



Winning an Ace – the tips tricks and hard work!

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CHARTERIS

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Why Bother Entering?

- ◆ Great value mystery shopping
- ◆ Benchmarked against peers
- ◆ Constructive and objective feedback
- ◆ Great for the team to feel acknowledged

Customer Experience

- Product or service
- Process (how easy are you to do business with?)
- Engagement (how did it feel?)

Customer Experience in Shopping Centres

- Buildings (not marked)
- Facilities (25%)
- People (75%)



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What We Look For On Arrival

Arrival	Yes/ No/ n/a	Potential Score
<i>EITHER</i>		
1a. If an out of town complex, was there clear signage directing you to the Centre? From motorways/dual carriageways? As you approach the centre?	n/a n/a	1 1
<i>/a if a town centre complex</i>		
<i>OR</i>		
1b. If a town centre complex, was there clear signage directing you to the Centre? On town signs? By foot?	Yes Yes	1 1
<i>n/a if an out of town complex</i>		
<i>If the centre does not have direct access to public transport, questions 2 and 3 are n/a</i>		
2. Was it clear how to reach the stores from the bus/tram/train stop, if stores not visible?	Yes	1
3. Was it clear how to reach the stores from the taxi rank, if stores not visible?	Yes	1
<i>n/a if no transport stops or taxi ranks attached to the centre</i>		
4. Were the following areas tidy and well maintained? External Entrances Landscaping / Gardens (if out of town) Car Park Floors	Yes n/a Yes	1 1 1
<i>n/a if these areas are not present</i>		
5. Were cycle racks available?	Yes	1
<i>If the centre does not have a car park, questions 6-13 are n/a</i>		
6. Were there working car park help points available?	Yes	1
7. Was there a visible security or parking attendant presence?	No	1
8. Were parent and child spaces provided? a. Was the location of these spaces highlighted from the entrance to the car park?	Yes Yes	1 1
9. Were spaces available for disabled people conveniently located? a. Was the location of these spaces highlighted from the entrance to the car park?	Yes Yes	1 1
10. Was it clear how to reach the stores from the car park, if stores not visible? <i>n/a if stores are visible from the car park</i>	Yes	1
11. Were parking charges clear within the car park, if applicable? <i>n/a if the car park was free</i>	Yes	1
12. Was the payment method (i.e. pay & display/pay on foot) clear on entering, if applicable? <i>n/a if the car park was free</i>	Yes	1
13. Was there a car valet operation on offer? a. Was this well signed from the entrance of the car park, if applicable? <i>If no car valet operation, part a is n/a</i>	Yes Yes	1 1

What We Look For In Layout

Layout and Accessibility	Yes/ No/ n/a	Potential Score
14. Were all doors operating correctly?		
a. All manual doors were operational (if applicable)	Yes	1
b. All automatic doors were operational (if applicable)	No	1
15. Were centre opening times clear at the entrance?	Yes	1
16. Within 2 minutes of entering, could you find a centre directory or centre guides?	Yes	2
17. Was a directory/guide available (or was information on how to find one) in:		
a. in large font?	No	1
b. in Braille?	No	1
c. or an alternative service was offered?	No	2
<i>Always applicable, even if question 16 scores No</i>		
18. Were all stairwells, lifts and/or escalators clean and well lit? <i>If none, then n/a</i>	n/a	2
19. Were all lifts and/or escalators operational? <i>If none, then n/a</i>	n/a	2
20. Was the Centre at a comfortable temperature?	Yes	1
21. Was the centre well lit throughout?	Yes	1
22. Was the ambience in the centre appropriate and pleasant? <i>e.g. did you feel safe, comfortable and was the atmosphere relaxed and free of distractions?</i>	Yes	1
23. Was there any greenery inside the mall?	n/a	1
a. If yes was this in good condition?	n/a	1
<i>If none, then n/a</i>		
24. Were mall floors clean, well maintained and free from litter, spills or leaks?	Yes	3
a. If no, was the area cleaned within 10 minutes	n/a	3
<i>If all floors are clean, then part a is n/a</i>		
25. Were litter bins:		
a. Visible in the centre?	Yes	1
b. Clean and regularly emptied?	Yes	1
c. Separated for recycling purposes?	No	1
<i>If part a is No, then parts b and c are n/a</i>		
26. Were mall seating areas:		
a. Visible in the centre?	Yes	1
b. Clean and inviting?	Yes	1
c. Ample for the level of trade during your visit?	Yes	2
<i>If part a is No, then parts b and c are n/a</i>		
27. Was the customer service desk / point well signed and easy to find? <i>If no such desk available, score No</i>	No	4
28. Was the Customer Service Desk tidy and well maintained? <i>If no such desk, score n/a</i>	Yes	2

