



CASE STUDY

Runcorn Shopping City, Runcorn, Cheshire

Centre Manager: Karl Clawley Managing Agent: Savills UK

Runcorn Shopping City and Westgrove have a long-standing Partnership which also includes the wider Savills portfolio. At Runcorn we deliver a dual service contract which now includes a team of customer service ambassadors.

Runcorn Shopping City is an older scheme which is value driven in highly competitive area. The on-site team are very experienced and keen but the Centre Manager and Westgrove felt that they needed to get to the next level in customer service.

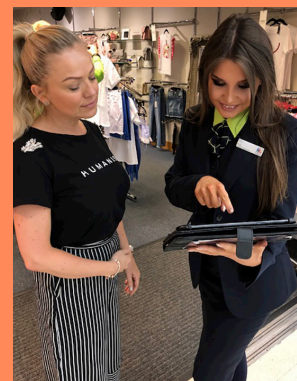
Following research amongst centre shoppers, guest experience highlighted as potential 'point of difference'. To develop the team further in order to deliver this, a bespoke service excellence scheme, MAGIC, was rolled out to team including comprehensive training and customer service charter.

To further underline the importance of customer service, Westgrove recruited for a team of Customer Services Ambassadors to lead customer services on site with a comprehensive 4 stage recruitment plan.

Once in place there was great feedback from local shoppers who praised the appearance of the team and talked about it on social media. The centre is now the best performing scheme within North West region and second within UK (Savills mystery shop visits across portfolio).

'I'm really pleased that the teams hard work and commitment to delivering a great customer Experience is now formally recognised. It's a pleasure having Westgrove as our committed partner and as passionate about reward and recognition as I am.'

Karl Clawley, Centre Manager



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