

casestory

Driving increased service & customer selling through mystery shopping

Business Aim

The main objective of the programme is to ensure that staff members are **achieving maximum NT membership sales through the most appropriate methods** by:

- Ensuring ALL members of staff are promoting the membership package and benefits to ALL visitors
- Demonstrating expert knowledge of the Trust and the benefits of membership
- Matching the benefits of membership with the individual needs of the visitor
- Providing excellent customer service, and building a rapport with the visitor
- Explaining the benefits of 'joining on the day'

Key Steps

- Regular visits to selected / manned National Trust properties
- Targeted results highlighting key focus areas for additional training
- Results delivered through customised summary reports & in-depth presentations

Key Outcome & Client Quote

- The programme delivers accurate and timely data evaluating all aspects of the customer journey in regards to the membership proposal. From entry to exit.

"The report provided by this programme, is a really effective tool that helps to monitor, manage and drive the performance of our membership sales staff, and ultimately recruit members more effectively." Ian Oxley, Head of Membership Promotion and Sales

 National Trust



Company: **The National Trust** Demonstrating: **Effective mystery shopping**

GfK Mystery Shopping

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