

GET INVOLVED

LUTON TOWN CENTRE MYSTERY SHOPPING PROJECT



- ✓ Show your customers you want to assist them in making the right choices for a memorable experience and purchase.
- ✓ Be 'customer focused'.
- ✓ Prove they've made the right decision to visit you!



This service is provided free of any extra charge through your BID levy. Only limited places are available!

To register your interest, contact **Fergus McLardy** via info@lutonbid.org or call **01582 510657**

Luton BID is going to be running a series of 'mystery shopping' visits to support businesses, and help improve the Luton town centre experience.



Why?

- ✓ Gain a better understanding of your customers' experiences through objective reports.
- ✓ Enhance the customer experience by developing your staff's skills in customer engagement and effective interaction... to drive increased sales and profits.
- ✓ Invest in your staff — and your business's — future.
- ✓ In September all participants will be invited to attend an Awards event in one of the businesses who have taken part in the project.



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Our town – Our future

01582 510 657 | info@lutonbid.org | www.lutonbid.org

For more details on this project contact us



Luton BID Ltd is project managed by Partnerships for Better Business Ltd. (p4bb UK)

Why is good service so important?

Omnibus research data shows that the main reason why people leave a store without making a purchase is due to **poor service**.

What we do, what we say and how we say it all increase **customer engagement** and rapport. This makes us more relevant to our customers, more likely to make the sale, and more likely to develop loyal customers.



Why is mystery shopping important?

- Allows you to see the **customer perspective** – this may be quite different to yours!
- Highlights areas of weakness for **training** and allows you to see if training has worked.
- Allows you to **reward** those that deserve praise, and support those that need guidance.
- Allows you to **benchmark performance**.
- Helps you to **understand** better what your customers are looking for, and if you are successful in providing it.
- Helps you to **improve** your business's sales.
- Helps you to deliver all customers a brilliant **experience**.
- Help you to generate customer **loyalty**.

The Ten Commandments of service excellence

1. Acknowledge

Always acknowledge your customers on entry. Even if you're occupied, a nod of the head will suffice!

2. Greet

Offer your customers a friendly greeting, so they know you're there to help.

3. Ask Questions

Determine your customer's needs by asking open-ended questions.

4. Listen

Remain interested and attentive throughout the customer interaction.

5. Be Knowledgeable

Demonstrate your relevant product knowledge, and if you don't know, find out from a colleague who does!

6. Add-on and Up-sell

Make sure the customer is aware of all products that suit their needs and any complementary products, without 'pressure-selling'

7. Close the Sale

Don't miss the opportunity to encourage the customer to buy, but without being too pushy!

8. Thanks

Always thank your customer, even if they don't make a purchase.

9. Invite to Return

Invite your customers to return, so they leave with a positive impression.

10. Town Centre Spirit

Luton is like a big department store on the street! Create a positive impression of the city and customers are more likely to return.