CASE STUDY

HM GOVERNMENT DEPARTMENT OF CULTURE, MEDIA & SPORT –
RACECOURSE AND MOTORWAY SERVICE AREA ASSESSMENTS

COMPANY DETAILS

VisitEngland exists to promote tourism within England and is managed by HM Government's Department of Culture, Media, and Sport.

SERVICES PROVIDED

Online platform development, hosting and ongoing support.

THE CHALLENGE

VisitEngland assessors visit Motorway Service Areas and Racecourses (as well as other organisations such as hotels and restaurants) as "secret shoppers" and award a Grade (1 star to 5 stars) for the service/experience they receive.

Our task was to create an easy-to-use interface which could be used on a mobile device by secret shoppers to covertly record findings with data generated then being made instantly available in the form of a report which could be left with on-site Managers once the Secret Shopper had revealed their identity.
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OUR SOLUTION

Due to the success of previous work with VisitEngland, we were awarded the business to create two separate, but similar assessment recording tools.

The online tools allowed the resulting assessments to be made available to both the individual sites and their parent organisations to assist in self-improvement. The Racecourse operators, in particular, were interested in gauging their members' accessibility/service offerings for family groups and the results of an 18 month study recommended a number of improvements which could be made (and have subsequently been successfully implemented) to encourage attraction to this wider target audience.

The solutions were based on an ASP.NET coded web application, MySQL database, a remote-friendly data gathering input interface, and extensive reporting tools. We provided hosting and ongoing support services throughout the assessment periods.