

## **Mystery Shopping Reports August 2010**

### **Income Management Teams**

#### Methodology

This mystery shop is a "Pulse check" style, using 6 telephone callers and 2 personal visits to our LSC's

Further shops were done of the Somer Community Housing Trust Web site to clarify if areas identify 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.

### **Rents Team Summary**

#### **Please see attached graphs**

To facilitate the shopping process shoppers were given the details of the Income Management Officers direct dial telephone numbers and allowed to make a random selection as to which member of staff they chose to contact. They were guided away from calling their own income Management officer to prevent a conflict or recognition issues.

60% of telephone shoppers (3 out of 5) were answered by Income management officers on the first occasion. One of the other two made 5 separate calls before getting through using the DDI system, and the other was answered by another member of staff who forwarded the call accordingly to the duty officers' number.

This 60/40 split was repeated for the greetings the shoppers were given when the call was answered, and the level of times the responder identified the organisation. This is more relevant because the shopping calls this time were direct calls into the Trusts office and not via the reception or general number.

Response times in answering the telephone calls were considered good (with the one exception as above) but there was an issue about staff identification when answering the calls, with one shopper having to ask who they were talking to.

Shoppers were given model landlord answers to the scenarios. Some of the responses the shoppers got did not cover all the options on the model answer, which accounts for a slight reduction in overall satisfaction levels recorded. As a result of this issue a further question will be inserted into future shops asking for an indication of the shoppers' satisfaction with the answer they received as well as the overall shopping experience.

With telephone callers 60% were satisfied or very satisfied with their experience, 20% had an acceptable shop and 20% (1 caller) had a poor experience.

## **LSC Visits**

Shopper visited Keynsham and Midsomer Norton Local Service Centres and staff at both offices were given top marks in all respects.

Comments were made about the “scruffy” appearance of the external view at Keynsham, which the shopper felt could be improved with redecoration, and the slightly confusing path to the reception desk once inside the building.

## **Shoppers Suggestions**

1. Shoppers experienced some problems in contacting Rent Officers, either getting an engaged tone or voicemail. They suggested that the use of an IVR (Interactive Voice Response) would improve the process, hunting for any free and relevant extension when the called person was busy. This would be similar to repairs and would circumvent the reception system.
2. One shopper described receiving a “cold” response and another was simply answered by someone saying “Hello”. A third shopper was repeatedly asked where she lived as different rent officers dealt with different areas, which while correct, was unnecessary given the basic nature of the scenario.
3. Only 2 telephone shoppers had very satisfactory experience.

## Commentary

The overall opinion of the shoppers who conducted the shops of the Income Management Team felt that at times the customer care they received could have been more approachable. That said, 2 shoppers received very satisfactory experiences and 2 others were satisfied or found the process acceptable as an overall experience. Only 1 shopper graded their experience as disappointing and below par.

Clearly shoppers found a demand profile placed on the Income Management staff which meant the use of voicemails, engaged tones and other officers answering their calls was common place, and may be an area for scrutiny to examine in due course.

It should be remembered that this was a very small scale shop carried out over a four week period and so may offer points to consider rather than any definitive issues that require immediate remedial action.

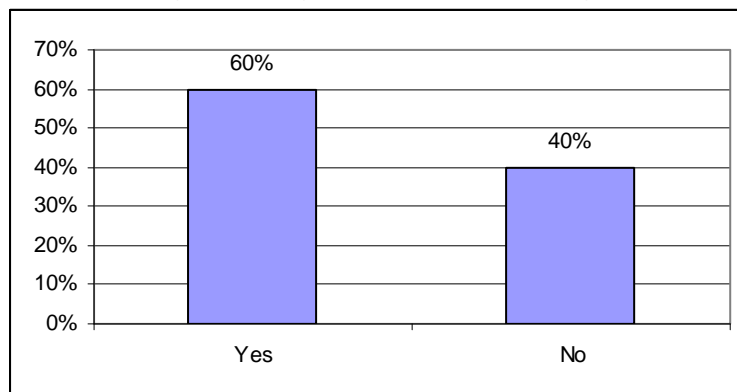
A glitch with snap machine means that the left hand axis should be ignored. The correct figures are shown above each coloured graph.

