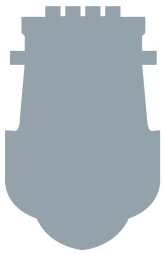




WORCESTER  
BUSINESS  
IMPROVEMENT  
DISTRICT



# CUSTOMER SERVICE ASSESSMENTS

# **SIGN UP FOR YOUR FREE CUSTOMER SERVICE ASSESSMENT PROGRAMME**

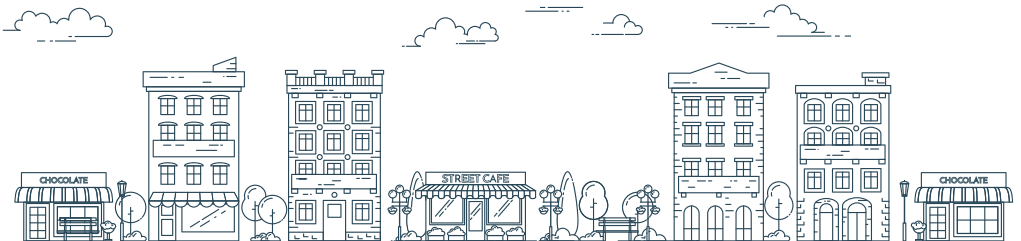
Worcester BID (in association with Storecheckers) is running a series of 'mystery shopping' projects to support our BID businesses and reward the best performers.

## **Why is mystery shopping important?**

- Allows you to see the customer perspective – which may be different to yours!
- Allows you to reward staff who deserve praise and support those that may need guidance
- Highlights areas of strength and weakness for training purposes
- Allows you to benchmark performance
- Helps you drive standards, improve sales and generate customer loyalty

## **Get involved and recognised for your service excellence!**

- Compete for an award for outstanding service in your sector at our Awards Evening in November
- Gain a better understanding of your customer's experiences with detailed analysis reporting
- Drive customer service standards across Worcester City Centre as well as increased sales and profits to your business
- Enhance the customer experience and invest in your staff by developing their skills in customer engagement



Deadline for participation  
is Friday 17th August

For more information contact  
us at [info@worcesterbid.com](mailto:info@worcesterbid.com)  
or call us on 01905 731612

### What you will get:

- A mystery shop visit, telephone call or email to your business across September 2018
- An individual and detailed analysis report with results for your business
- Invitation to the Awards Ceremony in November for the highest achieving businesses

### How you can get involved:

Complete the short form via [www.worcesterbid.com/customerserviceassessment](http://www.worcesterbid.com/customerserviceassessment) or with the Ambassadors when they visit your business.

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Please bear in mind that these are available on a first come-first served basis, so register your interest early to avoid disappointment!

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*You are under no obligation to take part in the scheme and we are aware that some businesses already have in-house customer service assessment programmes, however, this does not prevent you from being part of the Worcester BID Customer Service Assessments and competing against similar businesses within your sector.*

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      Email

Please provide the relevant details below for your chosen assessment/s

Visit address .....

Telephone .....

Email .....

(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 17th August 2018 and return it to:

Worcester BID, 4 Copenhagen Street, Worcester, WR1 2EY

Tel: 01905 731612 or email the completed form to [info@worcesterbid.com](mailto:info@worcesterbid.com)

Please note that we are strictly unable to instruct assessments to take place after this time due to time restrictions.

Should you have any queries, please contact Shelly Simpson or James Bell on 01905 731612.



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