

## Don't forget to:

- ☑ Show your customers you want to assist them in making the right choices for a memorable experience and purchase.
- ☑ Be 'customer focused'.
- ☑ Prove they've made the right decision to visit you!



Limited places available, please register your interest by 24th August

Email [info@wakefieldbid.co.uk](mailto:info@wakefieldbid.co.uk) or speak to a BID Ambassador

## Customer Service Awards Project

Wakefield BID is running a series of 'mystery shopping' visits to support businesses, reward the best performers, and help improve the BID experience.

**Get involved and get recognised for your service excellence**

- ☑ Compete for an award for outstanding service in your sector at our awards event in [November]
- ☑ Gain a better understanding of your customers' experiences through objective reports
- ☑ Enhance the customer experience by developing your staff's skills in customer engagement and effective interaction...to drive increased sales and profits
- ☑ Invest in your staff—and your business's - future



To register your interest email [info@wakefieldbid.co.uk](mailto:info@wakefieldbid.co.uk) or speak to a BID Ambassador

## Why is good service so important?

Omnibus research data shows that the main reason why people leave a store without making a purchase is due to **poor service**.

What we do, what we say and how we say it all increase **customer engagement** and rapport. This makes us more **relevant** to our customers, more likely to make the sale, and more likely to develop **loyal** customers.



## Why is mystery shopping important?

- ☑ Allows you to see the **customer perspective** – this may be quite different to yours!
- ☑ Highlights areas of weakness for **training** and allows you to see if training has worked
- ☑ Allows you to **reward** those that deserve praise, and support those that need guidance
- ☑ Allows you to **benchmark performance**
- ☑ Helps you to **understand** better what your customers are looking for, and if you are successful in providing it
- ☑ Helps you to **improve** your business's sales
- ☑ Helps you to deliver all customers a brilliant **experience**
- ☑ Help you to generate customer **loyalty**

## The Ten Commandments of service excellence

### 1. Acknowledge

**Always** acknowledge your customers on entry. Even if you're occupied, a nod of the head will suffice!

### 2. Greet

Offer your customers a friendly greeting, so they know you're there to help.

### 3. Ask Questions

Determine your customer's needs by asking open-ended questions.

### 4. Listen

Remain interested and attentive throughout the customer interaction.

### 5. Be Knowledgeable

Demonstrate your relevant product knowledge, and if you don't know, find out from a colleague who does!

### 6. Add-on and Upsell

Make sure the customer is aware of all products that suit their needs and any complementary products, without 'pressure-selling'

### 7. Close the Sale

Don't miss the opportunity to encourage the customer to buy, but without being too pushy!

### 8. Thanks

Always thank your customer, even if they don't make a purchase

### 9. Invite to Return

Invite your customers to return, so they leave with a positive impression.

### 10. City Centre Spirit

Remember the BID is a huge department store on the street! Create a positive impression of the city and customers are bound to return.