What We Look For In Facilities

Centre Facilities		Yes/ No	Potential Score
<i>answer yes or no only to question 29</i>			
29. Which of the following facilities were available in the centre:			
Toilets	Yes	4	
Disabled Toilets	Yes	2	
Baby Changing facilities	Yes	2	
Parent cubicle/room (available to both men/women)	No	2	
Creche/Play facility	No	2	
Public Telephones	Yes	1	
Post box	No	1	
Shop mobility	Yes	4	
Cash points	Yes	1	
Suggestion box / feedback forms	No	1	
Meeting point	No	1	
Job Vacancies/Information Board	No	1	
30. Was any information on centre events and/or entertainment visible in the mall			
	No	1	
31. Did the centre run a child safety scheme?			
	No	2	
32. Were details of this scheme visible all around the centre			
	n/a	1	
<i>If no such scheme, score n/a</i>			
Visits to the toilet facilities			
Time of visits:			
	<i>Visit one</i>	<i>Visit Two</i>	
	9.30	10.15	
33. Were the toilet facilities clean tidy and litter free?			
	Yes	Yes	2
34. Were all fittings within the toilet facilities clean:			
Sinks?	Yes	Yes	1
Toilets/Urinals?	Yes	Yes	1
Cubicles?	Yes	Yes	1
35. Were the toilet facilities odour free?			
	No	No	1
36. Did all toilets flush correctly, or were out of service toilets clearly signed?			
	Yes	Yes	1
37. Did all cubicle doors lock properly? (More than one door to be checked)			
	Yes	Yes	1
38. Were hand washing facilities pleasant to use:			
Was there adequate soap available?	Yes	Yes	1
Did all the taps function correctly?	Yes	Yes	1
Was water temperature comfortable?	Yes	Yes	1
All dryers worked or there were plenty of disposable towels	Yes	Yes	1
39. Were there hooks on the back of all cubicle doors?			
	Yes		1
40. Were disabled toilets:			
Clearly signed?	Yes		1
Easy to access?	Yes		1
Clean and tidy?	Yes		1
<i>If no disabled toilets, score all parts n/a</i>			
41. Was the baby changing facility clean and litter free?			
	Yes		1
<i>If no baby changing facility, score n/a</i>			
42. Did the parent room/cubicle:			
appear clean and litter free?	Yes		1
have food warming equipment?	No		1
have a private breast feeding area?	No		1
<i>If no parent room, score n/a</i>			
43. Did the crèche/ play facility:			
appear clean and litter free?	n/a		1
have toys and equipment in good condition?	n/a		1
<i>If no creche or play facility, score n/a</i>			

What We Look For On Departure

Departure	Yes/ No/ n/a	Potential Score
44. Signage within the centre clearly indicated where to find:		
Public Transport	Yes	1
Taxis	Yes	1
Car Park	Yes	1
Pick up/drop off points	Yes	1
45. Was an undercover area available (outside of the centre) to wait for your transport? <i>n/a if no direct access to transport</i>	Yes	1
46. Were the pay machines working correctly:		
All machines appeared to be in working order	Yes	1
Machines offered change	Yes	1
The machines could take notes	Yes	1
The machines could take credit cards	Yes	1
<i>If no car park or if the car park is free, then n/a</i>		



