



# Mystery Shoppers

customer service specialists

## Press release

22<sup>nd</sup> December 2009

### Santa gets an 'elf' check!

Christmas grottos all over the country have been given an 'elf' check by mystery shoppers during this year's festivities to ensure Santa Claus and his elves are offering the most enchanting experience they can to the visiting children.

Great Grottos provide and manage Christmas Grottos in retail centres across the country and by using the services of Mystery Shoppers Ltd, they were able to get a clear picture of the customer experience from the point of view of the parents and children.

Mystery shopping agents posing as real customers were accompanied by a child and they evaluated, measured and reported the customer service standards of Santa Claus and his elves.

Sue Tait, Director of Great Grottos said "We are delighted with the results of this exercise, the staff we employ are highly experienced and trained and we used this programme to see how we can improve our services even more. This is a very special time of year for millions of children in the country and we want to ensure that their visit to Santa Claus is as magical as possible."

Having over 80,000 registered agents on their books across the UK, Mystery Shoppers Ltd regularly sample company services. Mystery shopping provides decision-makers with actionable information to increase sales, increase profits, improve customer satisfaction and enhance employee performance.

Great Grottos are the market leader in the operation and management of Christmas grottos and events for the UK's retail sector. In over 300 top retail centres they have delivered the magic of Christmas to over 6,000,000 children.

If you are interested in using the services of Great Grottos then please visit [www.greatgrottos.co.uk](http://www.greatgrottos.co.uk) or phone 023 9226 8998.

To find out how a mystery shopping programme can benefit your company, please visit [www.mystery-shoppers.co.uk](http://www.mystery-shoppers.co.uk) or phone 01409 255025.

**Notes to editors:**

For further information please contact Holli Black, Mystery Shoppers Ltd, 01409 255025, [holli.black@mystery-shoppers.co.uk](mailto:holli.black@mystery-shoppers.co.uk)

Mystery Shoppers Ltd was started in 1991 by a group of ex-airline customer service managers. Initial programmes were for airlines where Mystery Shoppers Ltd provided mystery shopping and in-flight service consultancy as a sub-contractor.

Subsequently Mystery Shoppers moved into non-airline programmes for companies with a high customer service element in their product.

Mystery Shoppers Ltd is a Company Partner of the Market Research Society (MRS) and a member of the MSPA.

For further information please visit [www.mystery-shoppers.co.uk](http://www.mystery-shoppers.co.uk).

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