

Success Through Collaboration

EICC, Edinburgh

Monday 28 February –
Wednesday 2 March 2011

**BCSC Shopping Centre Management
Conference and Exhibition in association with
The College of Estate Management**

in association with



The College
of Estate
Management

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Customer Service and ACE Awards

Tom Nathan
General Manager
Brent Cross Shopping
Centre

Bob Winnington
Account Director
Institute of Customer
Service

BCSC
SHAPING RETAIL PROPERTY

In association with

CEM
The College
of Estate
Management

2011 Ace Awards

- 3rd year - 67 entries
- Purple Apples: 5 years = 100
- 3 size bands - S, M, L
- Quiet / Busy visits
- Customer Service - 60%
- Facilities - 40%

Customer service is measured by

- staff interactions
- telephone call
- letter of complaint

Results - Customer Service

The Good

90% friendly greeting and asked question to understand more
90%+ websites and excellent telephone answering

The Bad

22% could not find staff within 3 minutes
26% did not solve the problem effectively
23% not friendly and could not give a SH*T!

The Ugly

47% did not reply at all to a letter of complaint
41% of requests for help in car parks were handled poorly

Results - Facilities

The Good

Carparks, Mall cleanliness, toilets, ATMs, Baby changing

The Bad

Out of date directories, lack of manned info desk, no shop mobility

The Ugly

75% do not have children's play areas

61% do not have bins separating waste

The Bottom Line

	TY	LY
• Customer Service	72%	v 71%
• Facilities	81%	v 80%

And the winners are.....?

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