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What We Look For In People

Staff		
Before the visit	Yes/ No	Potential Score
47. When phoning the Centre, was your call answered in 3 rings or less?	Yes	2
<i>EITHER</i>		
48a. If your call was answered manually:		
Was the call answered correctly? (e.g. name of centre given, may I help you?)	Yes	4
Was the centre staff member knowledgeable or able to find someone who was?	Yes	3
If on hold, was your call retrieved within 60 seconds?	n/a	3
Was your query answered clearly and efficiently?	Yes	3
Was the centre staff member who assisted you pleasant and friendly?	Yes	3
<i>If the call is not answered at all, score all No</i>		
<i>OR</i>		
48b. If your call was answered by an automated system:		
Was the message clear and easy to understand?	n/a	4
Were the menu options appropriate to your enquiry, if applicable?	n/a	3
Were you able to speak to a centre staff member directly, within 60 seconds?	n/a	3
Was your query answered clearly and efficiently?	n/a	3
Was your query answered in a pleasant and friendly manner?	n/a	3
<i>If the call is not answered at all, score all No</i>		
49. Can you find the Centre's website easily on the internet? (e.g. via Google)	Yes	2
Does this include: Trading hours	Yes	2
Maps and transportation details	Yes	2
Easy to access store information	Yes	2
<i>If no website, question 49 will score all No</i>		

What We Look For In People (1 of 3)

Interaction One	Yes/ No	Potential Score
<i>If a member of staff cannot be found within 10 minutes of actively seeking help, score No for 50a - 57a</i>		
Staff member's role: Security Guard	Staff name: n/a	
<i>If no name badge visible, please provide a brief physical description of the member of staff</i>		
50a. Did the centre staff member initiate a pleasant greeting when approached in the centre?	No	10
51a. Was the staff member dressed in an appropriate uniform to make them identifiable to the centre?	Yes	5
52a. Was the staff member neat and appropriately groomed, no obvious marks or damage to uniforms (wrinkled / untucked)?	Yes	5
53a. Was the staff member able to answer your specific question or did they refer you to someone who knew the answer?	Yes	8
54a. Was the staff member attentive and eager to assist you?	Yes	8
55a. Was the staff member able to offer any additional assistance / information with your enquiry?	No	10
56a. Were you asked if they could assist with anything else?	No	5
57a. Did the staff member initiate a friendly farewell as they leave you?	No	10

What is Customer Engagement?

The experience delivered by the staff is so consistently good that the staff become the organisation or brand in the eyes of its customers

The Key Benefits

- ◆ Improve staff experience
 - ◆ Reduced costs through improved productivity
 - ◆ Reduced costs through lower staff turnover
- ◆ Improve customer experience
 - ◆ Potential increased or maintained revenue through customer loyalty
 - ◆ Potential increased or maintained revenue through customer advocacy
- ◆ Can be used to reduce complaints
 - ◆ Reduced cost through non-escalation of complaints

Cultural and Behavioural Change

- ◆ This is not training
- ◆ Training can improve service by setting standards of behaviour, teaching a tangible process such as how to use a system or answer a query
- ◆ It cannot fundamentally change an organisation's culture or the attitude of its employees towards customers and service

Six Steps

- ◆ Define
 - ◆ What the organisation wants to be in terms of personality and behaviour for both customers and staff – this definition created by the staff that have to deliver it
- ◆ Measure
 - ◆ Measure the outcomes of the desired behaviours to track progress and deliver improvement
- ◆ Communicate
 - ◆ Internal communications delivered by the organisation's managers to engage support for the change

Six Steps

- ◆ Lead
 - ◆ Leadership focus to ensure progress and sustainability
- ◆ Reward, recognition and appraisal
 - ◆ Recognition and appraisal to recognise behaviour not just performance
- ◆ Recruitment
 - ◆ Hire for attitude, fire for attitude
 - ◆ Assessment half days
 - ◆ Competency interviews