## Mystery Shopping

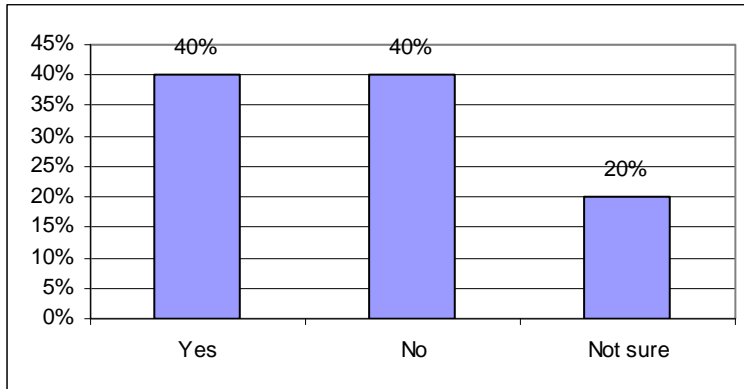
### Telephone Shopping

The first round of Mystery Shopping started in August 2010 when the Rents Team were shopped. In total there were eight shops; six of which were by phone and two were office visits. Unfortunately one form has not yet been returned.

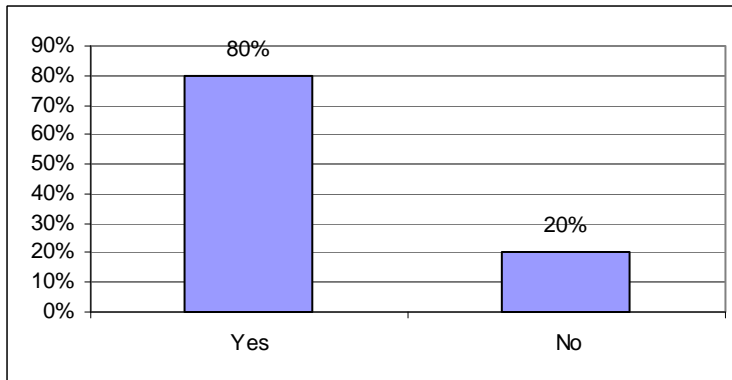
Q1 Did you get through first time of calling



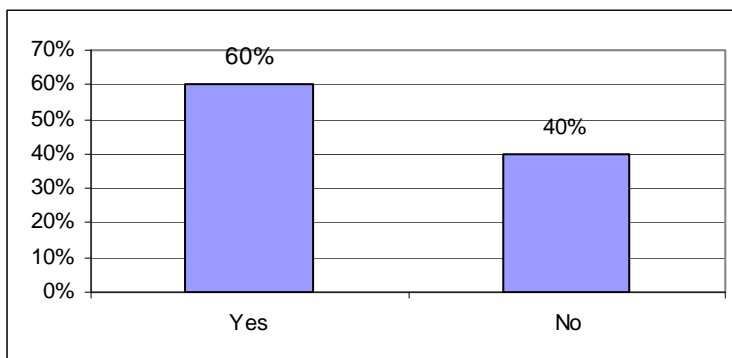
Q2 Did you get through to the person you wanted to speak to?



