

Revo ACE Awards

Customer Experience - best in class
2017 Winners

Top ACE: drakecircus™



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ACE Winners

Retail & Leisure Park

Vangarde Shopping Park - York

Managing Agent: Workman Retail
Soft Service Provider: AEJ

Our Judges said...

"The scheme was very well looked after with a great team who truly make customers feel comfortable and wanting to return."

"With probably a much lower budget than most retail places, Vangarde have provided an excellent level of customer service."



Community - Joint Winners

The Howgate Shopping Centre - Falkirk

Owner: Ellandi
Managing Agent: Workman LLP
Soft Service Provider: Palmaris Services Ltd

Our Judges said...

"We were extremely impressed. It was clear that Howgate are passionate about delivering a great experience for its customers and retailers."

"This retail place truly understands the concept of community and the significant benefits to be gained by working with a wide range of stakeholders."



Whiteley - Hampshire

Owner: The British Land Company Plc & USS Ltd
Managing Agent: Broadgate Estates
Soft Service Provider: Incentive FM

Our Judges said...

"The visit was very enjoyable. There is a strong local customer base using the retail place to meet with friends and family as well as shop."

"The customer experience approach feels very defined. It is continually being assessed by the team from both an internal and external basis."



Primary Centre

Drake Circus Shopping Centre - Plymouth

Owner: The British Land Company Plc
Managing Agent: Broadgate Estates
Soft Service Provider: ABM

Our Judges said...

"It was clear from discussions with the General Manager and his team that the customer experience had been considered from strategy through to delivery across key customer touchpoints."

"The ethos was strong and as one staff member on the floor added, when it comes to customer service - it's all about training and more training."



Destination

Highcross - Leicester

Owner: Hammerson plc
Managing Agent: Hammerson plc
Soft Service Provider: ABM, VSG and Westway

Our Judges said...

"It was extremely clear that this retail place is really living and breathing the customer experience journey."

"Much use has been made of local links and the retailer commitment was exceptional."



Entries for the 2018 ACE Awards open on 1 September!

For the most up to date information, be sure to visit
www.revocommunity.org/aceawards

Top ACE

Drake Circus Shopping Centre - Plymouth

Owner: The British Land Company Plc
Managing Agent: Broadgate Estates
Soft Service Provider: ABM

Our Judges said...

"A highly enjoyable and memorable visit and experience. This retail place has set a standard that others should choose to aspire to."

drakecircus™



ACE Superstars

Congratulations to this year's ACE Superstars who delivered an outstanding level of customer experience!

Now find out exactly how they impressed our mystery shoppers.

Jolene Allen

Bluewater Shopping Centre
Greenhithe

I approached the information desk and Jolene gave me a friendly greeting. I asked her if there was a Hobbycraft in the retail place and she told me there wasn't before asking me what it was I was looking for. I explained that I wanted pens and paints and Jolene suggested that I try WH Smith and John Lewis. She picked up a map and marked the suggested shops on it for me. She clarified the age of the children I was buying for and suggested Early Learning Centre too before reiterating her suggestion of trying John Lewis. She asked me if I would like her to accompany me to the stores once her colleague returned and I accepted. Jolene engaged in polite conversation as we waited, mentioning stores such as Hawkins Bazaar and The Entertainer too as other possibilities. When her colleague arrived, she offered Smiggle or Paperchase as further

possibilities and then Jolene and I made our way to John Lewis with Jolene continuing to chat to me as we walked. Once in John Lewis, Jolene led me confidently to the right department and pointed out some possible products, doing so in a light hearted manner. She approached a member of staff and asked about paints. The member of staff directed Jolene to the toy department and once again Jolene led me around the store with confidence, checking with a member of staff that we were heading in the right direction. In the toy department, Jolene liaised with the staff again before pointing some more paint products to me and jokingly recommended a paint overall too. She ended our interaction by looking once again at the store plan which she gave me and mentioning Smiggle and WH Smith before telling me it was nice to meet me and leaving.

