

Client Brief

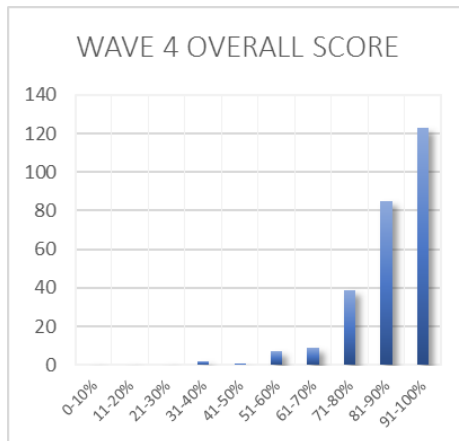
The Meadowhall Centre, Sheffield, is one of the UK's foremost shopping centres in the UK with over 230 stores including high-street names and small independents. There is also a Vue Cinema and a dining quarter. The centre holds an annual Retail Awards evening whereby every outlet including retail, food and beverage, cinema, and services are categorised and ranked according to their Excellence in Customer Service. The mystery shopping results help the panel to shortlist sites and the winner receives an award.

Project

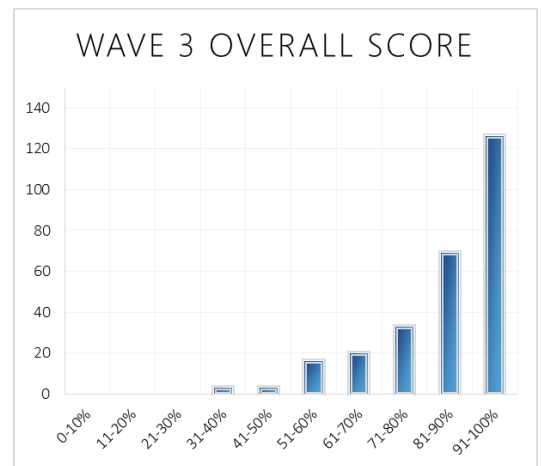
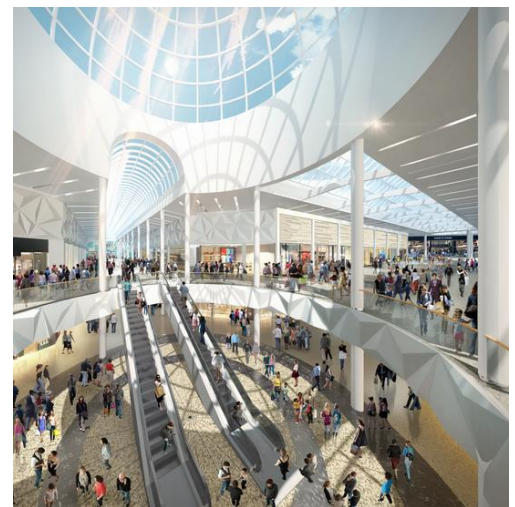
Since 2013, Mystery Shoppers Ltd have held the contract with Meadowhall. Once a year, mystery shoppers make one visit to every site, using the mobile app to complete each assessment. Our experienced shoppers are specially selected because of their attention to detail, previous training and high grade. They are asked to look out for visual merchandising in the inside and outside of the store and to rate the customer service. Shoppers are asked to have an encounter with a staff member. Sites are then categorised so that in-depth analysis can be carried out.

Outcome

Each store manager has their own secure login to the Mystery Shopper's online portal so that they could access their results.



They are also provided with individual summary reports showing how they compare to others in the same category. The Meadowhall Management Team also had access to the results online, giving them an overview of trend, league tables and suggestions for future improvements.



Mystery Shoppers Ltd intend to work with Meadowhall again in 2018 with a fresh new approach to ensure that improvements had been made where necessary and high scoring sites are still upholding the same standards as in previous years.