

Serving up ACE customer service for British Tourism Week

Assured Customer Experience (ACE) is delighted to be supporting British Tourism Week. The event runs from 15 – 21 March 2010. His Royal Highness the Prince of Wales will once again be Patron for this series of inter-related events, which aims to raise local, regional, national and international awareness of the size, value and importance of Britain's £114 billion visitor economy.

To pledge our support for British Tourism Week Assured Customer Experience is delighted to provide two exclusive special offers.

Assured Customer Experience is offering businesses within the tourism industry a FREE mystery sales enquiry or £99 mystery guest visit.

Our mystery sales enquiry is supplied with a digital recording and comprehensive report of the enquiry. Feedback is provided on the customer service and selling skills displayed by the Staff member handling the enquiry. Our overnight mystery guest visit provides constructive feedback on the experience at the property and the service received throughout the stay.

Chris Talbot, founder and managing director of Assured Customer Experience comments; "It is important that our tourism industry provides a quality product and fantastic customer service to our visitors. Our range of mystery shopping products supports the tourism industry by providing detailed and comprehensive feedback on the service received."

To claim your exclusive offer please visit www.AssuredCustomerExperience.com and select the 'contact us' tab or telephone 01376 321 498 for further information. This offer is strictly limited to 15 – 21 March 2010.

ENDS

For more information contact Chris Talbot on 01376 321 498 at Assured Customer Experience.

Notes to Editors

- Assured Customer Experience is a hospitality mystery shopping specialist and specialises in providing feedback on missed sales opportunities.

- British Tourism Week (15-21 March 2010) aims to demonstrate the critical value of tourism to the economy of the United Kingdom. www.britishtourismweek.com
- Through a week of events throughout the UK it will:
 - Increase awareness of the success and importance of the tourism industry. Britain's fifth biggest industry, worth £114billion pa and which employs 2.65million people.
 - Raise quality standards.
 - Promote training and professionalism.
 - Improve the international competitiveness of the UK tourism industry.
 - Support the preparations for hosting the London 2012 Olympic and Paralympic Games.
- British Tourism Week culminates with the Best of Britain and Ireland travel trade forum and consumer show at London's Olympia from 17-20 March. www.britainandirelandevent.co.uk
- His Royal Highness the Prince of Wales is the Patron of British Tourism Week.
- British Tourism Week is organised by VisitBritain with the support of The Tourism Society, and representation from the following organisations on the Executive Council: The Tourism Alliance; Wales Tourism Alliance; Scottish Tourism Forum; VisitEngland; VisitScotland; Visit Wales; Visit London; the English Regions; British Hospitality Association; ABTA the Travel Association; UKinbound; Local Government Association; Association of Leading Visitor Attractions; Travelodge; Hoseasons; Holiday Cottages Group; British Beer & Pub Association; Coach Tourism Council; Group Travel Organisers Association; Virgin Trains; and Best of Britain & Ireland Events.