

# **“NAME IT, MEASURE IT, REWARD IT!”**

**Making customer service the heart of  
your shopping centre**

Mark Bradley

“Stand Up and Be Counted”

3 March 2009

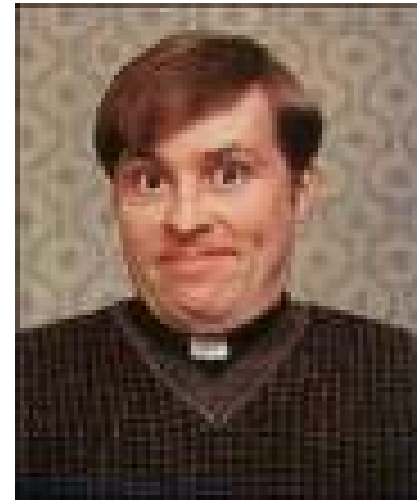
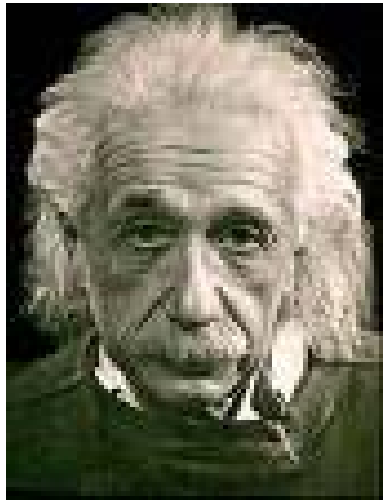
We waited  
30 min  
NO SERVICE



# A Picture of the UK Customer Experience

- Cultural challenges
- Lack of Perspective
- Demeaned by Language
- 'Computer Says No'
- Low Aspiration
- Low Organisational Profile
- Lack of Recruitment Screening
- Don't Understand our Customers

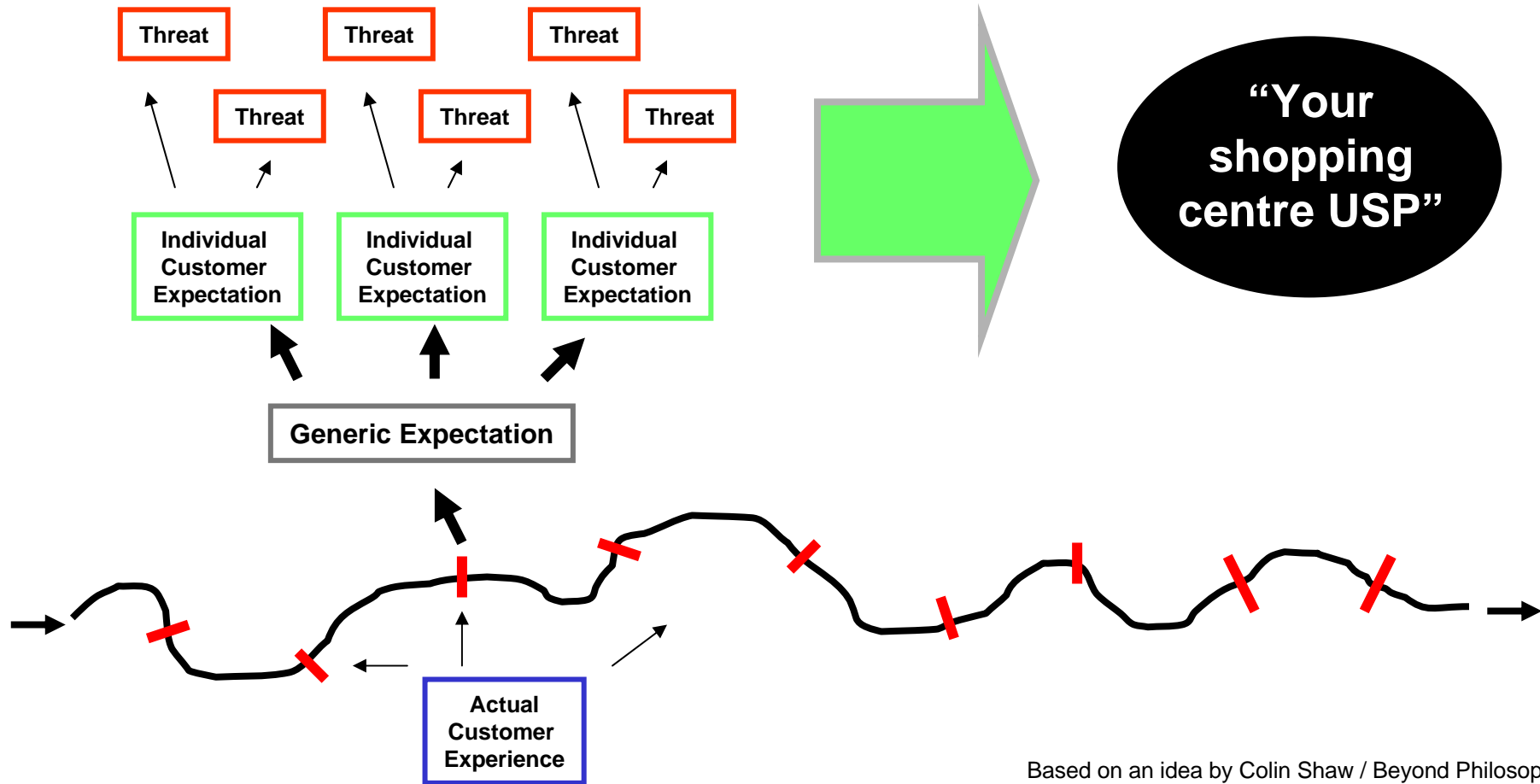
How sophisticated & effective is your understanding of customers?



