



Tourist Information Centre Mystery Shopping- Training Workshops

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

Customer Maze has been carrying out telephone, email, postal and on-site mystery shopping exercises in tourist information centres for several years. All of this mystery shopping has helped build a comprehensive training programme to help TICs improve their areas of weakness and ultimately to improve the level of customer service that they offer.



Special points of interest:

- Understand your customers wants and needs
- Use role play situations as training exercises
- Improve staff performance
- Improve staff confidence levels
- Ensure staff are taking every opportunity to 'sell' your destination to the customer
- Ensure the customer leaves the telephone / email enquiry thinking 'I can't wait to get there'

Why is this of interest to my TIC?

The focus of 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 training workshops can eliminate problem areas, give staff members confidence in what they are doing, in turn this will lead to them offering a better service to your customers.

Telephone Training

The training focuses on both telephone handling and also how to respond to emails in a professional and efficient manner.

The telephone training looks at the following different elements:

- Was the call answered or not?
- How quickly was the call answered?
- What greeting did the staff member use when they answered the telephone?
- What tone of voice was used during the initial greeting and throughout the call?



Telephone Training

- How quickly was the information communicated to the customer, if it took a while, what were the reasons for this?
- How effective was the staff member at answering the customer enquiries and how effective were they in communicating the information?
- Did the telephone operator offer any additional services? We can highlight areas where bonus points can be achieved, all of which will result in a satisfied customer.

Email Training

The email training will look at the following elements in order to improve the level of customer service that you offer:

- How quickly the TIC responded to the customer's email?
- Was it personalised to make the customer feel like a person?
- Was the style of writing professional and was the spelling, grammar and punctuation correct?
- Did the staff member answer every element of the customer's enquiry and to what level of detail did they do this?
- Did the email direct the customer to further sources of information so they can conduct their own searches if they wish, to complement the information provided by the TIC?
- Did the email response offer the customer any additional advice or services that were not requested in the initial enquiry?



Format of the TIC training workshop

The workshop will run from 10am until 4pm.

The content will cover both telephone and email handling within tourist information centres. This will include role play scenarios and use real examples of both excellent and poor customer service.

The focus will be to look at the main elements that are used within the TIC mystery shopping programme.

The cost for the workshop is £600+VAT and expenses for a one day workshop, for a maximum of 16 delegates. The customer is to provide the venue and refreshments / lunch.

Customer Maze Ltd
11 Hansom Place
York
YO31 8FJ

Please contact us if you require any further information.

t: 01904 628034
f: 0870 486 7534
e: kathleen@customermaze.com
w: www.customermaze.com
