

CASE STUDY – SERVICE - UNDERCOVER CUSTOMER EXPERIENCE VISIT

Introduction

An undercover customer experience campaign was conducted for the visitor lounge and concierge desk in a busy shopping centre.

Challenge:

This business wanted to know if their -

- team members were giving amazing customer service and
- providing customers with accurate information about the centre when approached.

Solution:

Assessment was carried out on team members at the visitor lounge and concierge desks and the team members were evaluated on two specific categories:

- 1) Customer service performance
- 2) Customer interaction



Benefit:

Customer service performance -

Amazing – 50%

Good – 50%

Customer interaction -

Amazing – 33%

Good – 33%

Poor – 34%

Overall performance –

Amazing – 50%

Good – 17%

Improvement required – 33%



Result:

Identified key areas that needed to be improved to be able to give consistent amazing customer service by all team members.