

Mystery shopping reports September 2010

Better Spaces and Estates teams

Methodology

This mystery shopping is a "Pulse check" style, using 6 telephone callers and 2 personal visits to our LSC's. Due to shopper sickness only 4 responses had been received at the time of this report. An amendment will follow.

Further shops were done of the Somer Community Housing Trust Website to clarify if areas identified by shoppers were answered.

The role of the shoppers was to test responses against our stated service standards, and to make recommendations.

Scenarios used for the shopping programme are designed to enable sufficient interaction for the shoppers to be able to give a constructive response. Every effort is made to ensure that shops avoid demand times or times of low staff availability.

Better Spaces and Estates summary

Please see attached graphs

100% of shops got through first time and all were answered within 30 seconds by the Better Spaces staff.

The feedback was that staff were polite, helpful and gave an appropriate greeting when answering the call.

There was a suggestion that one caller wasn't given the staff members name and one wasn't told the name of the organisation, but this didn't affect the overall experience of the shops.

75% of shoppers had a very good experience and were met with helpful and polite staff that did their best to help.

One shopper was answered by a new member of staff who was unable to answer the questions she posed and needed to ask other staff members for answers which accounted for her slightly lower level of satisfaction.

Overall it was a very good shopping experience.

Two shops were completed at our LSC's, one at Keynsham and one at Rosewell Court. Both of these shops received an excellent response from the shoppers, despite neither of the centres having the information booklet to hand out that the shoppers were asking about. This information booklet is available in the Better Spaces office. A quick check of the other LSC's and the Malting reception showed that none of these centres had this information.

Comment was made about the external appearance of the Keynsham LSC.

The reception the shoppers received from both LSC's were found to be really welcoming, helpful and a credit to the organisation.

A check of the SCHAT website was made.

While the information is well laid out and easily accessible, shopper felt that a link to more details would be helpful. The gardening scheme for example had brief details of the scheme but no details of how to apply or who to contact.

Shoppers suggested.

1. While the Better Space section of the website is well set out, it would benefit from a direct link to services, particularly the garden maintenance which it mentions without giving contact or application details.
2. One shop commented that a staff member appeared vague about some of the services provided by the Better Spaces team, having to ask other members about questions on bulk refuse and the garden assistance scheme.
3. Not all the services provided by the Better Space team are shared with the local service centres. Shoppers found difficulty in getting booklets or leaflets, and
4. There was some evidence of staff outside the Better Space team were also a little vague about the services we provide in relation to bulk refuse collection, gardening maintenance scheme and neighbourhood improvement, to name 3. They wondered if this was an area that perhaps a publicity process would help share what they can actually do.

Commentary

The shop on the Better Space team was disrupted slightly by issues with the shopper, and the fact that there was 1 new member of staff and 1 member of staff who has recently changed roles.

The 6 shops that were completed were very well received and the shoppers were highly complimentary about the way they were treated by the staff.

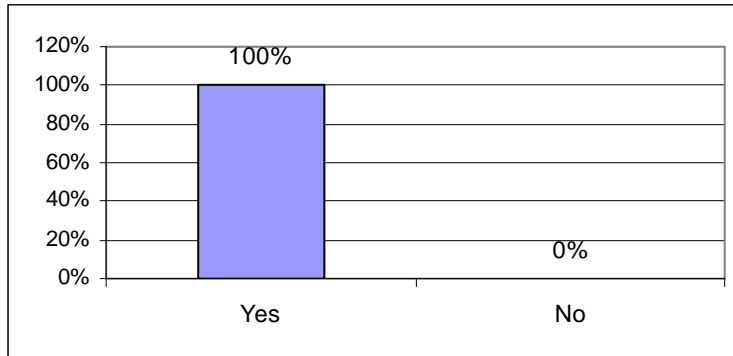
They raised the decoration to the exterior of Keynsham which looked a little tired, and the suggestion that others could benefit from the Better Spaces staff publicising what they do, and don't do, to other members of the trust and residents (perhaps an item for Somer times), particularly given the new grounds maintenance arrangements.

Mystery Shopping

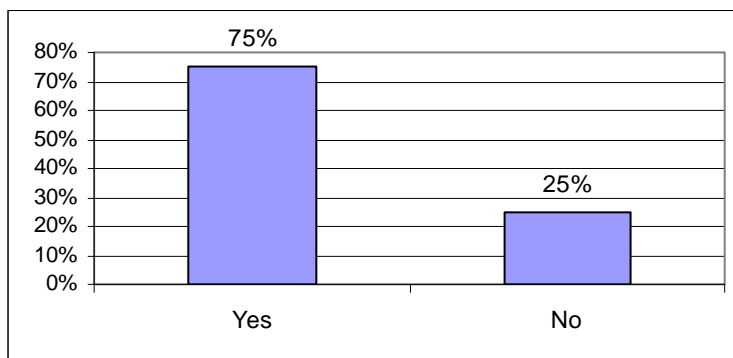
Telephone Shopping

The second round of Mystery Shopping started in September 2010 when the Estates Team were shopped. In total there were eight shops; six of which were by phone and two were office visits. Unfortunately two forms have not yet been returned.

