

Published: Meetings and Incentives Travel
Date: July 2007
Content: BDRC launch Mystery Shopping Campaign to assess sales standards in the meetings market across the UK.

M&IT and BDRC to launch 'mystery shopper' campaign

M&IT and Business Development Research Consultants (BDRC) have announced a campaign to assess sales enquiry-handling standards in venues across the UK.

Every month, BDRC's 'mystery shoppers' will focus on a particular segment of the

meetings market. League tables will be published in M&IT, with venues assessed on over 40 different criteria - from initial connection and transfer of the telephone enquiry, through to post-enquiry follow up actions.

BDRC is an independent marketing research consultancy

with a specialist team dedicated to the meetings industry. Widely regarded as the 'industry standard' for hotel groups and specialist conference venues, BDRC already measures the enquiry-handling performance of 400 venues across the UK on an ongoing basis.

A BDRC spokesman commented: "The first step in improving standards is to measure and benchmark performance against competitors. We aim to provide venues with the direction required to improve sales conversion rates."