This can be measured from retail sales data and CCTV recording footfall.

Key Point: The estate management found a direct correlation between those retail brands on the estate who scored well, above the average on mystery shopping visits, and those whose sales are growing. The average score of stores experiencing sales growth this year is 75/100; for those where revenue is in decline, it measures 63/100

Focus on the disengaged



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The retail managers are appreciative of the final reports and presentations; it gives them something concrete they can take back to their teams and say 'this is what the customer thinks.

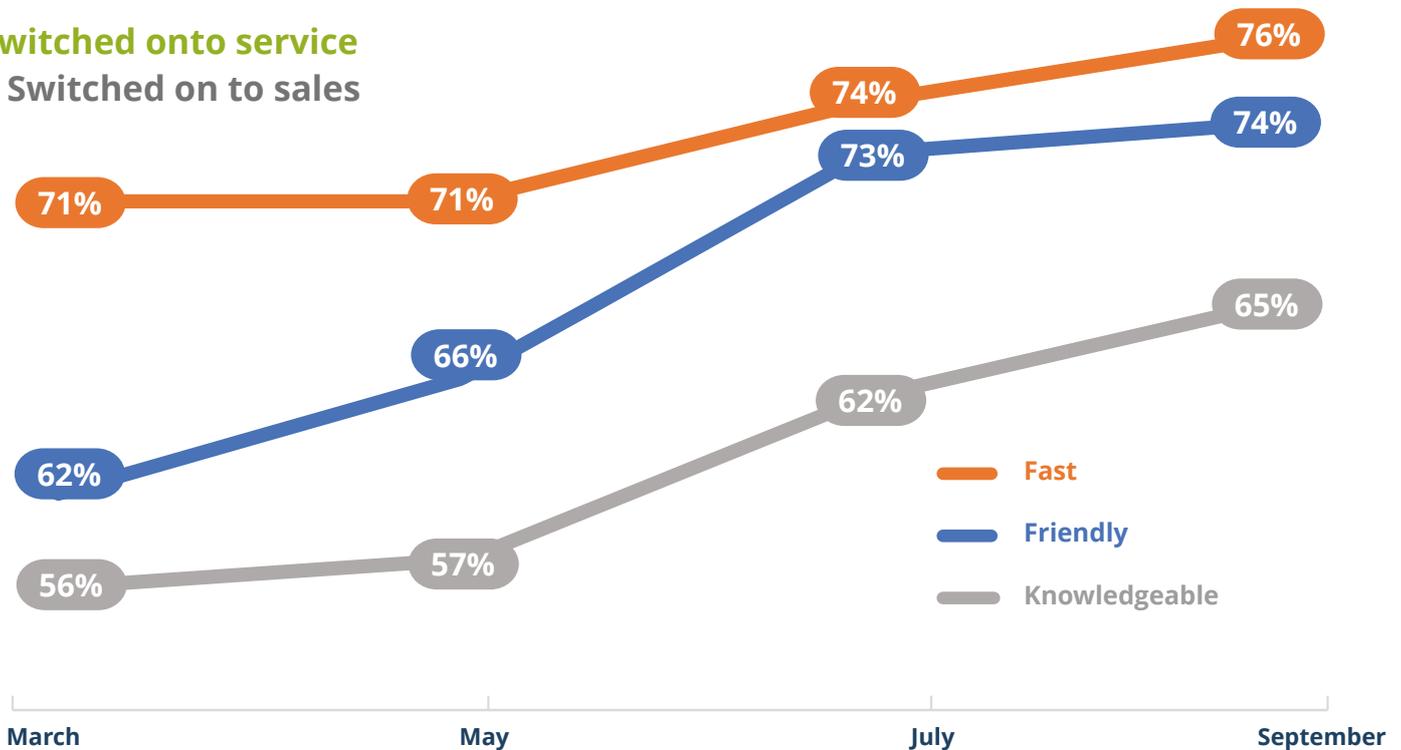
React also mystery shops the estate's own staff, to monitor interaction with mystery shoppers by telephone, email and face-to-face contact. This has resulted in the provision of new training in customer service, with Jill Spencer's team then assessing the impact on performance.

The estate management report that the environmental cleaning, customer support and information centre staff have consistently improved their scoring performance since work with React started.

This supports and confirms the value of the estate's investment in training, based upon mystery shopping output.

React CX provides customer experience planning, analysis and measurement. With our expertise and experience, the results can be employed immediately to maximise your return on training, customer service levels, sales activity and promotional programmes.

Switched onto service = Switched on to sales



Sectors served:

- Retail:** shopping centres, store groups, independents
- Food & Beverage:** restaurants, pubs, clubs, cafes
- Entertainment:** cinema, sports, others

Services offered:

- Review of your current CX programme**
- New CX programme set up**
- Ongoing CX programme management and analysis**

Contact us to discuss how we can help you increase revenue by improving your customer experience