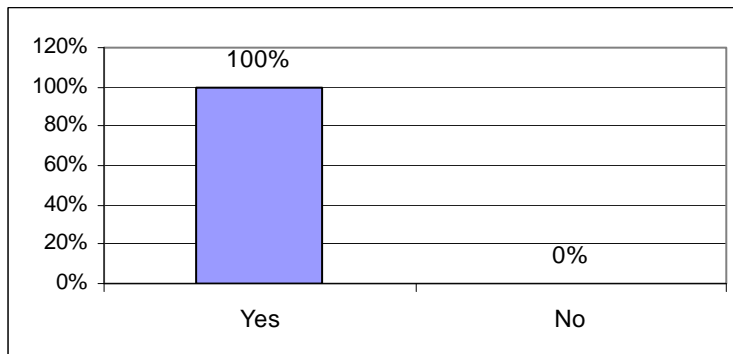
Q1 Did you get through first time of calling



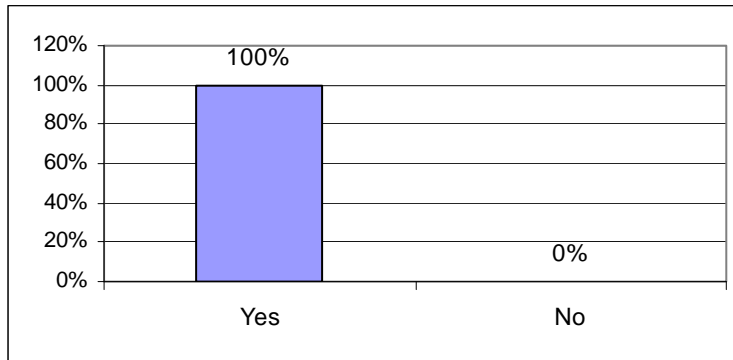
Q2 Did you get through to the person you wanted to speak to?



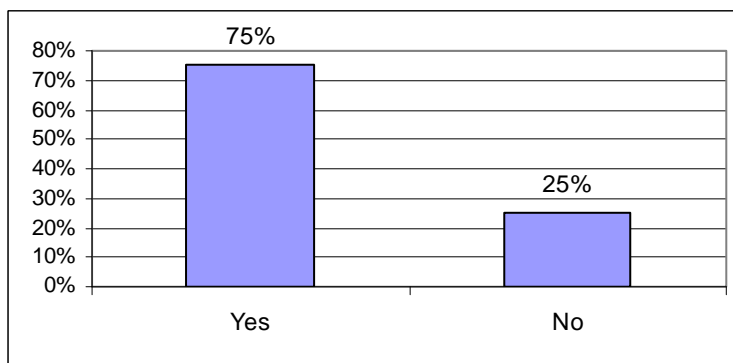
Q3 Did staff respond within 30 seconds?



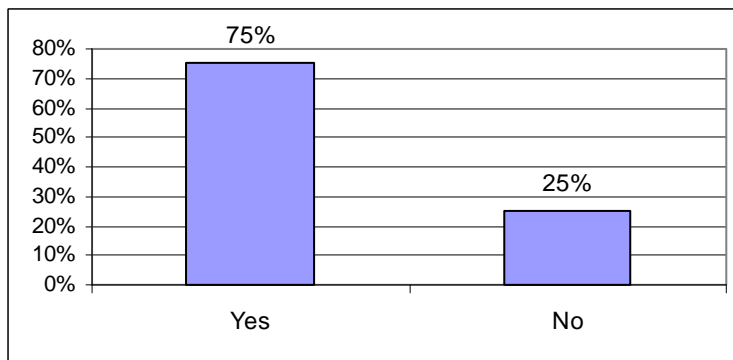
Q4 Did the staff member greet you with either a “Good Morning” or “Good Afternoon”?



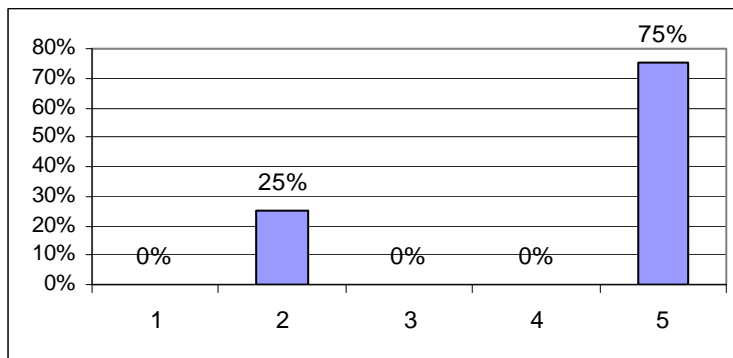
Q5 Did the staff member give the name of the organisation?



Q6 Did the staff member tell you their name?

