Love Bedford Customer Experience
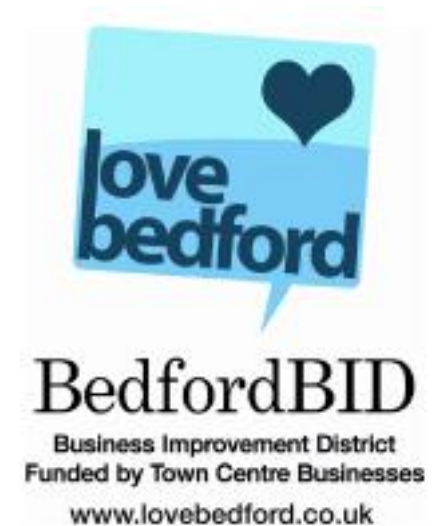
Graham Hill
Regional Director
Shopper Anonymous

2017 Customer Experience Program

- Visitor Survey – 2,000 Customers

- Customer Service Training

- Mystery shop program

Visitor Survey - The Process

2,000 customers were asked 20 questions around their views on Bedford Town Centre, The Harpur Centre and Riverside – 1,000 in June, 1,000 in December

600 customers were asked within The Harpur Centre, 300 at Riverside and 1,100 at other locations around the town
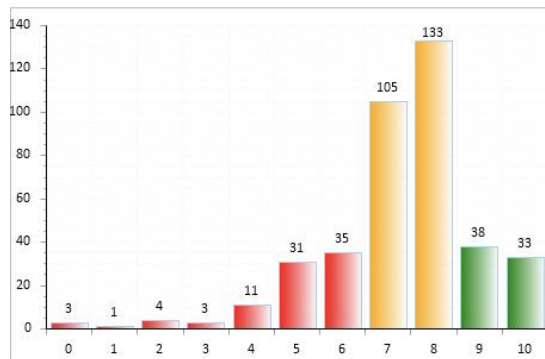
Geo-demographic analysis completed using Acorn categories by market leaders CACI

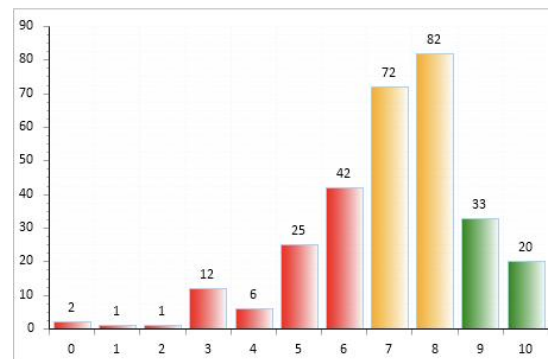# How would you rate your overall experience today?

Town Centre Responses
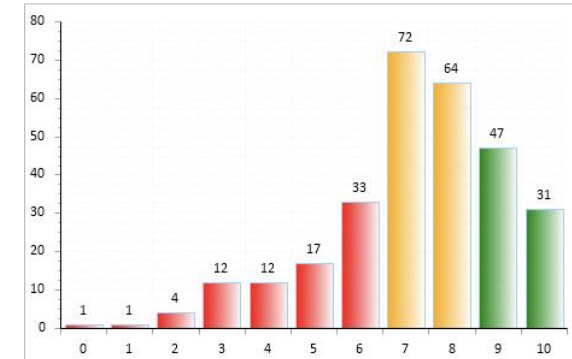

Dec Average – 7.3

July Average – 7.3

Harpur Centre Responses

Dec Average – 7.1

July Average – 7.1

Riverside Responses

Dec Average – 7.2

Net Promoter Score

Survey	Detractors	Var June	Passives	Var June	Promoters	Var June	NPS	Var June
Harpur Centre	34.69%	-2.72%	53.40%	9.80%	11.90%	-7.09%	-23	-5
Town Centre	33.50%	1.30%	53.90%	5.43%	12.59%	-6.73%	-21	-8
Riverside	42.09%		43.77%		14.14%		-28	
Total	36.44%	0.68%	50.71%	5.56%	12.85%	-6.24%	-24	-7

On a scale of 0-10 how likely are you to recommend Bedford Town Centre/Harpur Centre/Riverside to a friend or family?
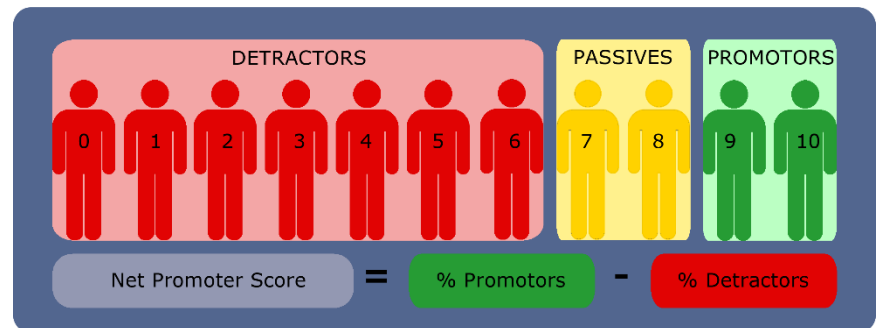
Net Promoter Score