David Hague

Alhambra Shopping Centre
Barnsley

David approached me and introduced himself, adding that it was nice to meet me. I thanked him for helping my daughter on a previous visit before asking him if there was a Hobbycraft in the retail place. He suggested TK Maxx as an alternative, confirming that their mall didn't have a Hobbycraft. I told him that I was looking for some paints and he advised trying Wilkos. He fell into step with me and walked with me to the store, engaging in pleasant general conversation with me. Once in Wilkos, he raised The Entertainer as a potential better option and enquired further as to exactly what sort of paints I wanted before leading me out of Wilkos and towards The Entertainer instead. We continued a pleasant, general conversation en route. Once we entered the store, David approached an

assistant on my behalf and was directed to the various art supplies around the store. He took me over to them and pointed out the different products, explaining that they would be more suitable than the products on offer in Wilkos and noting the competitive price. I thanked him for his help and he asked me if I required anything further. I wondered if the store had any colouring books too and David checked with a passing member of staff who showed us what they had. He checked once again that I was okay and I assured him that I was sorted now. He told me that it had been nice to meet me and shook my hand before leaving. I thought David was extremely personable and went out of his way to offer me excellent service.

Greg Lindley

Alhambra Shopping Centre
Barnsley

I approached Greg and he said hi and paused what he was doing so that he could give me his full attention. I asked him if there was a Dunelm Mill in the retail place and he replied immediately, explaining that there wasn't, before asking me what I was looking to buy from the store. I explained that I wanted some soft furnishings and Greg suggested TK Maxx and Wilkos as alternatives, offering to show me to these shops. We were near TK Maxx and arrived there very quickly. Greg asked more questions about the specific things that I required and guided me around the store to the correct area for throws and cushions, engaging me in conversation as he did so. Having directed me to a large display of cushions, and having heard me note the vastness of the choice, he asked me if my aunt had a preference for the style of the cushions. As I talked about the need for the cushions to be easy to clean, he suggested that Wilkos would offer a selection too and noted that there was an Argos in the town centre which he offered to take me to. As we started to walk, he asked me if I wanted to call at Wilkos first on the way and engaged me in polite conversation as we walked. Once we entered Wilkos, Greg knew exactly where the soft furnishings were located and took me there. I told him that I thought the

cushions were nice but not quite what I was looking for. He asked about the colour scheme of the room and then suggested that he show me to Argos. We continued to chat in an easy and relaxed manner as we walked there and he remarked that Argos would probably have some good deals at this time of year. Once inside Argos, I read a leaflet whilst Greg looked through the catalogue for me and asked if I wanted anything else besides throws and cushions. He was very patient and waited whilst I looked around. I decided to try and get a catalogue and checked that Greg was okay to stay with me. We had a considerable wait to speak to a member of the Argos staff who told us that the new catalogue wasn't available. Greg suggested that I look at the Argos website on my phone and we began to walk back to the retail place. Greg raised the possibility of looking in a charity shop for something and then noted that he couldn't think of anywhere else to suggest but I assured him that he had given me some very helpful options. When we returned to the retail place, Greg asked me if I required anything else and reminded me of how to get to TK Maxx and Wilkos. I thanked him and he shook my hand before wishing me a pleasant day.

Chelsea Marshall

The Howgate Shopping Centre
Falkirk

I approached Chelsea and asked her if there was a Dunelm Mill in the retail place. She told me that there wasn't but there was one in the retail park. She asked me what I was looking for from the store and when I said that I was looking for curtains, noted that they had several stores which sold them. She suggested Marks & Spencer, specifically their home department, and checked what sort of price range I was looking for. When I said that I wanted something 'middle of the road', she suggested Wilkos, Walt Brothers and Poplars, mentioning her own experience of buying curtains from the latter and remarking on the fact that they stocked matching bed linen too. She offered to accompany me and we began to walk towards the stores, chatting as we went.

