

Mystery Shopping Awards Scheme 2019

Our Mystery Shopping scheme is back for the third year ...

Whether you have taken part before, or this is your first year – sign up today and make the most of this superb PR opportunity, courtesy of Northampton town centre Business Improvement District (BID).

What to do now:

- Register your interest by either speaking to a BID Host, emailing the BID at info@northamptonbid.co.uk or telephoning the BID office on 01604 837766.
- A Storecheckers Mystery Shopper will visit your business this summer and will pose as a shopper, asking questions about your products and business. Businesses will be rated on Venue Appearance, Products and Pricing, Staff Image, Initial Contact, Service, Sales, Local Knowledge and Overall Impression
- Attend our Awards Ceremony in October and we would encourage all participants to attend. At the ceremony there will be feedback from Storecheckers and we will be celebrating your success, with certificates awarded and a professional photographer taking photos throughout the night (we will share these photos with you for your own promotional purposes).
- We will run a social media Mystery Shopping campaign throughout and following the ceremony, tagging in participating businesses so you can share and promote your own business.

Mystery Shopping Categories and awards:

This year's Mystery Shopping awards will focus on three sectors:

- Retail
- Dining/Leisure
- Professional Services.

There will be Gold awards (for scores of 90%-99%) and Silver awards (75% to 89.9%) as well as the highest award of Category Winners for businesses scoring 100% for each sector.

In addition there will be four new awards:

- Most Improved: for the business with a most improved score (from previous years).
- A Consistency Star for those businesses which have maintained their gold or category score from previous years
- Grosvenor Centre: for the shopping centre's best performing business
- People's Vote: all Mystery Shopping entries will be included in the People's Vote, with the public invited to vote via Facebook.

It costs nothing to enter, so get in touch today.

Email: info@northamptonbid.co.uk

Tel: 01604 837766

Or speak to our BID Hosts