



## **Venues fall at first hurdle as 13% fail to fulfil call-back promise**

**London, 28<sup>th</sup> March 2012** – Venues in the UK and abroad are losing out on valuable bookings by failing to follow up on sales enquiries, research from the Meetings Benchmark Tracker reveals. During Q4 2011, while 94% of telephone enquiry handlers said they would call the customer back, only 81% fulfilled their promise.

The Meetings Benchmark Tracker, a multi-channel mystery shopping programme assessing enquiry handling standards across 450 UK venues and a further 225 internationally, also revealed that while a greater proportion of electronic booking enquiries received a response, response times are generally slower than for those made by telephone. 91.8% of potential customers contacting the venue via email or web-submitted RFP received a proposal within two days, falling to 84% received within four hours. Those figures compare to 86.6% and 91.5% respectively for telephone enquiries.

James Bland, Senior Client Services Manager at BDRC Continental comments: “This quarter, we’ve seen a significant number of venues that are simply failing to follow up valuable sales leads. Only 72% of electronic enquiries received a follow up call within three days, although this figure does increase somewhat to 81% for telephone enquiries.” He adds: “Electronic enquiries are being forgotten about or left to the end of the day, suggesting the idea of ‘fire and forget’ is more prevalent with electronic communication. There is a real opportunity for venues to increase bookings by dealing with enquiries from all media both quickly and efficiently.”

**Ends**

**Note to editors**

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BDRC Continental carried out 840 telephone enquires and 780 electronic enquires during Q4 2011.

## **About BDRC Continental**

BDRC Continental is the UK's largest independent market research agency. Established in 1991, the company has built an unrivalled reputation as a full service consultancy with specialist expertise across a number of sectors including business to business, financial services, hotels, meetings & hospitality, media & advertising, internet & telecoms, Government & not for profit, culture & leisure and tourism, travel & transport.

BDRC Continental is staffed by highly experienced researchers with great reputations in their individual fields as well as in the market research industry. The company is renowned for its consultative approach and ability to add value to clients' businesses by bringing insights from multiple markets to the research. This cross-disciplinary approach enables BDRC Continental to provide intelligence that is informed by a deep understanding of the client's issues and the wider market context. As well as undertaking bespoke research for a wide variety of clients, the company conducts a number of syndicated studies and has developed proprietary techniques including Tracktion (the award winning customer experience methodology), Grapevine, Service Intensity, the Business Opinion Omnibus, SME Finance Monitor and ZMET Visionary Thinking.

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