



Travelling Mystery Guest (Pty) Ltd
Renate de Villiers
302 Mackenzie Street
Brooklyn
Pretoria
0186

Hospitality and tourism destinations play an important role in encouraging tourists to visit a particular country. There are numerous destinations in South Africa and around the globe, which makes competitive advantage quite the challenge and that is where **Travelling Mystery Guest** comes in.

We assist **shopping centres, restaurants, guesthouses, hotels and lodges** to gain competitive advantage through:

- **Customer Journey Evaluations**
- **Customer Journey Mapping**
- **Communication Skills**
- **Social Media Skills**
- **Additional Marketing Content**

With a Hospitality Management Degree, experience in multiple local tourism establishments, managing a guesthouse in Cape Town, teaching Catering and Tourism, Travel Writing and being involved with public relations and tourism marketing campaigns, I felt the urge to create a company that shares my passion for customer service and the customer's journey within the tourism and hospitality industry.

Guests expect us to treat their custom with respect and we, as tourism professionals, need to WALK THE TALK. We can't promise our guests a certain standard of service and then not provide it.

Let **Travelling Mystery Guest** help you to get to know your customers better and to walk the talk.

Renate Engelbrecht

082 336 1562
enquire@travellingmystery.co.za
travel@bellamag.co.za

@RenateTravel / @TravellingMG
Founder & Managing Director
Travelling Mystery Guest (Pty) Ltd
www.travellingmystery.co.za



SERVICES:

1. CUSTOMER JOURNEY EVALUATIONS

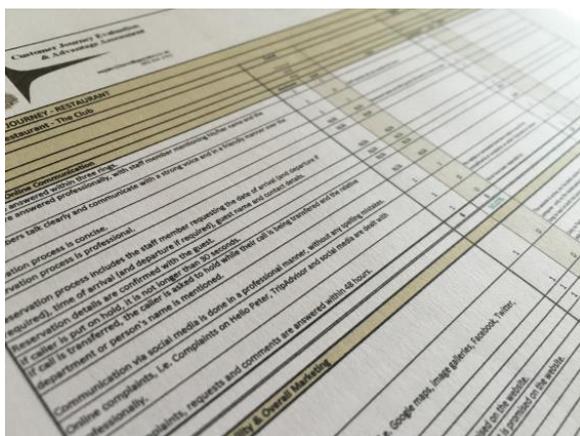
TMG sends a “mystery guest” who evaluates your brand promise, experiences the customer journey you provide, takes notes and compile a comprehensive report on your quality of service and the experience. Destinations receive full feedback (scores, comments and suggestions) on the customer journey, as well as graphical illustrations as a measurement tool for those who are interested in measuring performance.

What is included in the Customer Journey Evaluation Sheet?

- Website and social media – ease of access; provision of required information; engagement
- Communication
- Customer service excellence in all areas
- The extra mile
- USP (Unique Selling Points)
- Ambiance and atmosphere
- Décor relevance and ergonomics
- Food and beverages
- Customer relations
- Employee relations
- Employees’ abilities to summarise guests’ needs and expectations
- Efficiency with regards to bookings, payments and other similar procedures
- Environmental and social efforts
- Other customized criteria according to the destination’s requirements (We customize the evaluation form for you!)

Contact Travelling Mystery Guest for a quotation on:

- *Renate Engelbrecht (Founder & Managing director)*
082 336 1562 / enquire@travellingmystery.co.za
- *Katrien Nel (Marketing Manager)*
083 271 1564 / admin@travellingmystery.co.za

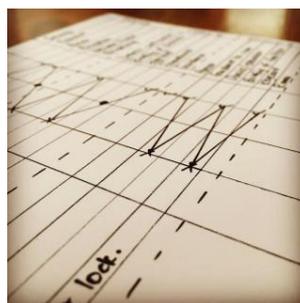


2. WORKSHOPS

Workshops on customer journey mapping, customer service, communication, up-selling, the changes in customer behaviour and the basics of social media for your destination. Workshops are presented at your destination when it suits you best or at selected venues, depending on demand.

