

Mystery Shopping Report November 2010

Repairs Service

Methodology

This mystery shop involved 6 telephone calls and 2 Local Service Centre visits. Shoppers were asked to check our responses against the published service standards.

Further shops were done of the Somer Community Housing Trust website.

On this occasion the shoppers were tasked to enquire about services we offer rather than to request an actual repair.

The scenarios used for the shopping programme are designed to enable sufficient interaction for the shoppers to be able to give a constructive response. We were very aware of the demand profile of the repairs teams and therefore made every effort to minimise the impact of the shop on the staff by avoiding doing any shops at high repairs demand times such as Monday mornings or periods of low staff availability.

Repairs summary

5 of the 6 shoppers got through on their first call, and 4 shoppers say they spoke to the correct person. One shopper's call was not answered and eventually went through to an answer phone facility after holding for a period of 2½ minutes. This accounts for the 17% response to questions 1 and the NR response to questions 2 and 3.

66% of the shoppers felt that the time taken to answer the calls was in excess of the 30 seconds guide.

Once answered, all the shoppers were welcomed and all were told the name of the staff member they were talking to. The Somer repair line preamble informs callers that they have reached the repair line and we would therefore not expect staff to confirm that the shoppers were talking to the "Somer repair line". The shoppers response to question 5 should be disregarded.

Overall as is shown in the graphs which follow, the shopping experience was split equally between shoppers who had an "average" experience a "good" experience or an "excellent" experience.

As an explanation after each shop the shoppers were asked to rank their “experience” on a scale of 1 to 5, with 1 being very poor and 5 being excellent.

These experiences were how each shopper felt after the exercise and are therefore a subjective response and not always based on a tangible outcome. They do however reflect normal day to day style experiences and are ranked by the shoppers as a comparison alongside other experiences they have had when making calls to other agencies or call centres.

As is shown in the graphs below the 2 average experiences (who ranked their experience as a 3) had trouble contacting the repairs pods, were on hold for a longer than expected time and felt that the hold music was of such a poor sound quality (fading in and out) that they would have preferred to have been left ringing or invited to ring back later. They also said that on one occasion the answer they got, while accurate, could have been more informative and supportive.

The 2 shoppers who felt they had a good response (and ranked their calls a 4), also expressed some concern about the time taken to get through, one saying they were on hold for 2½ minutes and not surprisingly when they were answered the staff members dealt with their calls politely but rather quickly. Both felt that a slightly more sympathetic and informative response could have been forthcoming and would have made the experience an excellent experience rather than a good experience.

The 2 shoppers who graded their experience as excellent (ranked as a 5) both commented on the fact that the staff member went a little bit further in trying to resolve their question. One repairs officer suggested involving the neighbourhood services officer to help them and another member of the repairs team talked through what the shopper could expect from Somer in terms of a repairs service. Both of which were considered very helpful.

The shoppers were given model answers to compare the responses they received to the questions they posed. 4 of the 6 felt they had received the full answer, and the other 2 only a partial answer.

All felt the staff they spoke to were polite and, in the main, helpful.

Two visits were completed by the shoppers to two of our local service centres. Both received an excellent response even though the member of staff at one centre was uncertain about what repairs we actually provided and needed to make a telephone call to confirm the level of service we offer. Their level of assistance was really appreciated by the shoppers.

Comment was again made about the exterior appearance of Keynsham Service Centre, described as “in need of brightening up from the outside” and possibly needing a sign as it sits between a butchers shop (which has a street level awning) and a bank which also has a range of illuminated signs.

Shoppers were asked to check the website with regards to the repairs section and easily found all the information they were tasked to look for, and found the website easy to navigate and understand. This check was not an exhaustive examination merely a quick check of those areas being shopped at this time.

With regards to the website shopper suggested that:

- The direct dial number for each geographic area could be inserted which would stop the need to spend 30 seconds listening to the recorded message
- The website says that in “in some areas” we have neighbourhood trades staff to whom you can report a repair. Shoppers felt this needed more explanation particularly about which areas this applied to.

With regards to the telephone shops the shoppers suggested that:

- We review the “on hold” process and particularly the music
- Examine the telephone demand profiles for the repairs teams and be aware that some delays are excessive
- Consider advice and guidance as a part of the reporting process. Some repairs may fall outside of our responsibility but the resident may benefit for the advice of the repairs teams.

