



Tourist Information Centre Mystery Shopping

Do you want to improve the level of customer service in your Tourist Information Centre?

Special points of interest:

- Understand your customers wants and needs
- Use digital recordings as ready-made training exercises
- Monitor staff performance
- Choose from one of our four tailor made packages to suit your needs
- Look at our information on customer satisfaction surveys in TICs to further enhance the quality of your product

Customer Maze has been carrying out telephone, email, postal and on-site mystery shopping exercises in tourist information centres for several years. This product has been developed to allow you the option to choose a specific package that will suit your needs and budgets.

Why is this of interest to my TIC?

The focus of this mystery shopping is to gain an idea of the level of customer service that is being offered to your customers by your members of staff. Ask yourself:

- Are your staff taking every opportunity to sell your products?
- Are they helpful and polite to your customers?
- Do your staff have a comprehensive level of product knowledge to motivate customers to visit your area?

Carrying out mystery shopping exercises can expose areas that need to be improved, areas that can be enhanced and highlight any staff training issues that need to be addressed. The benefits of this will give you the upper hand over your competitors and ultimately increase tourism spend in your area.



Different Mystery Shopping Packages

The various TIC mystery shopping packages that you can choose from are highlighted below and detailed in depth overleaf

- The Gold Performance Identifier
- The Silver Performance Identifier
- The Bronze Performance Identifier
- The Junior Performance Identifier

All telephone and onsite visits will be digitally recorded. These recordings are provided in an emailable format and can be used for setting up training programmes.

Typically, TIC mystery shopping research projects range from £85 to £625.



Mystery Shopping Elements

Detailed information

- **The Gold Performance Identifier:**

This option will include two onsite visits to the TIC, digital video recordings of the visits, two telephone mystery shops, digital telephone recordings of the calls, two email mystery shops and two postal mystery shops. Detailed reports and copies of the recordings are provided for each element.

- **The Silver Performance Identifier:**

This option includes one onsite visit with digital video recordings of the experience, one telephone call that is digitally recorded and one email mystery shop. Full reports are provided for each element along with copies of the recordings.

- **The Bronze Performance Identifier:**

This package includes two telephone mystery shops with digital recordings of the calls and two email mystery shops. Detailed reports will be provided along with the recordings of the calls that can be used for training purposes.

- **The Junior Performance Identifier:**

This is a taster package that will provide a snap shot picture of your TIC. It includes one telephone and email mystery shop. The telephone call will be digitally recorded and detailed reports will be provided for each mystery shop.

All of the above options are used to investigate different elements of your TIC. Some of the specific elements that are looked at closely are the product knowledge of your staff, how quickly they respond to enquiries, how polite and enthusiastic they are, how well they are 'selling' and promoting the destination to the customer, the feel, layout and accessibility of the TIC and how customers feel as a result of the whole experience.

Another option that may be of interest to you are the customer satisfaction surveys that can be conducted in and around your TIC. This will give you an idea of how customers really feel about the service that they received and how likely they are to use the information and advice that they were provided with. Please use the details below to contact us for more information on this.

How much does it cost?

Package	Cost
Gold Performance Identifier	£625 + VAT
Silver Performance Identifier	£335 + VAT
Bronze Performance Identifier	£150 + VAT
Junior Performance Identifier	£85 + VAT

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