We arrived at Walt Brothers and she accompanied me in, guiding me through the different fixtures towards the curtain department. As we passed the grey curtains, she joked that grey was the 'new magnolia' and laughed when I said I'd probably buy the wrong colour. She asked me if I knew what size I needed and, when I said no, joked that I needed to go and find out otherwise I'd end up with curtains covering half a window. She clarified the sizing with the member of staff in the department and pointed out the less expensive range, noting that they were still good quality. She offered to show me Wilkos but I declined and she wished me a nice day before returning to her patrol.

Helen McIvor

The Howgate Shopping Centre
Falkirk

I approached Helen and asked her if there was a Brantano in the retail place. She stopped what she was doing, greeted me and turned to give me her full attention before telling me that there wasn't one. Helen explained that the one which used to be located in the retail park had been turned into a coffee shop. She checked that I was looking for shoes and noted that the retail place had a Shoezone, which she gestured towards, and a Marks & Spencer. She mentioned Debenhams but checked if I meant shoes for myself and

acknowledged that she was uncertain if Debenhams did men's shoes although she knew they did ladies. She also suggested Burtons and informed me it was situated just outside the retail place. Helen asked me if there was anything else and I said that I would probably try Marks & Spencer which she agreed was probably my best bet. Helen offered to accompany me and chatted as we walked. When we reached Shoezone, Helen told me to give her a shout if I required anything further and returned to her cleaning task.

Adam Pemberton

Kingfisher Shopping Centre
Redditch

When Adam approached me, I thanked him for assisting my mother before Christmas. He told me that he didn't recall the event but said that giving help was no problem. In the course of our conversation, I mentioned that I had hurt my knee and he offered me an ice pack for it. I declined and asked him if there was a Hobbycraft located in the retail place. Adam told me that there wasn't and asked me what I was wanting to buy. When I mentioned that I wanted some pens and paints for my daughter, he said that The Works was good for that sort of thing and, also WH Smith. I remarked that I thought that WH Smith was expensive and he added

Wilkos to his suggestions, noting that they had a craft section but reiterating The Works as my best option. I asked where it was and he told me it was just down the way and offered to walk with me, chatting as he did so. Once we reached The Works, I thanked him. He acknowledged this and wished me a good day before leaving, giving me some very helpful options. When we returned to the retail place, Greg asked me if I required anything else and reminded me of how to get to TK Maxx and Wilkos. I thanked him and he shook my hand before wishing me a pleasant day.

Madani Sayed

Bluewater Shopping Centre
Greenhithe

Madani approached me and gave me a polite greeting. I thanked him for helping my daughter and then asked him if there was a Dunelm Mill in the retail place. He was uncertain and invited me to check a map with him to see if there was a store in Bluewater. As we walked towards a map, Madani asked me what Dunelm Mill sold and I told him that it sold homewares, such as cushions and curtains. When it

became apparent that there was not one in the mall, Madani suggested John Lewis or House of Fraser as alternative options and offered to accompany me to the former. As we walked, he chatted with me and, once we reached the store, he escorted me to the correct department. I thanked him, which he reciprocated, and he checked whether I required anything else before bidding me farewell and leaving.

Matt Simms

Corn Exchange
Manchester

I approached Matt and thanked him for assisting my daughter a couple of weeks previously. He shook my hand and told me that I was welcome. I asked him if there was a Hobbycraft in the retail place and he told me that there wasn't before checking whether it was specifically Hobbycraft that I needed. I told him that I wanted to buy some paints and he told me that there were a couple of places in the Northern Quarter. He said that he would double check for me and thanked me again as he searched his tablet. He said that the name rang a bell but mentioned Paperchase as an alternative. He was unable to locate a Hobbycraft nearby and said that he would try to identify the shop in Stephenson Square. He told me the name of the

shop and asked if I knew it. When I said that I didn't, he read out the details from the website and said he would show me the directions on a map before taking me to the entrance to point me in the right direction. He did so, stating them verbally and including significant landmarks to help me locate the store. He noted that it was a good sized shop and that it was only a ten-minute walk away. I apologised for taking him away from his work and he told me that it was what he was there for. He accompanied me to the entrance, making polite conversation as we walked. Matt added that the store may not be open and once outside, he repeated the directions for me and then shook my hand before bidding me an affable farewell.

