

EXPERIENCE *Enniskillen*

Be a **part** of it.



Enniskillen BID - June 2019 Newsletter

(Business Improvement District)

Enniskillen BID are working with Miconex Ltd to bring 'Mi Rewards' to Enniskillen this year

MI REWARDS Enniskillen

Miconex, who helped to deliver the Enniskillen Gift Card have been working in their home town of Perth to develop a revolutionary approach to town centre loyalty which automatically rewards customers for spending money in businesses across the town.

Mi Rewards will enable Enniskillen residents to earn points every time they spend money in participating businesses across the town using their existing debit/credit cards - no need to show a loyalty card.

This groundbreaking approach will enable us to:

- Reward our customers when they spend money in Enniskillen
- Stimulate additional spend when rewards are redeemed
- Understand more about customers via the collection of new data
- Provide the ability to better measure the impact of events, marketing and planning decisions
- Establish new ways for businesses to communicate with their customers in order to drive additional spend.

Enniskillen Gift Card

The Enniskillen Gift Card has exceeded £78,000 sales.

This £78,000 can only be spent in Enniskillen businesses. Promoting Loyalty and keeping customers in our Town.



Experience Enniskillen Marketing

Organic Reach on Facebook increasing monthly. On average 3000 per post

Paid Reach on Facebook:

Easter Break in Enniskillen, advertised in NI: impressions 25,428
Easter Break in Enniskillen, advertised Dublin area: impressions 34,298

Video of Enniskillen shot in 2011 had our largest organic reach – 13,500k

Twitter

Reach of 16,000

Instagram

We are now on Instagram under the handle @experience_enniskillen - Get following!

Free Social Media Video – Enniskillen BID can pay for a 30 second video promoting your business for your social media. Get in Touch with Noelle for more information!



Q Radio Bus and live broadcast promoting Enniskillen.

2019 PROJECTS

Digital Enniskillen

We aim to enhance the digital landscape through multiple initiatives. Giving a digital presence to every business, Digital training, Linking to mentoring & Training, Digital Retail & Digital Enniskillen Conference

**Every business will have the support to be digital.
Launching in September 2019**

Enniskillen Public Realm Scheme.

SGN Natural Gas have completed all works in the town centre: SGN Natural gas will begin customer installation later this year.

NIE are currently upgrading all their infrastructure in the town centre.

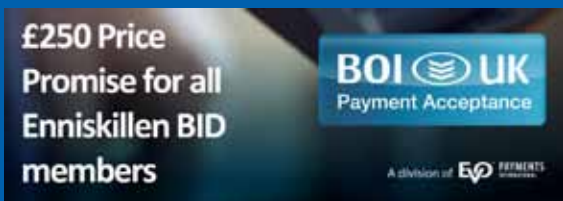
NI Water will begin their upgrade works in June with completion scheduled during October 2019.

All Utilities upgrades in Enniskillen will be completed by November 2019. The contractors for the Public Realm Scheme will begin work in January 2020. Completion date: November 2021
6 week break for Christmas 2020

A phased approach will be adopted by the contractors to minimise disruption. The schedule of works will be available from September 2019.

Enniskillen Light Animation & Mural Walls Projects coming soon.

Bank of Ireland have created card payment special rate for Enniskillen BID Businesses:



Phone: Nicola 077 416 37978
Email: Nicola.hassan@boipa.com

GIGABIT BROADBAND VOUCHER SCHEME

Enniskillen BID have ringfenced £200,000 of vouchers for Enniskillen businesses for Ultra-Fast Broadband.

Kevin from B4B will visit all businesses to get you signed up to the future of Broadband.

Don't miss out!

Enniskillen Mystery Shopper Project

Make Good Customer Service Great

Every year thousands of companies pay mystery shoppers to go into their stores and conduct mystery visits to help the company get better at what it does. The information they provide to the company can then be used to help the company improve what it does in the future.

Businesses participating in the project will be visited by mystery shoppers who will test their service against best practice standards and give each business a deeper understanding of what their customers want. Enniskillen BID will provide this project free to BID businesses

The mystery shopping will be carried out by Spotcheck NI, a customer service measurement company, who specialise measuring the levels of delivered customer service within a business allowing each business to monitor, review and evaluate customer service procedures helping to improve their competitive edge.

The benefits are:

- It is a cost-effective method of monitoring customer service standards.
- It provides an efficient way of identifying staff in need of further training
- It provides a summary of strengths and weaknesses which can be used as an action plan.
- It provides an effective deterrent against poor service or bad practice
- It provides an opportunity to recognise and reward excellent service.
- Use mystery shopping as a motivational tool and discover many customer care heroes who will get their rightful recognition as a result of the mystery visit.

**To register your interest in the Free Mystery Shopper Project –
Email Noelle: noelle@enniskillenbid.co.uk**

*Free to all BID businesses who have paid their BID Levy