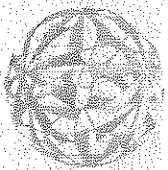


Mystery shoppers will find who's top



HBS
HASTINGS CITY
BUSINESS
AWARDS 2010

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A group of mystery shoppers are quietly working their way through Hastings CBD in their quest to find the business with the best customer service.

It's all part of a new category in this year's HBS Hastings City Business Awards, which will culminate in an awards ceremony held at the Hawke's Bay Opera House in Hastings on June 25.

Hastings City Marketing manager Jane Janes said it was the first year the awards had offered the ANZ Excellence in Customer Service category.

She said all Hastings city businesses who were nominated for a category would automatically go through to the ANZ Excellence in Customer Service category.

"They will each be mystery shopped by a team of around 15 people who will be looking at various different elements of customer service."

The winner and runners up will be announced at the awards ceremony.

"The ANZ Excellence in Customer Service Award is a highly appropriate and significant award to achieve, as customer service should be the focus of all businesses, regardless of the industry," Ms Janes said.



CUSTOMER SERVICE: Sharleen Matin of Hastings receives a perfume sample from Fiona Merrell at Hughes and Smyth Pharmacy.

"Customer service often reflects the success of a business and excellence in this area should be celebrated. We are very excited to have a special award recognising this excellence and are very grateful to the ANZ for sponsoring this award," she said.

ANZ East Coast district manager Wayne Percival said the new category gave the opportunity for all Hastings city businesses to be nominated regardless of their size, location or industry.

Hastings City Marketing last week

announced details of the People's Choice Award which opened on Monday, May 17.

Customers have the chance to say who their choice is for the best business in town. People can cast their vote based on the services or products received from a business.

The awards' primary sponsor, Hastings Building Society (HBS), will have a car parked in the Hastings city square, where people can cast their votes through the vehicle's window.