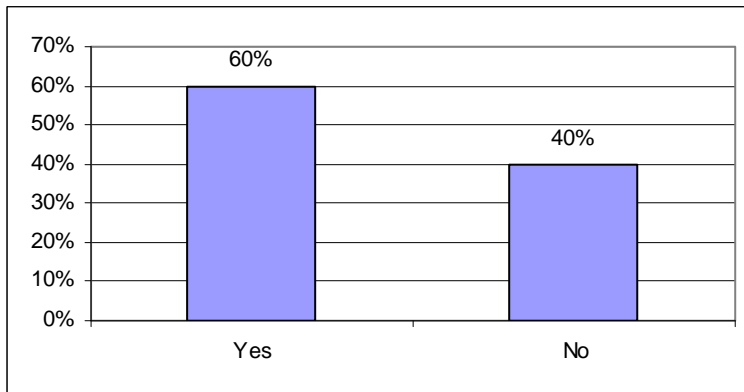
Q3 Did staff respond within 30 seconds?



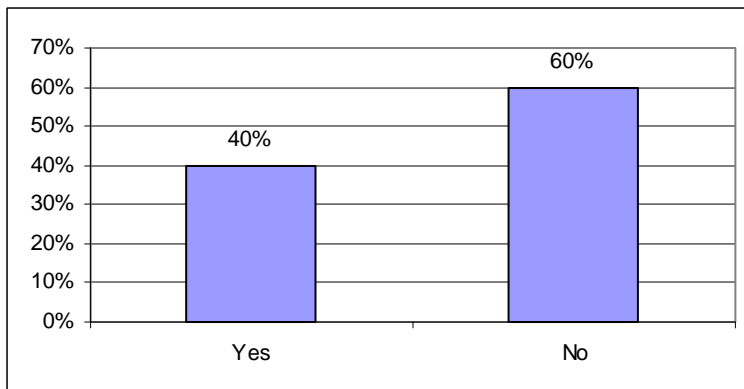
Q4 Did the staff member greet you with either a "Good Morning" or "Good Afternoon"?



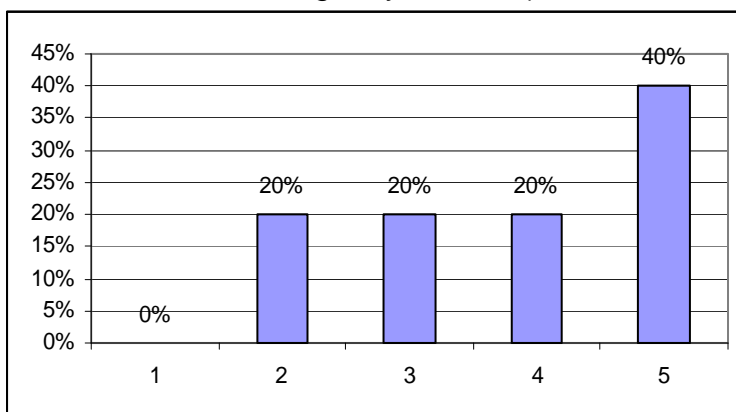
Q5 Did the staff member give the name of the organisation?



Q6 Did the staff member tell you their name?

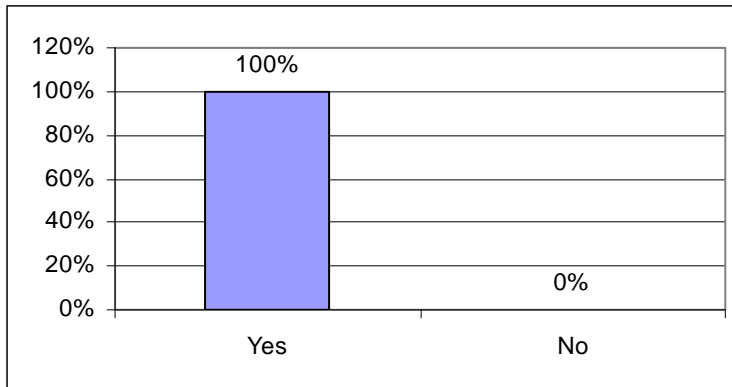


Q7 How satisfied were you with the overall service received (1 being very dissatisfied and 5 being very satisfied)?