The pressures on the call centres clearly affected the overall experiences of the shoppers and made the challenges of reporting a repair more frustrating than they had expected.

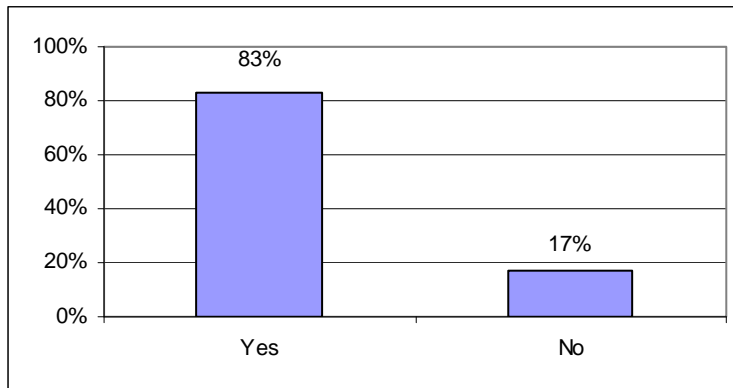
The staff member they actually spoke with were all very polite and personable. If felt appropriate we can give more details of the shop to managers and explain the process in more detail. To protect the identity of shoppers the scenarios have not been added to this report.

Mystery Shopping

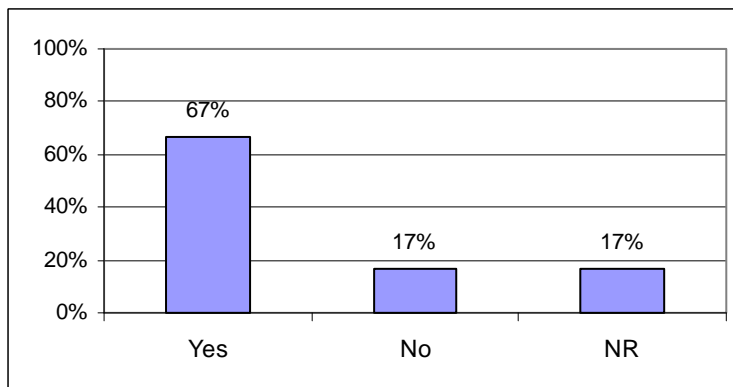
Telephone Shopping

The fourth round of Mystery Shopping started in November 2010 when the Repairs Team were shopped. In total there were eight shops; six of which were by phone and two were office visits.

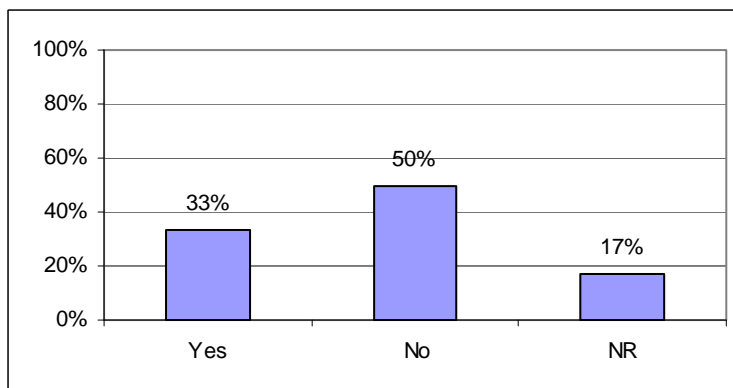
Q1 Did you get through first time of calling



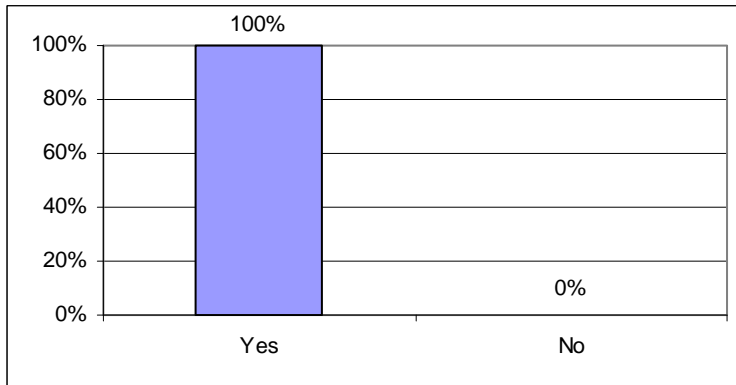
Q2 Did you get through to the person you wanted to speak to?



