

# Don't let your front line service tarnish your company's reputation....

How many times has your shopping or dining experience been blighted by poor service provided by people who make it patently clear they would rather be somewhere else!

Now though, thanks to a new service that's been introduced to the Island retailers - and hotel and restaurant operators - will have the chance to monitor the performance of their front line staff in the most effective way possible – courtesy of Mystery Shoppers provided by 4StarServices.

The company was launched in Jersey last year by Claire Bosq-Scott, who previously earned her living in the hospitality industry, latterly as Deputy General Manager of a leading Jersey hotel. She identified a gap in the market based on the fact that in the past Mystery Shopping teams had always been shipped in, at considerable expense, from the UK to carry out investigations on the Island.

Her desire to provide the service locally met with a favourable response and in a short space of time the concept had been rolled out in Guernsey, and now full pan-Island status has been secured with the introduction of the service to the Isle of Man.

Mystery shopping is the practice of using trained, experienced Mystery Shoppers to anonymously evaluate customer service, operations, merchandising, product quality and other elements of the consumer's experience.

It offers management the opportunity to objectively monitor the customer experience and pinpoint areas that need improvement. Many companies use mystery shopping results to improve employee training or reward workers who obtain high scores. Another potential benefit for multi-outlet businesses is the opportunity to evaluate variations in the quality of service provided in the various branches/outlets.

Employing an outside agency such as 4StarServices ensures a totally objective approach. The company's mystery shoppers use a tried and tested methodology to ensure consistency in its marking process, and that all bases are covered.

Claire's experience within the hospitality industry has taught her that poor service can

have a corrosive long-term effect on a business: 'If there is insufficient friendliness or positive attitude towards the paying customers, then the employer needs to know. Unfortunately 96 per cent of retail customers won't say whether a product is right or not, or if they are dissatisfied with the service, they will simply go elsewhere,' explained Claire.

With 4StarServices trained mystery shopper teams in Jersey, Guernsey and the Isle of Man Claire believes the company's services are equally well-suited to businesses with operations and/or a client base in any of the Islands, or across all three.

For more information check out the company's website at:

[www.cbs4starservices.com](http://www.cbs4starservices.com)

Alternatively email:

[contact@cbs4starservices.com](mailto:contact@cbs4starservices.com)

or call **07797 828950**

*Claire Bosq-Scott*

## Making your services a success...



### How Mystery Shopping Works

Mystery Shopping is the evaluation, measurement and reporting of customer service standards by use of agents acting as if they were customers. This evaluates and measures the gap between corporate or delivered standards and customer expectations, industry or legal regulations or your advertised standards.

It is arguably the fastest and most effective method of obtaining hard objective management data about customer service levels.

### Why Use Mystery Shopping?

- It delivers a cost-effective method of monitoring your customer service standards
- It is an efficient way of identifying staff in need of further training
- Produces a regular summary of strengths and weaknesses which can become your action plan
- An effective deterrent against dishonesty, poor service or bad practice
- It is a way of identifying retail outlets which are under-performing



Retail stores, hotels, restaurants, theatres, property managers, automobile dealers and many more organisations benefit from using mystery shoppers.

### The Benefits

Improved customer service is one route to increased profitability, allowing many firms to charge a premium for their products.

Repeat business is a key profit-maker. Repeat sales save unnecessary expenditure on advertising and promotion to attract new customers.

### Mystery Shopping Services

I offer Mystery Shopping Services in the following areas: Retail, hospitality, home, financial services, outbound telephone communication, inbound telephone communication, internet... any other services just call for more details.

*Claire Bosq-Scott*

4 STAR SERVICES

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