Net Promoter Scores (NPS): Top and Bottom Companies

Highest NPS
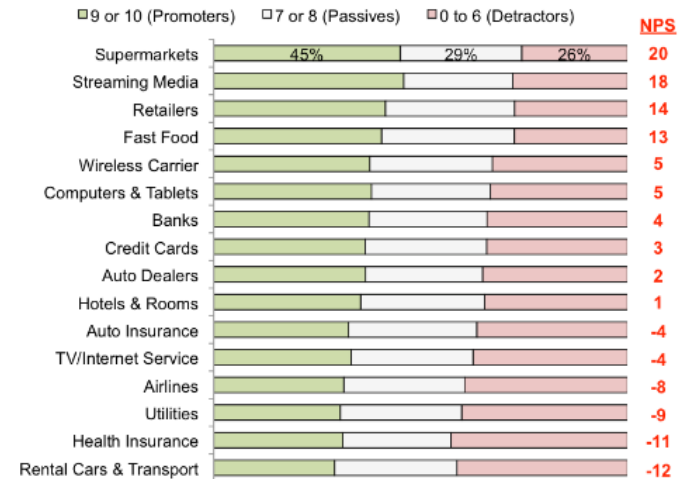
Company	Industry	NPS
Nationwide	Credit Cards	45
John Lewis	Retailers	42
Aldi	Supermarkets	41
Home Bargains	Retailers	34
Nando's	Fast Food	32
Ikea	Retailers	32
M&S Food	Supermarkets	31
Spotify	Streaming Media	31
Waitrose	Supermarkets	30
Lidl	Supermarkets	30
Apple	Computers & Tablets	28
Tesco Mobile	Wireless Carrier	28
Farmfoods	Supermarkets	28
Premier Inn	Hotels & Rooms	27
Greggs	Fast Food	26

Lowest NPS

Company	Industry	NPS
Bank of Scotland	Credit Cards	-39
Audi	Auto Dealers	-37
Alamo	Rental Cars & Transport	-36
AXA PPP	Health Insurance	-31
TalkTalk	TV/Internet Service	-29
Aviva	Health Insurance	-28
Airbnb	Hotels & Rooms	-24
Npower	Utilities	-24
Flybe	Airlines	-24
BMW	Auto Dealers	-21
Royal Bank of Scotland	Banks	-20
AA	Auto Insurance	-19
Scottish Power	Utilities	-18
Acer	Computers & Tablets	-17
EasyJet	Airlines	-16

Net Promoter Scores (NPS): Industry Averages

	9 or 10 (Promoters)	7 or 8 (Passives)	0 to 6 (Detractors)	NPS
Supermarkets	45%	29%	26%	20
Streaming Media				18
Retailers				14
Fast Food				13
Wireless Carrier				5
Computers & Tablets				5
Banks				4
Credit Cards				3
Auto Dealers				2
Hotels & Rooms				1
Auto Insurance				-4
TV/Internet Service				-4
Airlines				-8
Utilities				-9
Health Insurance				-11
Rental Cars & Transport				-12

Survey	NPS
Harpur Centre	-23
Town Centre	-21
Riverside	-28
Overall	-24

Key Findings - Positives

✓ Riverside complex has improved the town offering, however not as much as expected and challenge with rough sleepers

✓ River area is viewed really positively

✓ Rushden Lakes has not had a negative impact

✓ Opportunity to drive the experience through events

Key Findings – Opportunities

❌ Bedford viewed as a convenience town not a destination

❌ Key issues – Number of vacant units and rough sleepers

❌ Majority of visitors are not spending when they visit

❌ Retail mix is key to attract target demographic

Wha

- Use
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  café
- Rese   utes
- Focu   and
  new
- Ever   stival

WE NEED
YOU!

Rushden Lakes

- **All** customers surveyed in December were asked about Rushden Lakes

- 9.8% of customers had visited

- 25% of those rated it as their preferred location

What are you fantastic at?

- **Overall score of 78% - Up 1%**

- Team presentation

- Good product knowledge

- Polite and courteous team

- Good Body Language

What could be better?

- Top 3 opportunities across BedfordBID businesses -2016

  – Name Badges – 17%   **16%**

  – Opening Hours Signs – 39%   **66%**

  – Offering additional products/services – 36%   **54%**

Love Bedford Christmas Mystery Shop
Winner

This award is made to

Baby & Play

February 2018

love bedford

BedfordBID
Business Improvement District
Funded by Town Centre Businesses
www.lovebedford.co.uk

SHOPPER
Anonymous
Driving great service

Love Bedford Christmas Mystery Shop
Winner

This award is made to

Nicholas Anthony

February 2018

love bedford

BedfordBID
Business Improvement District
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www.lovebedford.co.uk

SHOPPER
Anonymous
Driving great service

Feedback is the breakfast of champions.

(Ken Blanchard)

Graham Hill
Regional Director

Shopper Anonymous Bucks & Beds

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