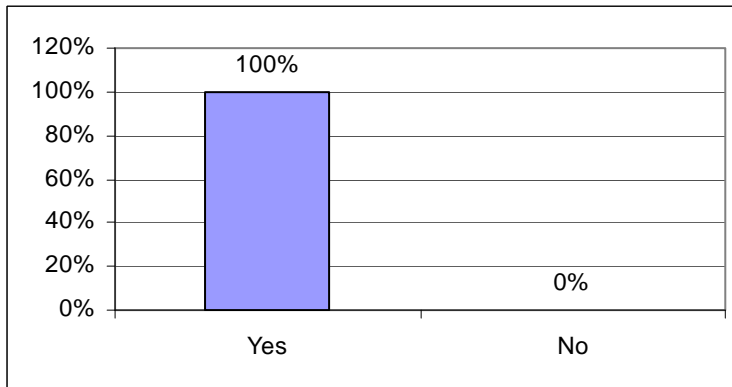


## Office Visits

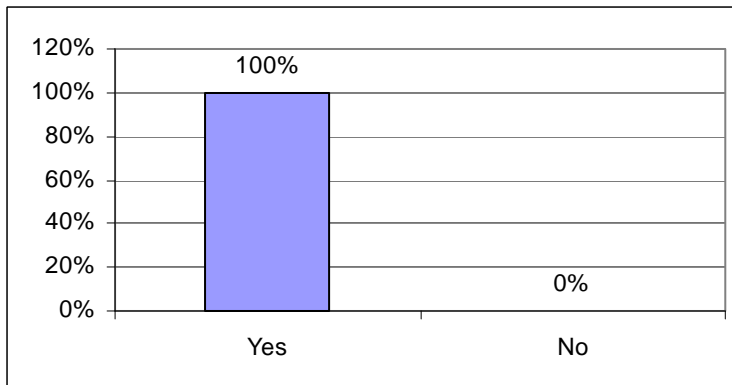
Q1 Did the staff member greet you with either a “Good Morning” or “Good Afternoon”?



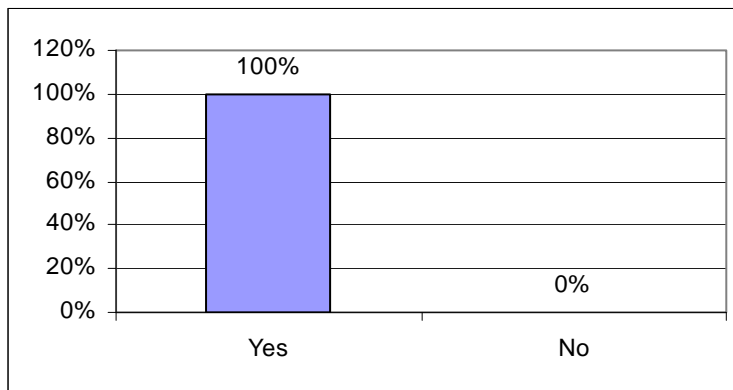
Q2 Was the member of staff wearing a name badge?



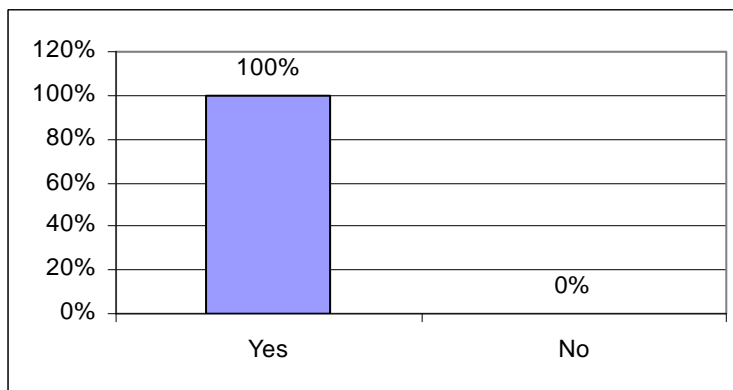
Q3 Did you find the staff member helpful and courteous?



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)?

