



Announcing "Custom-Eyes"

(A new initiative from Ten-Sixty-Six Enterprise – your local business support organisation)

"Custom-eyes" - a brand new, free initiative for businesses in Hastings and St Leonards

More than mystery shopping, "Custom-Eyes" is a research, evaluation and business support initiative that will help you to improve your turnover and results. The scheme is designed to provide highly effective and sustainable business solutions to retailers and other sectors.

Starting with a mystery shop, clients are encouraged, through a mixture of customer enhancement workshops and specialist business advice, to measure, learn and feedback insight from customers. This will empower you to make a real and positive difference to the people who matter most - your customers.

A free mystery shop

Thousands of businesses such as retailers, restaurants, beauty salons, motor dealerships and amusement parks use mystery shoppers to monitor customer service. Supported by funding from Hastings Borough Council, Ten-Sixty-Six Enterprise has now engaged local mystery shopping specialist, *Shopper Anonymous*, to provide mystery shoppers to go into your place of business (with your agreement) and appear as normal customers to evaluate the quality of service.

They will help you find out how quickly customers get served, how accessible your store is, how friendly your employees are etc. The mystery shopper will compile a report on his or her findings which is presented to you in a feedback session. The feedback may encourage further interventions -

A free Customer Enhancement Workshop

If the mystery shop reveals that you might benefit from a free, half-day customer enhancement workshop it will be offered to you. If you accept the offer, specialist retail advisors will be brought in to work with you and your staff to address such things as customer psychology and visual merchandising and help you develop new money-spinning ideas.

Free access to specialist business advisors

Participants can take advantage of a detailed independent business review which will analyse how your business is performing. The business advisors will work with you to pull the key strands of this, the mystery shop and the customer enhancement workshop together to target the priorities and put you in control.

For more information contact Rob Woods on 01424 205516 or rob.woods@1066enterprise.co.uk

