

Can't Even Get a Thank You

Written by Dave Blanks
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Only 4 out of 10 businesses in the High Country expressed any appreciation for customers coming in, such as: "Thank you." or "Have a nice day."

This was one of the results of a mystery shopping survey conducted April 2-6. This study was commissioned by The Trade Mission Inc. to establish a benchmark for the quality of service in the High Country.

The Trade Mission Inc. is a local training and development consulting firm specializing in helping businesses successfully apply biblical principles. Trad Mission Inc. Owner Bill Barr said overall, the study indicated that people in the High Country are courteous. We only smiled 58% of the time and only about half the time were we enthusiastic to see the customer. Barr said overall, High Country businesses did very well for a benchmark study with an average on 7.89 out of 10.0. Usually studies of this type will render an overall score no higher than 6.6 out of 10. However...Since the study was completed early in the season, many of the mystery shoppers encountered business owners, managers and experienced full time employees.

Studies in other mountain resort communities have indicated that when part time and seasonal employees are added, the results drop around 20%.