



**PRESS RELEASE**

**11 January 2017**

## **DISNEY MAGIC SPRINKLED OVER RUNCORN SHOPPING CENTRE**

Runcorn Shopping Centre has launched a major search to recruit a new innovative team of customer service ambassadors.

The new team will be tasked with giving shoppers the same fantastic customer service experience that tourists enjoy in Disney's Florida and Paris Magic Kingdom theme parks.

The job search goes live on Monday 16 January and applications need to be submitted by the closing date on Thursday 26 January. Candidates can expect an intense selection process including a one-day 'Bootcamp', delivered by a company renowned for training actors.

Runcorn Shopping Centre manager Karl Clawley explained: "Runcorn will be the first community-based shopping centre in the UK to employ these types of dedicated customer service ambassadors.

“Disney's World Class Customer Service programme was my inspiration for this new team who will all wear distinctive matching navy and lime green uniforms. All our new staff currently undergo a bespoke customer experience programme called MAGIC, developed by the company that supports Mary Portas. Our new ambassadors will receive a special enhanced training programme on top of this.

“The competition from online retailers has really driven up standards for businesses reliant on over-the-counter sales. Shopping centres and high street shops are all having to improve the quality of their customer experience.

“I am delighted to report that Runcorn is very much holding its own in this incredibly competitive market. We enjoyed a good Christmas trading period and the recent mystery shopper test across all 160 shopping centres managed by Savills, rated us second in the country - an incredible achievement for all our staff and retailers.

“These new ambassador roles will hopefully make the experience of shopping in Runcorn even better. We are looking for outgoing, smart, professionals who enjoy engaging with people from all walks of life. The new team will not be fazed by difficult challenges and will relish the opportunity to make a difference to all the shoppers who visit the centre.

“If we can recruit the best new ambassadors to sprinkle a little magic on our shopping centre, we hope it will bring a smile to everyone’s faces – both customers and retailers.”

The ambassador roles are offered as either full time or part time positions, with a very competitive rate of pay offered to the successful applicants.

For more information about the new ambassador roles and how to apply, go to the Runcorn Shopping Centre website, [www.runcornshopping.co.uk](http://www.runcornshopping.co.uk).

Runcorn Shopping Centre was one of the first shopping centres in the North West to achieve World Host accreditation for customer service which was developed by the organisers of the 2012 Olympic Games.

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