



PRESS RELEASE

4 April 2017

NEW QUARTET SPRINKLE MAGIC AT RUNCORN SHOPPING CENTRE

A quartet of trail blazing 'customer experience ambassadors' has been recruited at Runcorn Shopping Centre to bring a smile to both customers and retailers.

The new team of four beat more than 100 applicants to land the plum jobs which will involve them chatting to shoppers and helping visitors.



Centre manager Karl Clawley said: "We think our visitors and shoppers should be entitled to the same level of service that you would get from the Disney Theme Parks and the bigger shopping centres found in Manchester, Liverpool, Birmingham etc.

“Runcorn is leading the way and is the first community-based shopping centre in the UK to employ these types of dedicated customer service ambassadors.

“The four people we have chosen are all smart, outgoing and friendly, and I am sure will make a huge difference to everyone who visits the centre. Their job is to spread a little magic and put a smile on everyone’s faces.”

The successful applicants are all from Runcorn. They include Lianne Doran, a mum of two, who has spent the past 14 years working at the Sayers store in the centre; Joanne Smith, mum of three and a former retail store manager; Jacqui Cameron, a qualified holistic therapist and recent entrepreneur with a stall in the Box; and Claire Rowland, a former office administrator in a local solicitor’s office.

They will be employed through the centre’s business partner Westgrove and will provide cover every day of the week. Customers will be able to spot them by their smart navy and green uniforms.

Jacqui Cameron added: “We are all thrilled to have been chosen and very excited to be involved in this ground-breaking service. We all want to forge closer links with the local community. We’re passionate about helping people and giving them a rewarding experience when they come here.

“With most goods available online now, it is all about providing face-to-face contact and the human touch. We want to make sure people have a great time and find everything they’re looking for quickly and easily.”

Runcorn Shopping Centre has earned a great reputation for top customer service. All new staff undergo a bespoke customer experience programme called MAGIC, developed by the company that supports Mary Portas.

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.

For more information, go to the Runcorn Shopping Centre website, www.runcornshopping.co.uk.

Issued by Lynn Pegler, Pegler Communications
On behalf of Runcorn Shopping Centre
Tel: [01928 789042](tel:01928789042). Mob: [07783 686246](tel:07783686246).
lynn@peglercommunications.co.uk

