

KILKENNY CITY CENTRE

Shopping

Maintaining & Developing the Heart of the City

Who we are

- Kilkeny City Centre Business Association
- A Group of 74 City Centre Businesses

Our Purpose

- To sustain, develop and enhance our capability to deliver the best customer experience

Background

- Many business already third generation established in the 19th century
- Long standing group dedicated to supporting sustainable business in the city
- Have a strong record of retaining uniqueness while staying in tune with changing customer needs.
- All seek to thrive by competing and collaborating with strong national and international brands
- Employ over 1,300 people



Focus Areas

- To build shared knowledge through our network
- To identify and deliver on key customer needs
- To liaise with other stakeholders such as local authorities and Falite Ireland



New Research on Kilkenny City Centre

- Grown out of a need identified by Kilkenny Cares Group
- Supported by Enterprise Ireland
- Conducted with The Business School at Waterford Institute of Technology



Research Outcomes

- Gain new insight into customer motivations/ decision making for visiting the city centre
- Make recommendations for improvement at structural, group and individual participant level
- Explore customer views of the night time and overnight experience/Identify improvements for differing segments.

Research Outcomes

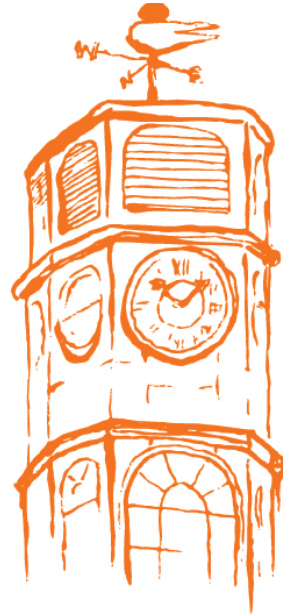
- Identify barriers to the best customer experience (e.g. parking, traffic etc.)
- Conduct competitor analysis and identify improvements in communication strategy
- Explore new customer segments that could be developed

Development Outcomes

- To build a mechanism where the necessary learning and changes are delivered and maintained.
- To drive ownership of the research findings
- To develop a Innovative approach to the research.

Invitation to Participate

- Open to everyone who has an interest in and can contribute to delivering the best customer experience in the City Centre (according to Local Area development plan)



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