

Mystery Shoppers confirm that Waterford businesses are becoming more Age Friendly

Last week, 23 members of local active retired groups mystery shopped in almost 40 local businesses to confirm if they were living up to the commitments they made as part of the Age Friendly Business Programme which was launched recently by the Mayor Cllr John Cummins.

The mystery shoppers visited each business to check if they were implementing the actions they had identified as part of their participation in the Age Friendly Business Programme and also to report back on how the businesses were performing generally in relation to customer service, lighting, sound and the physical environment.

The majority of businesses surveyed which included clothing stores, bars, accountants, solicitors, pharmacies, hotels and dental practices all received very positive feedback from the mystery shoppers.

The mystery shoppers also provided some constructive feedback on simple steps to help make their businesses more attractive and accessible to both older people and all customers. Suggestions included not blocking aisles with stock or temporary displays, having suitable seating available, making sure signage and prices are in large fonts and generally having good customer service.

Each of the businesses who were mystery shopped will now receive their own report to see what feedback the members of the active retired gave on their business.

The Age Friendly Business Programme will continue to be rolled out in Waterford with plans to bring on board more businesses across Waterford City and County in early 2016. Any business interested in learning more about how their business can benefit from participating in this free programme, should contact Maureen Fitzsimons on 0761 102661 or mfitzsimons@waterfordcouncil.ie

