



SUGGESTED BESPOKE SCRIPTS



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SHOPPING CENTRE BESPOKE SCRIPT SUGGESTIONS

We've put together this list of suggestions to get you started - simply log in to your client area, tell us the ones you'd like, and we'll get them recorded. Alternatively, ask us about our scriptwriting and audio production services!

WELCOME MESSAGES

Want to make your customers feel appreciated and let them know what they can find in the centre?

WELCOME

Option #1

Welcome to _____. Shop to your heart's content, with all of your favourite stores, cafes and restaurants in one place. Should you need any assistance during your visit, please go to our Guest Services desk or speak to a member of staff in the centre.

Option #2

Welcome to _____ shopping centre. With over ___ stores trading ___ days a week, you're never short of choice. We hope you enjoy your stay!

CAR PARKING MESSAGES

Make your customers aware of all they need to know about your car park...

CAR PARK PAY STATIONS

Option #1

The car park pay stations can be found at _____ and _____.

CAR PARK SAFETY

Option 1#

Your safety and wellbeing are important to us. That's why we always strive to maintain a safe and accessible environment in the _____ car park. We have continuously won and proudly hold the secure car parking award.

DISABLED BAYS

Option 1#

_____ take our car park policies seriously. Please ensure that you only park in disabled bays if you are a blue badge holder, vehicles found to be falsely parked in these spaces will be penalised/could face prosecution.



OPENING & CLOSING MESSAGES

Confusion about the centres opening times? Keep it simple and let your customers hear it...

OPENING

Option #1

Good morning and welcome to _____. Our stores will begin trading from ____ today. Meanwhile, why not grab a drink and a bite to eat in one of our cafes?

CLOSED

Option #1

We would like to inform all our customers that the _____ is now closed. Thank you for visiting.

CLOSING SOON

Option #1

We would like to inform all our customers that the _____ will be closing in 5 / 10 / 15 minutes. Thank you for visiting us today.

Sunday hours tend to be variable... make sure your customers know when they can shop!

SUNDAY HOURS

Option #1

We would like to inform all our visitors that we are open on Sundays from ____ am until ____ pm.

Open later on certain days? Noticing a lack of footfall in the evening? Ensure that your customers are aware...

LATE SHOPPING

Option 1#

This evening, we have late night shopping until ____ p.m.

Option #2

Every ____, we have late night shopping until ____p.m.



SAFETY MESSAGES

Having trouble preventing bikes, skateboards, dogs or other prohibited items or pets from being brought into your centre?

SAFETY

Option #1

For your safety, we do not allow bicycles, skateboards, rollerblades or heellies in the _____. Thank you for your understanding.

Option #2

Guide dogs are welcome in the _____. However, we ask that customers refrain from bringing other dogs or pets into the centre/mall.

Make your customers aware of any CCTV usage...

CCTV

Option #1

We would like to make all of our customers aware that, for your safety and security, CCTV cameras are in operation throughout the _____ and in our car park/s.

Give visitors clear instructions should they lose their family or friends...

SEPARATION MESSAGE

Option #1

If you should become separated from your family or friends during your stay, please speak to a member of staff or meet - by / near / at _____.

Testing of your fire alarms? Make sure customers know when it's just a drill...

FIRE ALARM TEST

Option #1

We will be testing the fire alarms in the centre/mall in 2/5/10 minutes time. Please do not evacuate the centre/mall. Thank you and enjoy your visit to _____.



Reassure customers that your staff are available and willing to assist them with any issues or queries during their visit...

CUSTOMER SERVICES

Option #1

If you should have any difficulties during your stay, or require any assistance, please ask one of our security officers patrolling the malls, who will be pleased to help you. Alternatively, you can find our Guest/Customer Services office on/in/near _____.

Option #2

Should you need any assistance or information whilst in the centre, please visit our Guest/Customer Services desk/office, which is located _____.

Finding that guests are sometimes smoking or vaping in the centre, despite your policies?

