



How will the 'TIC Performance Promoter™' work?

This package is completely separate to the National TIC Mystery Shopping programme which traditionally takes place in August. The objectives are to assist TICs in improving their email and telephone handling in the period leading up to the busy summer season.

You will receive the following reports as part of the package:

- A report on successful email handling at TICs [with actual examples of best practice from around the country]
- A report on successful telephone handling at TICs
- 2 x email reports [monitoring your TICs performance]
- 2 x telephone reports [monitoring your TICs performance]
- Benchmarking report [showing how you compare against other TICs who have purchased the 'TIC Performance Promoter™' package]

As well as these 7 reports, you can also receive digital recordings of the telephone mystery shopping conversations; these can then be used in staff training.

STAGE	DATE	ACTION
1	8 th May 2007	TIC to complete fax back form
2	May	TICs to receive reports on successful telephone and email handling
3	May	Telephone enquiry #1 & Email enquiry #1 [report sent to Manager]
4	June	Telephone enquiry #2 & Email enquiry #2 [report sent to Manager]
5	July	Benchmarking report sent to TIC Manager

Sign-up deadline: Tuesday 8th May 2007
TIC Performance Promoter™: FAXBACK FORM



In order to purchase this product and assist with your TICs development simply complete the form below and fax it back to us on **0870 486 7534** or return it by post to: **Kathleen Thornton, Customer Maze Ltd, 11 Hansom Place, York, YO31 8FJ**

I would like to sign up for the 2007 'TIC Performance Promoter™' and agree to pay £219+vat per TIC. I understand calls to the TIC will be recorded and that I MUST make all staff aware of this. I also understand that this package is separate to the National TIC Mystery Shopping programme [August].

Please tick the box:

Contact Name:	
Position & Tel number	
Name of TIC(s):	
Billing Address:	
Billing Address:	
Billing Address:	
Billing Postcode:	
Billing telephone number:	
Billing email address:	
Purchase Order No:	
Telephone Number (s) of TIC(s) to be called:	
Email address(es) of TIC(s) to be emailed:	
Email address of person to receive the reports	
Signature:	

FAXBACK : 0870 486 7534
DEADLINE: Tuesday 8th May 2007