Chris Uttridge

Highcross
Leicester

I approached Chris, who greeted me and gave me his attention as I posed my question about the whereabouts of a Dunelm Mill store. He asked me to repeat the name before telling me that there wasn't one and that he thought the nearest one was located near the train station. He asked me what I was hoping to buy and, when I said bed linen, suggested Debenhams, John Lewis and House of Fraser as possible alternatives. He suggested that I go to the information desk as a colleague would be able to google it for me and, when I accepted this suggestion, began to accompany me there. He introduced himself as we walked and chatted about the stores. He asked me if I was buying for myself and remarked that he was unsure if there were any smaller shops that may be more suitable. At the

information office, he radioed through his location before accompanying me inside. At the desk, Chris answered my enquiry for me and explained the recommendations he had made. The member of staff searched on her computer and confirmed Chris' assertion that the nearest Dunelm was near the train station. She added ASDA and Argos to his suggestions and Chris agreed with her. She also suggested Next but remarked that Argos would be cheaper. Chris gave me the opening times for the retail place and asked me if I required anything further. I said that I didn't and thanked him and he acknowledged me. He told me that he hoped I found what I was looking for before thanking me and ending our interaction.

Congratulations

to this year's ACE Stars for also delivering a fantastic customer experience for our mystery shoppers!

Maureen Allen

Pentagon Shopping Centre
Chatham

Benjamin Allison

Grays Shopping Centre
Thurrock

Carl Bailey

Vangarde Shopping Park
York

Suzanne Barclay

The Howgate Shopping Centre
Falkirk

Joanna Benn

The Oracle Shopping Centre
Reading

Nicki Bradley

Kingfisher Shopping Centre
Redditch

Aaron Brett

intu Lakeside
Grays

Rachel Bruce

Drake Circus Shopping Centre
Plymouth

Angie Byrnes

Highcross Leicester

Nick Carter

Whiteley
Hampshire

Theresa Creswell

The Forge Shopping Centre
Glasgow

Sam Everett

Galleries Shopping Centre
Washington

Lara Faramus

Furlong Shopping Centre
Hampshire

Kenneth Foulkes

The Lion Yard Shopping Centre
Cambridge

Chris Ganley

Eastbourne Arndale Centre

Stephanie Hardy

Highcross Leicester

Lucy Harvey

Ankerside Shopping Centre
Tamworth

Ami Holt

The Mall Maidstone

Ricci Ince

The Exchange Ilford

Grantley James

Centrale
Croydon

Donna Johnson

St Stephen's Shopping Centre
Hull

Gill Jones

Ankerside Shopping Centre
Tamworth

Vipal Kaila

intu Uxbridge

Jagdish Kaur

The Exchange Ilford

Tasmin Ludlow

Bluewater Shopping Centre
Greenhithe

Henry McCarthy

intu Potteries
Stoke on Trent

Charlie Mullin

The Howgate Shopping Centre
Falkirk

Jim Nicholls

Marlowes Shopping Centre
Hemel Hempstead

Rowland Parry

The Strand
Bootle

Matt Prince

Swan Centre
Eastleigh

Rebecca Robinson

intu Uxbridge

Dawn Smith

Swan Centre
Eastleigh

Emily Soulsbury

Highcross Leicester

Will Storr

White Rose Shopping Centre
Leeds

Sandra Tindall

Freshney Place Shopping Centre
Grimsby

Ebrema Tourey

St Stephen's Shopping Centre
Hull

Jeff Wigley

Ankerside Shopping Centre
Tamworth

Adam Wilkinson

Galleries Shopping Centre
Washington

Paula Wren

Marlowes Shopping Centre
Hemel Hempstead