

## **Mystery shopping reports October 2010**

### **Voids and Letting Services**

#### Methodology

This mystery shopping is a “Pulse” style check of our services. For the voids and lettings services shop we used 5 telephone callers and 2 visits to Local Service Centres.

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 our responses against our service standards, and to make suggestions.

The 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.

### **Voids and Letting Services Summary**

The graphs indicated that 80% of shoppers got through first time which is the result taken from the snap survey returns form.

Anecdotal evidence from the shoppers suggests that this figure may not be correct and may only relate to the times the shoppers actually got an answer.

There is sufficient concern about the accuracy of this statistic that it would seem sensible to treat this statistic with an element of caution and use data collected from the “in house” call monitoring system instead.

Those who were answered were answered within the 30 seconds.

The feedback from the shoppers was that they were answered by staff who were very polite, helpful and who gave an appropriate greeting when answering the call.

Only one shopper said they were not given the staff member's name and told the name of the organisation, but this didn't affect the overall experience of the shops.

100% of shoppers had a good or very good experience and felt that staff did their best to help them.

The shoppers were given model answers to compare the responses they received to the questions they posed and only one reply didn't cover all the answers expected, which was impressive.

There was a slight irritation expressed by the shoppers about difficulties in not being able to reach the voids and letting team as previously mentioned, but this did not detract from the overall level of satisfaction they received from the staff they actually spoke with.

Shoppers made a number of glowing comments about the team, some of which are reproduced later.

Overall it was a very good shopping experience.

Two visits were completed by the shoppers to our local service centres at Rosewell Court and Meade House. Both these shops received an excellent or good response from the shoppers.

At one service centre the shopper was simply given the appropriate paper work and advised politely to complete the form and return it, but not offered any guidance or advice about the practicalities of completing the form. The shopper had to ask for advice which was then willingly given but did result in them recording this as a good rather than an excellent shop.

All indications are that this staff member was not the full time LSC officer.

A check of the SCHAT website was also made.

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

The overall shoppers' observations about their telephone and visit experiences were that:

- They were still occasionally being asked for their details by staff when no obvious reason existed albeit less than before
- That getting through to Voids and Lettings was not straight forward and worthy of further investigation.
- That some visitors to service centres may not be comfortable with

- complex looking forms and should be offered help on site.
- Information about the Clean and Tidy scheme was located on the website but not always told to shoppers on the telephone or at the Service Centres.

Leaving aside the minor irritations already mentioned it is worth reflecting on the positive comments that the shoppers made:

**“Staff member was really really helpful and very willing. Talked me through everything. Excellent service excellent shop”**

**“Got straight to the point and all the information came straight out, the employee obviously knew what they were talking about and this confidence instilled confidence in me for Somer”**

**“Staff member was excellent. I also asked about other scenarios and they were forthcoming with answers. They were “open” with request for information”.**

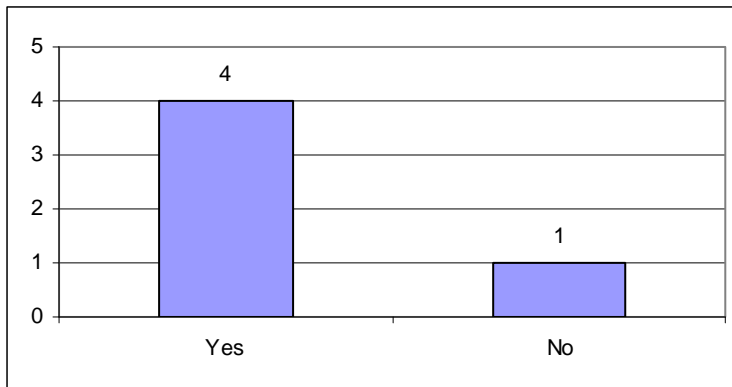
To protect the shoppers' identity full details of the scenarios has been removed from this report but can be discuss if required.

# Mystery Shopping

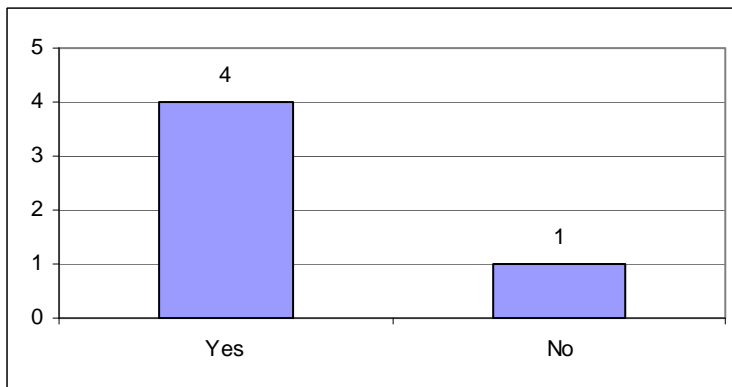
## Telephone Shopping

The Voids and Lettings Services shop consisted of five phone and two office visits.

