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Churchill to implement secret customer-service assessments

Business Journals



Churchill Downs Inc. has teamed up with LRA Worldwide Inc. to create a "mystery guest" service assessment program at all of its racetracks and off-track betting facilities.

LRA will customize a "mystery guest" inspection protocol to measure compliance with Churchill's guest service requirements and will recruit, train and monitor a team of consultants to secretly measure guests' experiences at Churchill's facilities, according to a news release.

Horsham, Pa.-based LRA Worldwide is a consulting, training and research company that specializes in customer experience management.

Louisville-based Churchill Downs Inc. (NASDAQ: CHDN) owns and operates horse-racing venues throughout the United States, including six racetracks in Florida, Illinois, Indiana, Kentucky and Louisiana.

Published January 30, 2006 by Business First