# Hygiene v. Enhancing

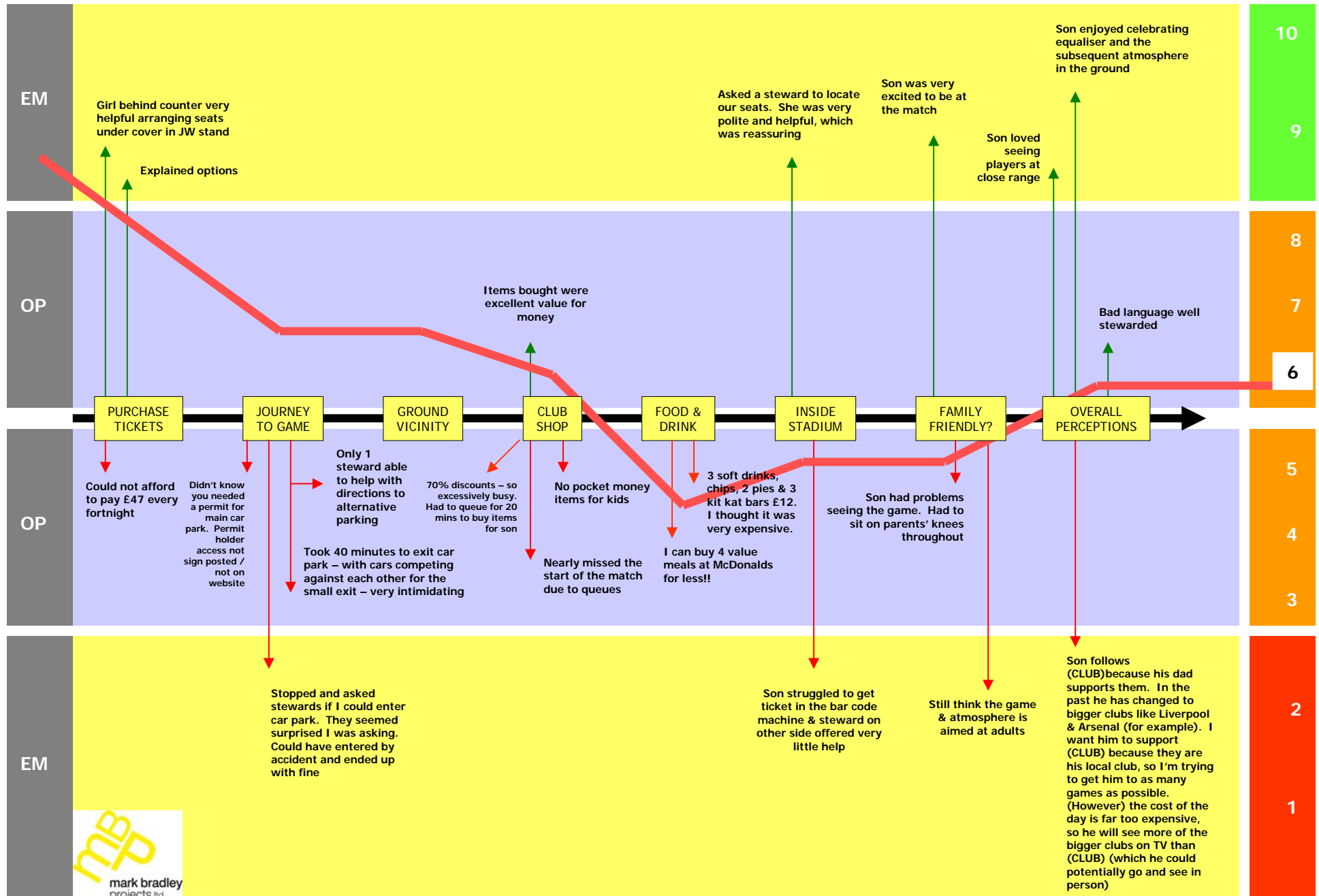
- Operational/basic requirements
  - Process rigour
  - Reliability
  - Responsiveness (speed)
  - Robustness of product
- Service/intangible factors
  - Responsiveness
  - Friendliness
  - Humility
  - Humour
  - Kept-up-to-date
  - Honesty
  - Justice

