

Worcester Business Improvement District (BID)  
4 Copenhagen Street  
Worcester  
WR1 2EY  
Tel: 01905 731612  
Email: [info@worcesterbid.com](mailto:info@worcesterbid.com)



22nd July 2014

Dear Sir / Madam

### **Customer Service Assessments (Mystery Shopping Exercise) and Annual Report**

In recent years, customers and business owners are realising more than ever the importance of excellent customer service to help boost trade. The Worcester BID Customer Assessments and Awards Ceremony are now in their fourth year and we want as many businesses to be involved as possible in order to help raise standards and understand where improvements can be made. Last year 110 businesses across all sectors were involved whether face to face, by email, phone or all three. Once again the exercise will be undertaken by industry experts Storecheckers with the awards ceremony will take place on 22<sup>nd</sup> September to which all participants will be invited.

Any BID business is invited to take part in an assessment although numbers are limited and the assessment is totally free as part of your BID levy and will take place, unannounced, before the end of August. Your report will be confidential to you to do what you want with, and will assess all aspects of your business in relation to how your team deal with customers.

There is obviously no obligation to take part in the scheme and some premises will already have an in-house customer service assessment programme although this does not prevent you from undertaking this assessment as well. If you are interested, then please complete the form overleaf by 15<sup>th</sup> August at the very latest, return it to Worcester BID, 4 Copenhagen Street, Worcester, WR1 2EY, fax 01905 731612 or email the completed form to [info@worcesterbid.com](mailto:info@worcesterbid.com). Street Rangers can also collect the form if you call 07982 405009.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Adrian Field'.

**Adrian Field - Worcester BID Manager**



I am interested in taking part in a Customer Service Assessment

Name of business: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Position: \_\_\_\_\_

Address of business to be assessed (including postcode):

\_\_\_\_\_

\_\_\_\_\_ Postcode: \_\_\_\_\_

If you are interested, please choose which of the following assessment options you would like:

Physical visit

Telephone

Please provide the relevant telephone number to which the assessor shall send the query:

(please write clearly) \_\_\_\_\_

Email

Please provide the email address to which the assessor shall send the query (please write clearly and note that the email address must be one which the public can access in relation to a query about your business – personal addresses or internal only addresses are not permitted)

\_\_\_\_\_

Main contact for this project: \_\_\_\_\_

Contact telephone number: \_\_\_\_\_

Email address: \_\_\_\_\_

Please complete the form by **Friday 15<sup>th</sup> August** and return it to Worcester BID, 4 Copenhagen Street, Worcester, WR1 2EY or email the completed form to [info@worcesterbid.com](mailto:info@worcesterbid.com). Street Rangers can also collect the form if you call 07982 405009. Please note that we are unable to access forms after this time.

Should you have any queries, please contact 01905 731612.