

Confero

Customer Experience Research, Rewards, Results



BLUERIDGE
NATIONAL HERITAGE AREA

Mystery Shops
September - October 2016

Overview of Mystery Shops:

15 Lodging Visits: Average score **90%**

6 Attraction Visits: Average score **89%**

5 Food and Beverage Reports: Average score **88%**

13 Retail Store Visits: Average score **80%**

39 locations in the program

Each shop required that the shopper ask,
“What else is there to do in this area?”

Validation = receipt,
business card, brochure, photo



Overview

- Based on Five Pivotal Areas from Biltmore training
- Other questions were added and based on Confero experience
- Each question was worth one point
With N/A 0 out of 0 points.



Survey Questions/Scores

Findings: Lodging shops

Positives (100% Yes answers)

- Knowledgeable
- Friendly, polite
- Approachable, helpful
- Working as team
- Specific rec. of what to do in area (with shopper prompting)

Improvement areas

- Offer assistance without needing to ask: 36%
- Suggestion other activities at lodging, without prompting by shopper: 31%



Findings: Attraction shops



Positives (100% Yes answers)

- Friendliness, eye contact
- Sincere and warm welcome
- Helpfulness, friendly parting comment

Improvement areas

- Invite to return 40%
- Suggestion of other things to do in the area (with shopper prompting): 80%



Findings: Retail Store shops



TOE RIVER STUDIO TOUR

Positives (100% Yes answers)

- Friendliness, eye contact
- Approachable, smiling, helpful
- Enthusiastic when suggesting other things to do in area

Improvements areas

- Offer assistance without needing to ask: 54%
- Sincere, warm enthusiastic greeting: 82 %
- Suggestion of other products: 54%



Findings: F&B Shops



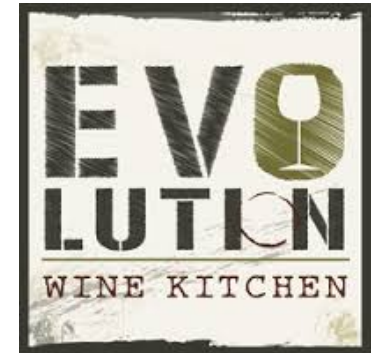
Positives (100% Yes answers)

- Acknowledged at arrival
- Friendliness, eye contact, sincere welcome
- Knowledgeable, provided extra info
- Enthusiastic when suggesting other things to do in area - 100%



Improvement areas

- Specific recommendations on what to do in area (with prompting) - 80%
- Invited to return - 25 %



Overall Comparisons

Higher scoring Sections:

Welcome and Internal service: Attraction and F&B - 100%

Speed of service/food quality: F&B – 100%

Lower scoring Sections:

Lasting impression: F&B 59%

Lasting impression: Attraction 65%

Overall:

Highest across all 4: Internal service, 98%

Lowest across all 4: Lasting impression, 74%

Knowledge of Area: How much time, specific suggestions,
enthusiasm, pride

Lodging 83%

Attraction 75%

Retail 73%

F&B 70%



- How much time do you have?
- Offer assistance without being asked.
- Offer additional information, going beyond answering the question.



Recommendations

Questions on findings?

Other reports needed?

Other formats?



Questions?

Thank you for this opportunity!

Janet Morrison, Business Development Manager

Confero

Office: 800.326.3880, Ext. 118

Mobile: (919) 753-8792

Email: janetm@confero.com

Contact