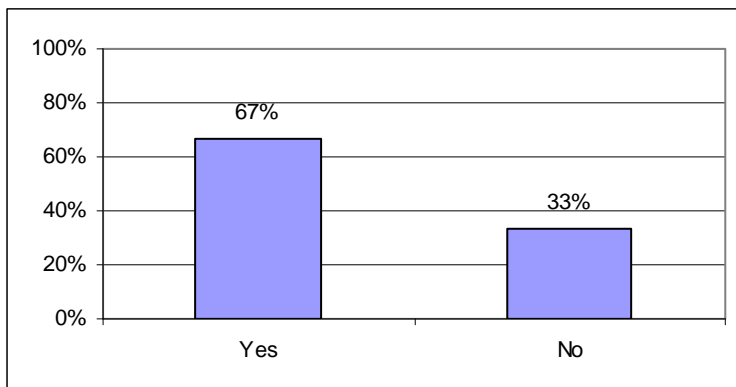
Q3 Did staff respond within 30 seconds?



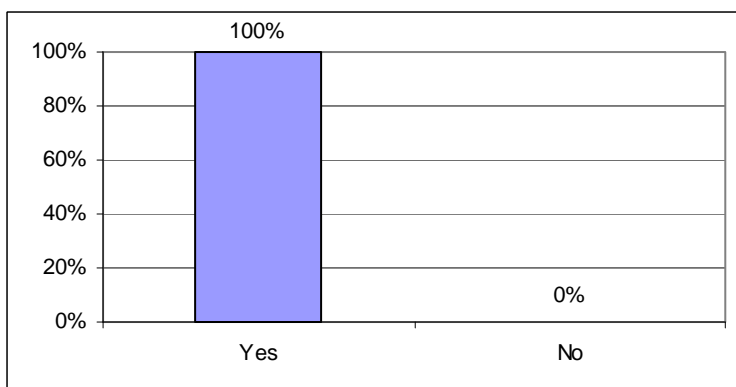
Q4 Did the staff member greet you with either a “Good Morning” or “Good Afternoon”?



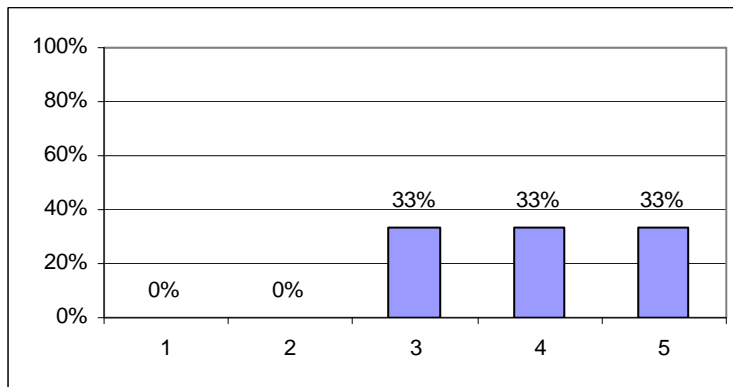
Q5 Did the staff member give the name of the organisation?



Q6 Did the staff member tell you their name?

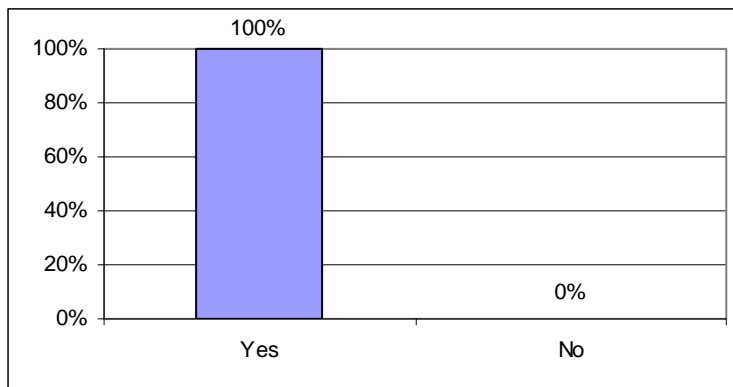


Q7 How satisfied were you with the overall service received (1 being very dissatisfied and 5 being very satisfied)?