NO SMOKING

Option #1

_____ is a smoke free environment to make your stay a happy and healthy one.

Option #2

_____ is a smoke free area, thank you for not smoking. This also includes the use of electronic cigarettes.

Option #3

We'd like to remind all customers that both smoking and vaping are prohibited in the _____ Shopping Centre. If you wish to smoke, please use designated areas located _____.

Is your area prone to bad weather? Remind customers of how to stay safe...

ADVERSE WEATHER

Option #1

We would like to remind customers to be mindful of slippery surfaces and/or _____ due to today's adverse weather conditions.



FACILITIES MESSAGES

Help your customers locate the comfort and accessibility facilities in your centre...

TOILETS, BABY CHANGE, ETC

Option #1

To make your stay more comfortable, the public toilets, baby changing facilities and facilities for any customers with mobility issues can be located at / in _____.

SHOPMOBILITY

Option #1

If you should require any assistance with mobility during your visit to ____ Centre, our Shopmobility scheme is located _____.

SEATING

Option 1#

For your convenience, there is seating located at _____ and also at _____.

MESSAGE CHAIRS

Option #1

If you would like to take a break from shopping, why not sit and relax in our message chairs. Located _____.

Do you have a Food Court in your centre? Make sure your customers know where to find it and which outlets and restaurants they can eat from.

FOOD COURT

Option #1

Are you feeling a bit peckish? Then why not grab a bite to eat in our food court where you can choose from the likes of _____, _____, _____ or _____.

Option #2

We would like to remind customers that our food court is situated _____. Open from _____ until _____ every day, with a delicious choice of food outlets.



Take the stress of looking after the kids off your customers shoulders, let them know where they can find the Crèche.

CRECHE

Option #1

We'd like to inform customers that our Crèche is located _____. With lots of fun activities to keep the kids entertained, you can enjoy your shopping with peace of mind.

Fed up of litter spoiling your centre? Remind your customers to dispose of it properly...

LITTER BINS

Option #1

Please help us keep _____ clean and tidy by using the litter bins provided.

Got any improvement works in the pipeline? Politely remind your customers that it's going to benefit them in the long run...

IMPROVEMENT WORKS

Option #1

Ladies and Gentlemen, please accept our apologies for any inconvenience during the improvement works taking place at the centre. We are working to provide you with further choice and value to make your visit to _____ the best shopping experience around!

GIFT VOUCHER MESSAGES

Do you have a gift card or voucher scheme throughout your centre? Ensure your customers know and keep them coming back to take advantage!

GIFT VOUCHER/CARD

Option #1

Can't find that perfect gift? Save yourself time and make their day, with a _____ gift voucher/gift card. This can be spent in all participating stores throughout the centre. Get yours from _____.



DIGITAL MEDIA MESSAGES

Want to increase your following on your social channels? Capture your demographic whilst they're in the centre!

SOCIAL MEDIA

Option #1

Hello shoppers. You can now follow all the _____ centre's retailer news, offers and deals on our Twitter page - (Twitter user name _____) and like us on Facebook by searching for (Full Facebook page name _____)

Option #2

Hello shoppers. You can follow all the _____ centre's updates on our Facebook, Instagram and Twitter pages. Go to our website - www. _____ and click the icons to find our social platforms.

Do you offer free Wi-Fi in your centre? Get your customers connected and promote more eyes to your landing page.

WI-FI

Option #1

Hello Shoppers! _____ is happy to announce that free Wi-Fi is available throughout the centre. Connect now and visit our website, Facebook and Twitter pages for news of great deals throughout the centre.

Option #2

Don't use up your precious data. Connect to the _____'s free WiFi and browse, scroll and post to your heart's content!

Got a website to be proud of? Want to promote your retailers, offers and more?

WEBSITE

Option #1

Whilst in the centre today, visit our website at _____ to find all the information on our stores, offers, facilities and opening times.