# The Customer as Catalyst

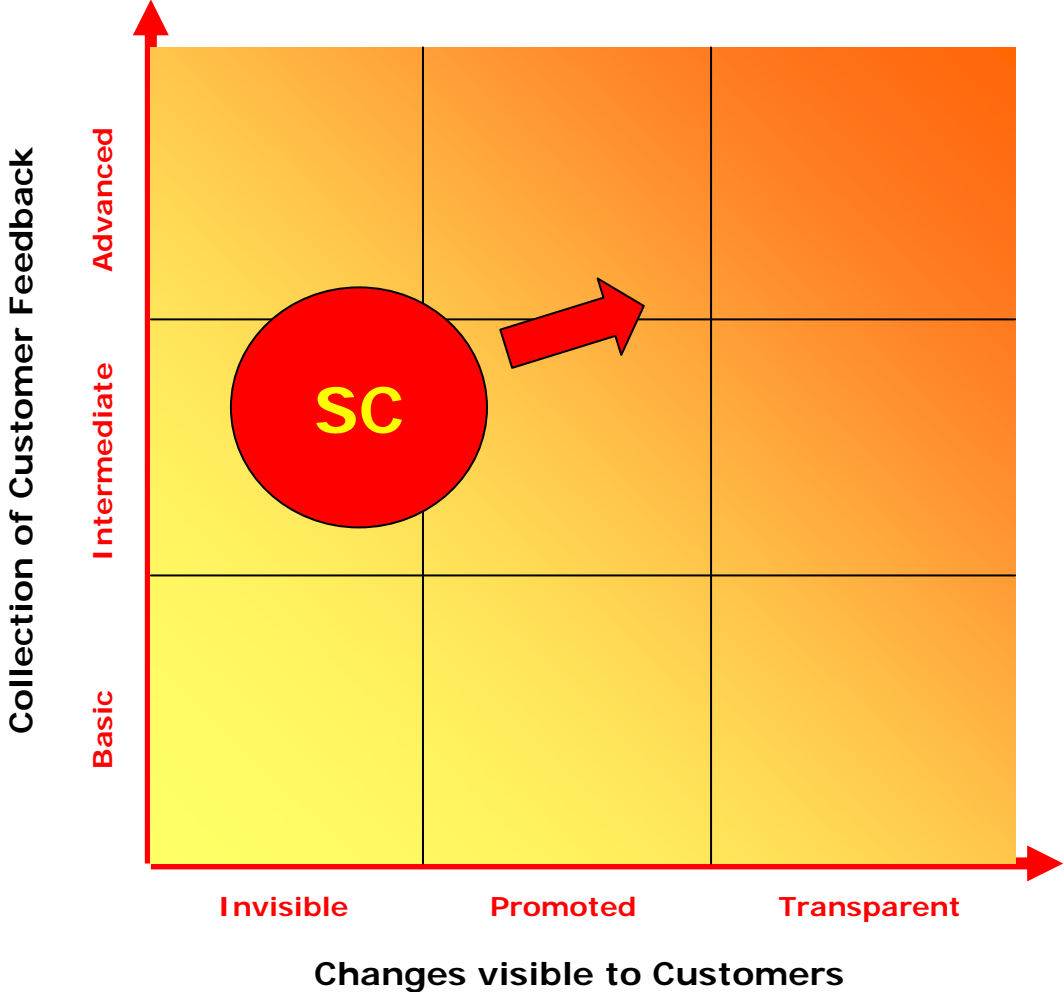


Based on an idea by Colin Shaw / Beyond Philosophy

# TRACKING THE SUPPORTER EXPERIENCE



# The Transparency Gap



# Tribute to Service Heroes

- Delivery Crew Members
- Drawing approval
- Making it easy to get in touch
- Transparency
- Prêt a Travailler
- Bordering on the brilliant
- Shoe in / shoe out
- Little Black Book
- The Lush Hour
- Extra Dry Martini

# The Future of the Customer Experience

- Customer Journey-led
- Upside Down Structures
- Reciprocal Customer Understanding
- Visible experience improvement
- Different Perspectives
- Name it, measure it, reward it!

# INCONVENIENCE STORES

One Year in U.K. Customer Service



Mark Bradley  
Foreword by Adrian Chiles

# RETAILS OF THE UNEXPECTED

Mark Bradley  
Foreword by PY Gerbeau