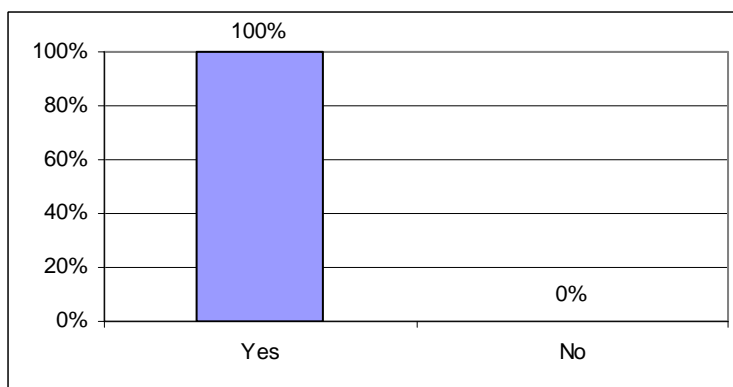


Office Visits

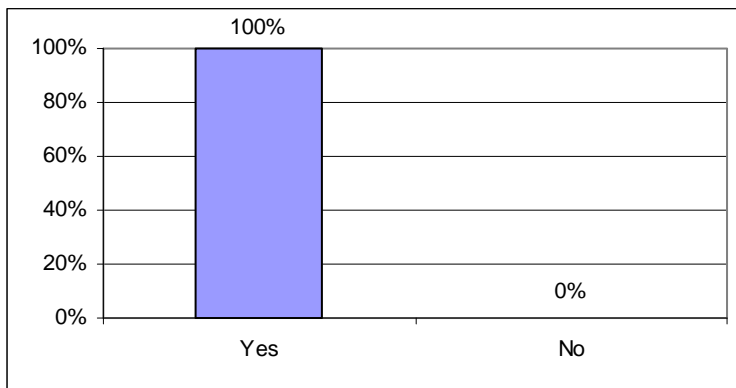
Q1 Did the staff member greet you with either a “Good Morning” or “Good Afternoon”?



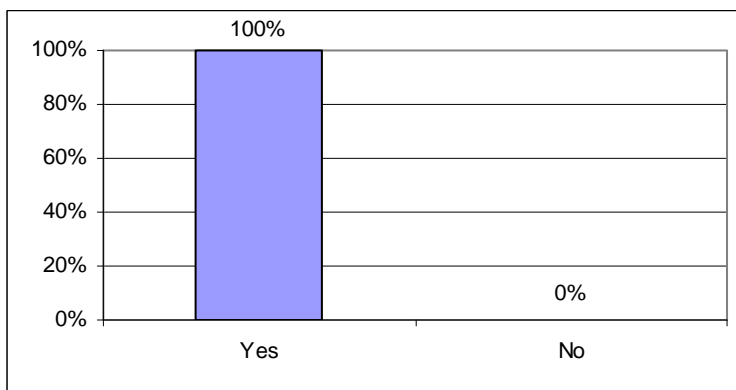
Q2 Was the member of staff wearing a name badge?



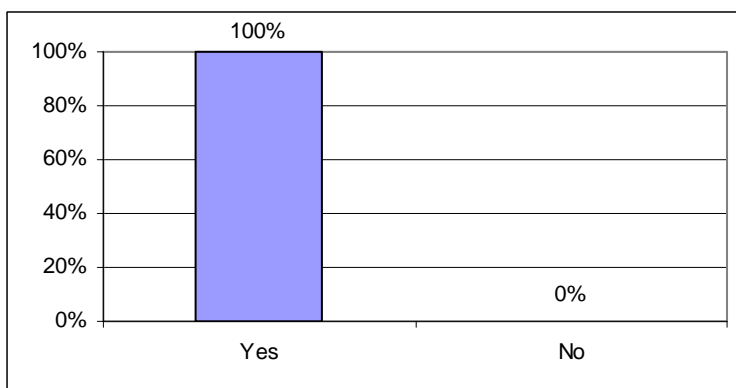
Q3 Did you find the staff member helpful and courteous?



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)?