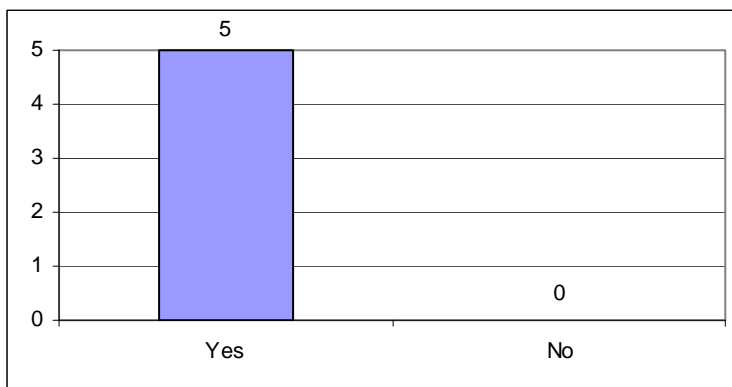
Q1 Did you get through first time of calling



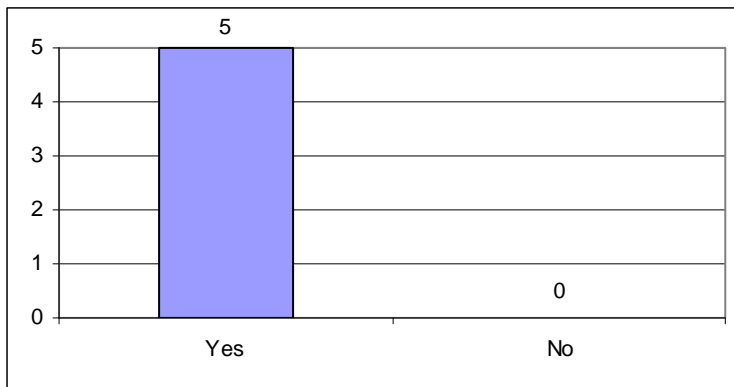
Q2 Did you get through to the person you wanted to speak to?



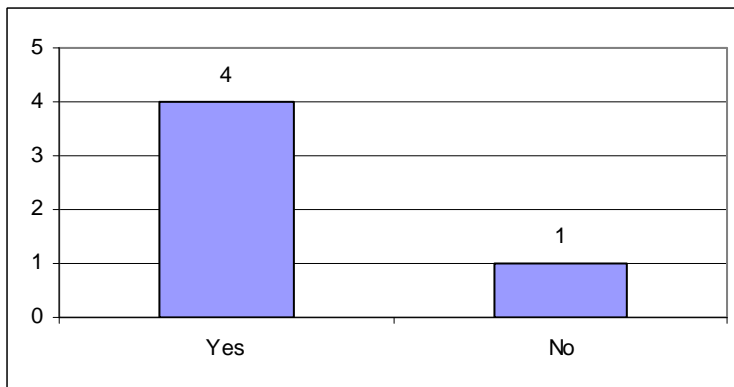
Q3 Did staff respond within 30 seconds?



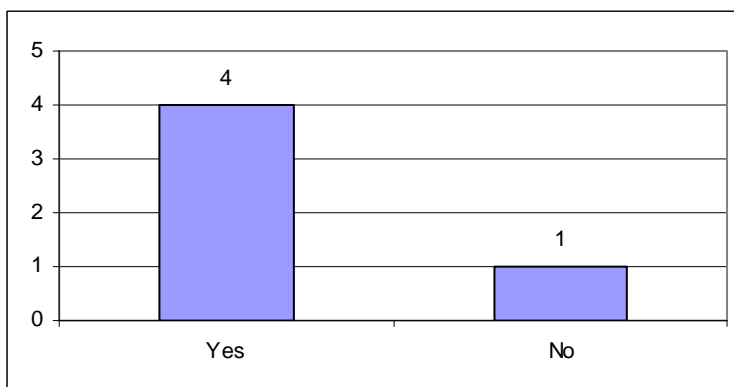
Q4 Did the staff member greet you with either a “Good Morning” or “Good Afternoon”?



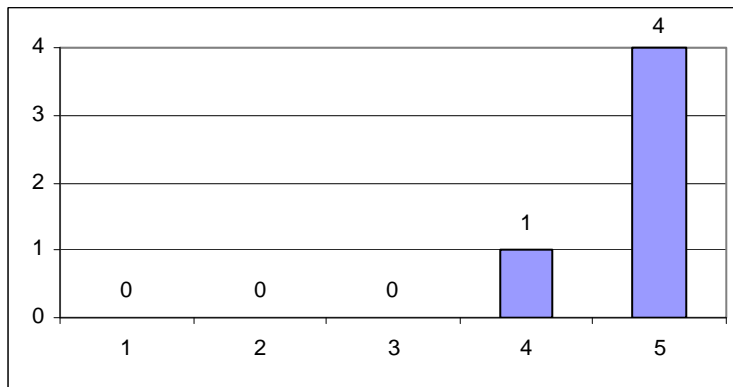
Q5 Did the staff member give the name of the organisation?



Q6 Did the staff member tell you their name?

