



CASE STUDY

Market Place Shopping Centre, Bolton

Centre Manager: Nikki Wilson-Cook Managing Agent: Moorgarth

Working with Centre Manager Nikki Wilson-Cook and her team at Moorgarth, Westgrove were appointed to provide both cleaning and security services and have worked with the Centre over the last 4 years.



We work very closely in partnership so when Claire Mckinley-Smith, the Westgrove Groups Managing Director, was thinking about introducing a bespoke Customer Service programme, Claire asked Nikki for her initial thoughts on the concept and Nikki was extremely supportive of the initiative stating that, "Customer Service is a key point of difference to how and where customers choose to shop."

Claire and the Westgrove team then developed the idea and named their programme 'Westgrove Aspire Service Excellence' which has been specially designed for Shopping Centres. Nikki Wilson-Cook assisted in the development of the program and was also asked to attend a pilot of the scheme to feedback on the content before its official launch.

The Aspire programme was designed to deliver excellent customer service which was purposely made difficult to achieve. The teams then work towards attaining different status levels based on the team's knowledge, engagement and commitment to delivering outstanding service levels. The first level is called 5 star, then go to 6 Star and the very top level is 7 Star.

Joanne O'Neil was taken on by Westgrove in Feb 2016 to be Market Place Guest Services Manager and has a very strong background in retail and delivering excellent customer service. Joanne was tasked by Nikki Wilson-Cook, the Centre Manager, to be the first shopping centre to achieve 5 Star Status. This was no easy task as Joanne had inherited a team that was extremely resistant to change

and very task-driven instead of being customer-focused.

Joanne was determined to achieve the very first 5 Star service award and was quick to organise the Aspire training which took place onsite. Joanne ensured that she received feedback from every session from the Aspire Trainer Phil Hickson to ensure the team had engaged with the programme and understood the customer service expectations.

After all the team had received the Aspire Training Joanne then launched the Pride Points board which encouraged the team to recognise excellent customer service. Reward and recognition is extremely important to Joanne and she submits a reward and recognition form every quarter based on feedback received from the tenants and centre team. Joanne achieved her goal for being the very first Westgrove shopping centre to be awarded 5 Star Status this was achieved in August 2016.

Joanne and the Westgrove Team then went onto achieve the 6 Star Status which was awarded to Market Place shopping Centre in December 2016.



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