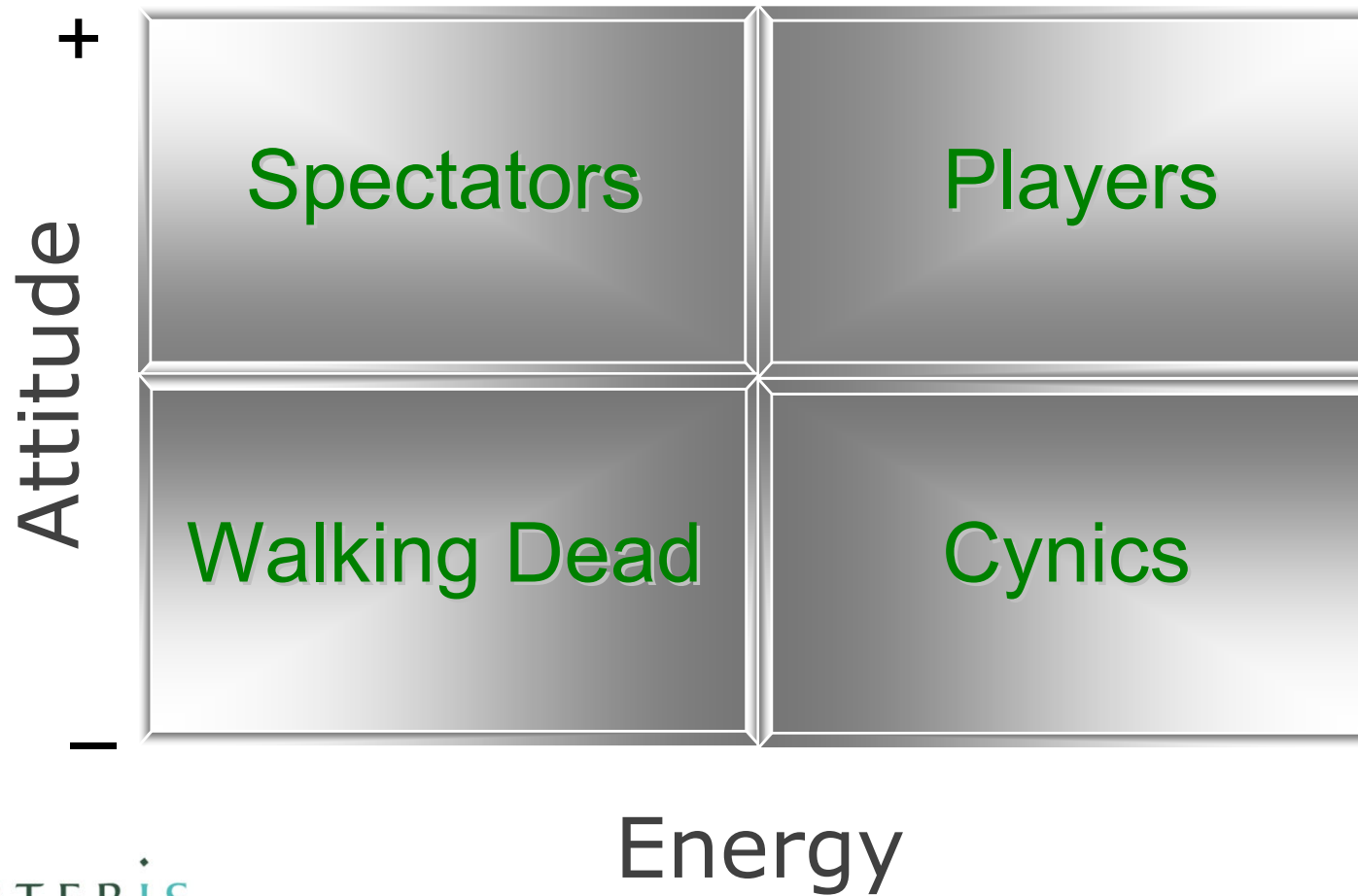
Questions For All Of You

- What is your purpose?
- Why do you work here?
- Why did you choose your career?
- What do you most enjoy?



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Your Options



Customer comment – tangible

- “It’s always the first place I go”
- “I shop here for everything”
- “Staff are continually helpful & have time for you”
- “It’s the only store where staff are knowledgeable”
- “Can get the same goods elsewhere but not the same level of service”

Customer comment – intangible

- “A certain atmosphere when you walk in”
- “JL is not just a shop - it’s like home!”
- “I’ve known you all my life”
- “Safe and comfortable”
- “I trust the store”
- “I feel at home”

Customer comment

".....it's my spiritual home,
when I die I've asked my
husband to sprinkle my ashes
here"

What You Gain From Winning

- A vehicle by which to maintain or improve standards further
- Recognition amongst your peers
- An opportunity to set new standards for UK shopping centres
- Something very positive to talk to your retailers about
- A great sales feature for attracting new retailers

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