

# Client Testimonials...

*ABa provide an invaluable missing link between successfully carrying out programme deliverables and really engaging the end users of the programme. This engagement is key in driving positive change within any organisation. My experience of working with ABa is extremely positive, with every member of the ABa family offering complete commitment, dedication, professionalism and personality - the cornerstones of any beneficial, long-lasting client-agency partnership.*

**Head of Insight, Retail Client**

*ABa is our strategic partner for understanding customer experience across our estate. They have helped us to reinvent and reinvigorate our Mystery Shopping programme and we are now at a place where results are impacting decision-making and generating strategic dialogue in a way that was not possible in the past. They have made it their priority to understand our business and this has contributed to them feeling very much part of our team rather than just a supplier.*

**Insight Manager - Pharmaceutical Retailer**

*ABa has played a pivotal role in the shape and success of our Mystery Shopping programme over the years. I have always respected the fact that ABa do a fantastic job working closely with us week in week out to truly deliver a better experience for both customers and colleagues, but it doesn't just stop there. The support mechanism provided by ABa is invaluable to those stores that have struggled to deliver its service metrics and have started to fall behind the rest. ABa's colleague was a joy to both listen to and work alongside on the day. The energy that was put into the presentation and activities along the way were superb and gave the colleagues a real insight into exactly what the team do for us as well as dispelling any myths colleagues might have had.*

**Store Manager, Retail Client**

*Working with ABa brings a refreshing change to most agencies that operate on this space. You get a feeling that you're involved in a real family business, where the team live up to their ethos of promoting AMAZE(ING) service to their clients.*

*Kate and co. really get to know you as a person, understand what makes you tick and work tirelessly to evolve and build the relationship. It's more of a partnership working with the ABa team, not a client/supplier set up. Brilliant offices with a fun and friendly atmosphere.*

*Highly recommend anyone to meet with them and become inspired.*

**Voice of the Customer Manager, FS Retail Client**

*With the battle on price continuing to reduce the differentials between retailers, service and the manner in which we deliver this is more important than ever before. The team from ABa have recently supported the region in the up-skilling of key colleagues to help them understand what great service looks like and indeed how the small more personable gestures truly make a difference to our customers. The manner in which this was delivered has very much hit the right cord with my team as they have subsequently reflected on what they learnt on the day and suitably adapted their key actions.*

*A worthwhile investment of time by my team with a clear view on how they can make the difference.*

**Regional Manager, Retail Client**

*ABa's approach to delivering an effective Mystery Customer programme has proven to be a great fit for our company. We are quite a unique business with lots of very specific requirements, but ABa have certainly risen to the challenge! I have been really impressed with how they have managed to bring our vision and values to life; our teams on the front line are completely engaged in the programme and are looking forward to seeing what results they can achieve this year.*

**Customer Experience Director, Leisure Client**

*ABa have been supporting our organisation for the last 8 years, providing our mystery shopping programme: call listening; reviewing letters to customers and monitoring compliance in store. They have supported me in pulling together annual plans and are always very adaptable to last minute requests and thorough in everything they do.*

**Head of Customer Experience - Financial Services Client**