

BCSC REWARDS EXCELLENCE IN CUSTOMER CARE

Retail property organisation BCSC announced last night (2 March) the five winners of the BCSC 2010 Achieving Customer Excellence (ACE) awards for outstanding customer service. The awards were presented at this year's BCSC Shopping Centre Management Conference dinner at the Pavilion Ballroom, Bournemouth.

The award winners are: Castle Quay, Banbury; Kingdom Shopping Centre, Glenrothes; White Rose Shopping Centre, Leeds and Westfield, Derby. From these category winners, Westfield Derby was selected as overall top ACE winner.

The ACE awards, which have been running since 2006, celebrate and reward the dedication, innovation and inspiration that define great examples of customer care within the shopping centre and retail destination industry.

Short-listed centres were selected following a series of visits to each by an accredited mystery shopping company during both busy and quiet periods. The audit took into account a range of personnel factors, as well as facilities. The short-listed destinations then received a further visit by judges from the ACE Awards Jury.

Award winners were announced at BCSC's Shopping Centre Management Conference taking place in Bournemouth this week from 1 - 3 March. The conference is an annual gathering of centre and asset managers from retail destinations and shopping centres across the UK.

Jonathan Doughty, Co-chair of BCSC's Customer Experience Committee and managing director of specialist foodservice consultancy, Coverpoint, commented: "Good customer service is crucial in creating an overall positive experience for shoppers - and is key to attracting and retaining business in these challenging times. The judging panel was very impressed and encouraged by many of this year's entrants, who have demonstrated what can and needs to be done to deliver excellent customer service."

The awards were presented to the highest scoring centres for different size categories:

- 20,000 to 40,000 sq m - Castle Quay, Banbury
- 40,000 to 80,000 sq m - joint winners Kingdom Shopping Centre, Glenrothes and White Rose Shopping Centre, Leeds

1 Queen Anne's Gate
Westminster
London SW1H 9BT
T: +44 (0)20 7222 1122
F: +44 (0)20 7222 4440
E: info@bcsc.org.uk
W: www.bcsc.org.uk



- Over 80,000 sq m - Westfield Derby

Michael Green, BCSC Chief Executive, said: “BCSC is dedicated to encouraging the improvement of customer service in our industry. All this year’s winners of the ACE awards proved to be outstanding, and we hope that centres and others take inspiration from these awards and continue to bring new standards across our industry to customer service.”

Ends

3 March 2010

ENDS

For more information, please call:
Christina Gillings
Halogen
07791 144863

BCSC

BCSC represents the retail property industry and was established in 1983 as the national organisation for corporations and individuals interested in the managed retail environment. The organisation now has 2,900 members, representing developers, retailers, agents, consultants, architects and public sector managers, among others. For further information about BCSC visit www.bcsc.org.uk or telephone 020 7222 1122.