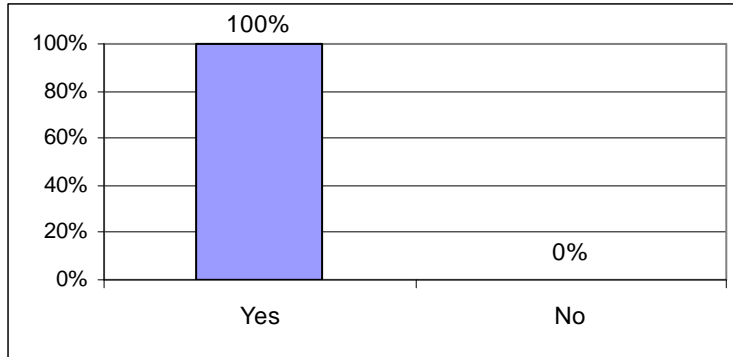


Q7 How satisfied were you with the overall service received (1 being very dissatisfied and 5 being very satisfied)?

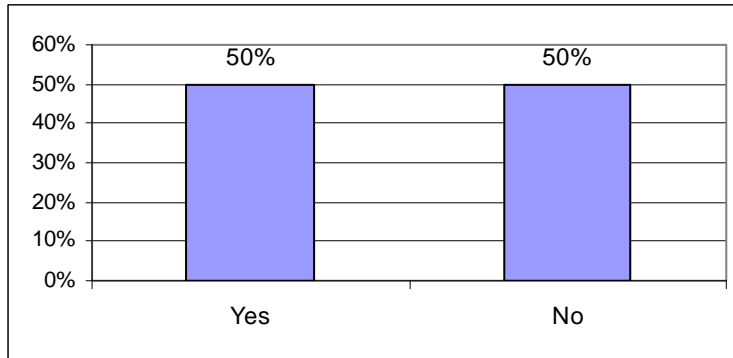


Office Visits

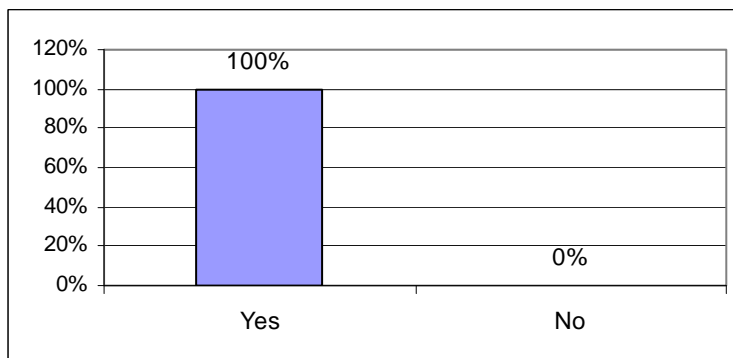
Q1 Did the staff member greet you with either a “Good Morning” or “Good Afternoon”?



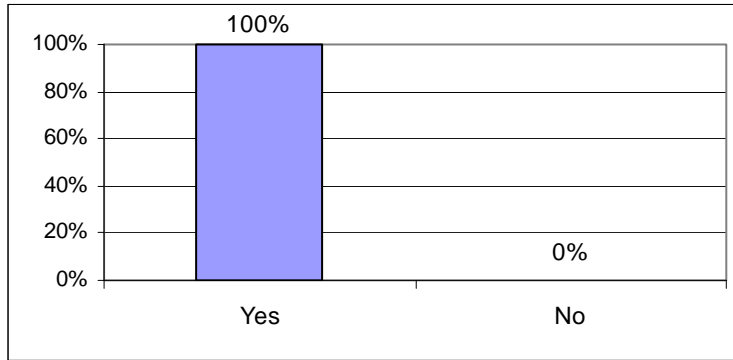
Q2 Was the member of staff wearing a name badge?



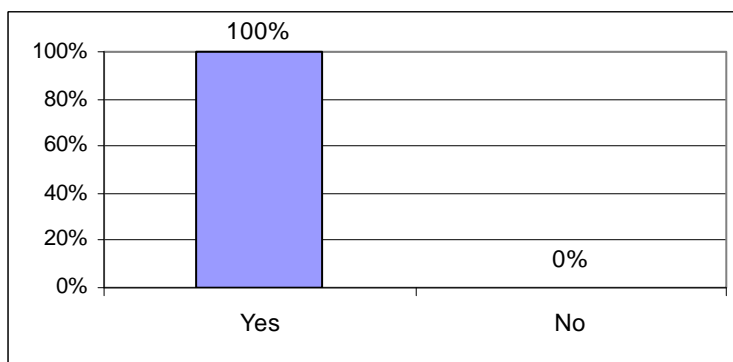
Q3 Did you find the staff member helpful and courteous?



Q4 Did you find the Local Service Centre accessible and easy to use?



Q5 Was the Local Service Centre welcoming and well presented?



Q6 How satisfied were you with the overall service received (1 being very dissatisfied and 5 being very satisfied)?