Travelling Mystery Guest's Customer Journey Mapping Workshop is currently very popular, including the following topics:

- What is a customer journey map?
- Customer interaction stages (pre-phase, during-phase and post-phase)
- Gaps in the customer journey
- Why use customer journey mapping?
- How to use a customer journey map
- What to do with a customer journey map
- What you need to create a successful customer journey map
- Customer experience life cycle
- Personas / Different types of customers
- Why you need to get to know your customer
- Customer segments
- Types of customers
- Types of travellers
- Critical components of a great customer journey map
- 9 Key steps of creating a customer journey map (including touch points, channels, affinity diagrams, pain points, etc.)
- The process of planning a customer journey map (interactive customer journey mapping with the use of white boards, paper & pen, excel, etc.)
- Tips and discussion



3. DESTINATION MARKETING PHOTOGRAPHY

A destination never has enough content and footage to share via its social media platforms. Travelling Mystery Guest offers you the option of hiring in a photographer who takes some footage for you, which you can use (copyright free) at your convenience. In return, Travelling Mystery Guest is also allowed to use these photos for marketing purposes.



4. TRAVEL WRITING & REVIEWS

Travelling Mystery Guest provides a travel writing and review service to destinations. As Travel Editor of BELLA Magazine, Renate Engelbrecht writes reviews on numerous destinations worldwide. Renate also does freelance travel writing, including publications like Prestige Magazine.

In addition to this, Travelling Mystery Guest can also add a review on its blog, www.travellingmysteryguest.wordpress.com, or a photo blog on www.tmgphotos.wordpress.com at an additional charge of R250.00 each.

For BELLA Magazine related enquiries, contact Renate Engelbrecht on travel@bellamag.co.za. For travel writing and reviews, contact Renate Engelbrecht on enquire@travellingmystery.co.za.

These are some of the publications Renate Engelbrecht writes for:

- Netwerk24 (Beeld)
www.netwerk24.com
- Liefste BELLA Tydskrif
www.bellamagsa.com
- Prestige Magazine
www.prestigedigital.net
- Vrouekeur
www.vrouekeur.co.za
- Hello Pretoria
www.hellojoburg.co.za

5. LECTURES AND TRAINING

As former hospitality, tourism and communications lecturer, Renate Engelbrecht is more than willing to assist with part-time lectures and on-site training regarding the above mentioned topics.

What to expect:

- ❖ On payment of 50% deposit: Full evaluation of the destination's customer journey.
- ❖ On payment of the balance: Complete feedback, suggestions and measurement regarding the customer journey.
- ❖ Optional feedback sessions at a fixed consulting fee, providing departments the opportunity to discuss the feedback in detail, allowing for the evaluation forms to be customized continuously.
- ❖ As client of Travelling Mystery Guest, you will be mentioned on TMG's various media platforms, which will gain your establishment more exposure and "click throughs" to your website.
- ❖ TMG's blog provides establishments with regular feeds on other establishments, current trends and standards in the hospitality and tourism industry of Southern Africa, as well as important information regarding current and upcoming workshops.
- ❖ Good relationships and better understanding of the ever changing customer.
- ❖ Regular workshops on concepts like customer journey mapping, customer service, social media, customer behaviour and expectations, current trends in the industry, the basics of hospitality and more.

Who's Travelling Mystery Guest's target market?

- Shopping Centres
- Bed and Breakfasts
- Guesthouses
- Boutique and independent Hotels
- Wine Farms
- Self-Catering Apartments or Facilities
- Safari Lodges
- Farm Accommodation
- Wedding Venues (additional to accommodation facilities)
- Conference Facilities (additional to accommodation facilities)
- Restaurants
- Coffee Shops
- Tea Gardens
- Other hospitality and tourism facilities

Travelling Mystery Guest has an open customer service policy and will therefore bend over backwards to assist you in confirming your promise to the public as best possible.

CLIENTS:



CONTACT TRAVELLING MYSTERY GUEST:

enquire@travellingmystery.co.za

082 336 1562

We hope to hear from you soon!