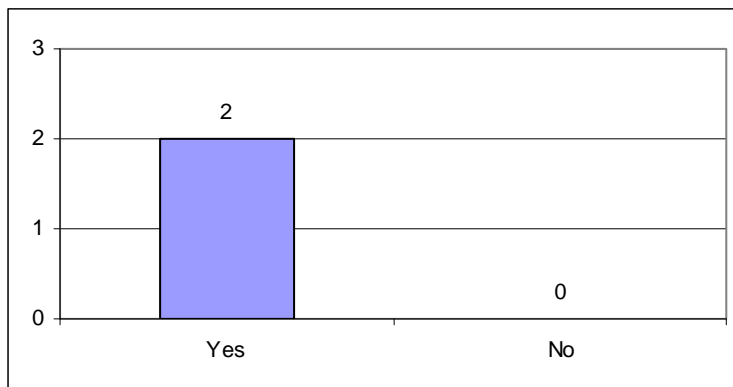


Q7 How satisfied were you with the overall service received (1 being very dissatisfied and 5 being very satisfied)?

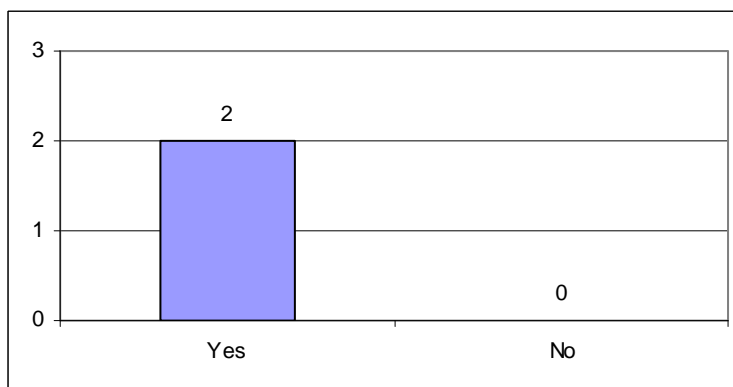


### Office Visits

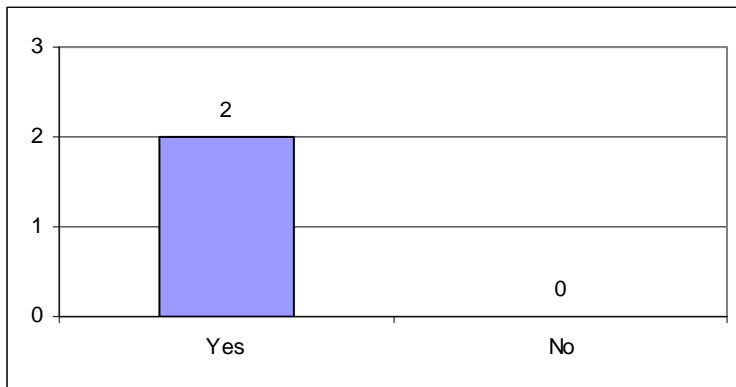
Q1 Did the staff member greet you with either a “Good Morning” or “Good Afternoon”?



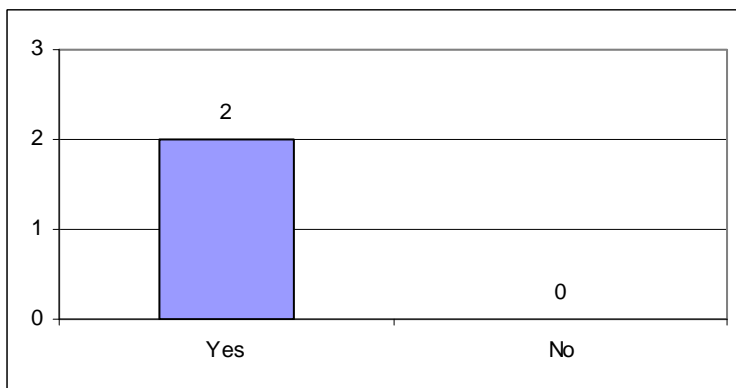
Q2 Was the member of staff wearing a name badge?



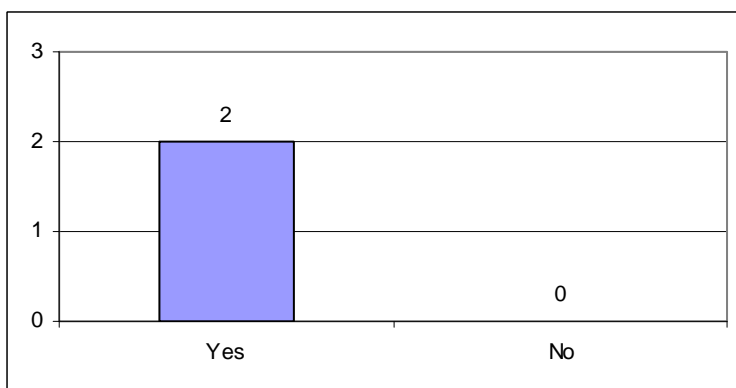
Q3 Did you find the staff member helpful and courteous?



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)?

