Mystery Shopping

Yearly Report on generic questions

2010/11

Introduction

A team of between six and eight resident mystery shoppers carried out 4 sets of mystery shops throughout the year 2010/11.

Following a specialised one day training session designed by TVH, mystery shoppers were given 6 scenarios to test by phone. These centred around contact with the Customer Service Centre (CSC) and included:

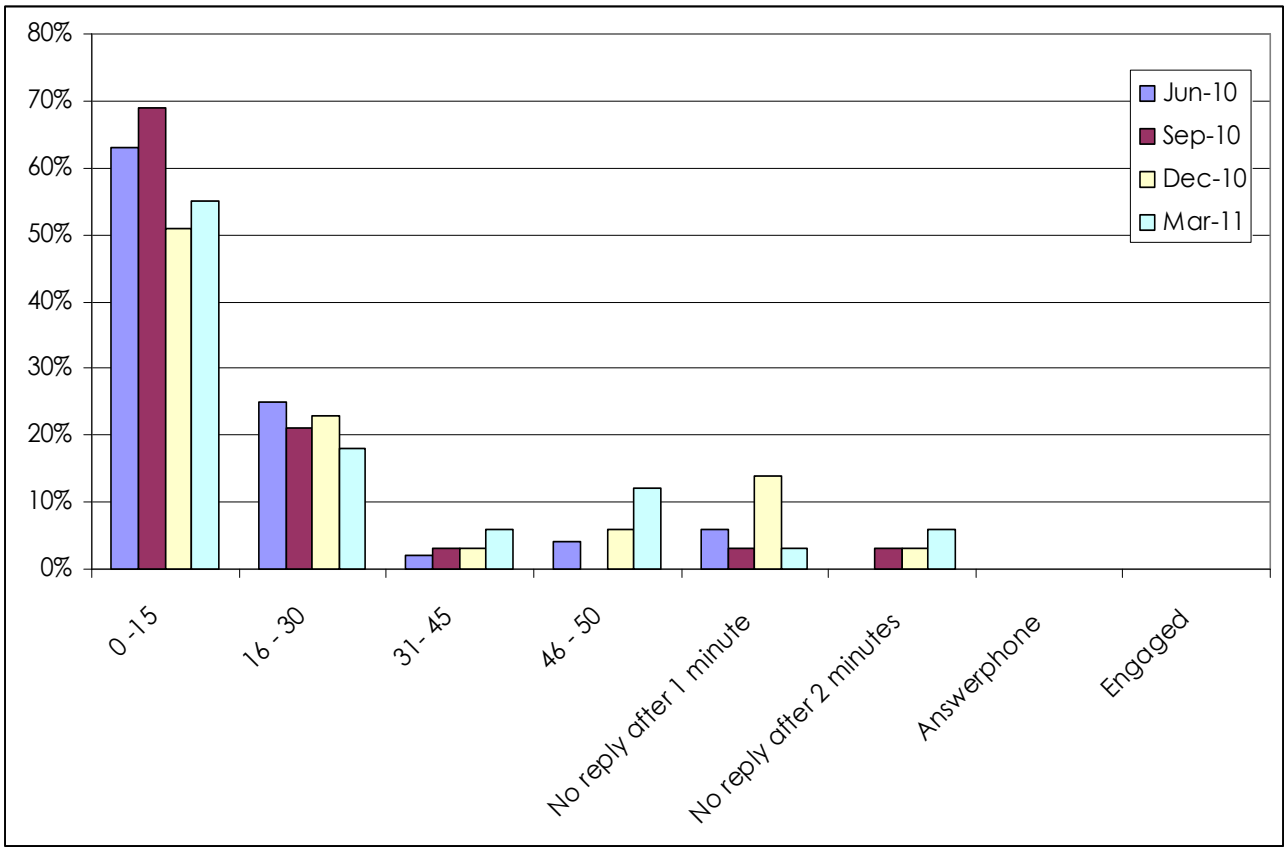
- Complaints
- Arrears
- Anti social behaviour
- Physical adaptations
- Community development
- Service charges
- Mutual exchanges
- Planned maintenance
- Permissions
- Estate services
- Training

3 voice mail checks were also carried out per mystery shopper, the numbers used for this were those published in link up.

Findings were recorded on a paper form and sent in following completion.

Results:

How quickly was your call answered?

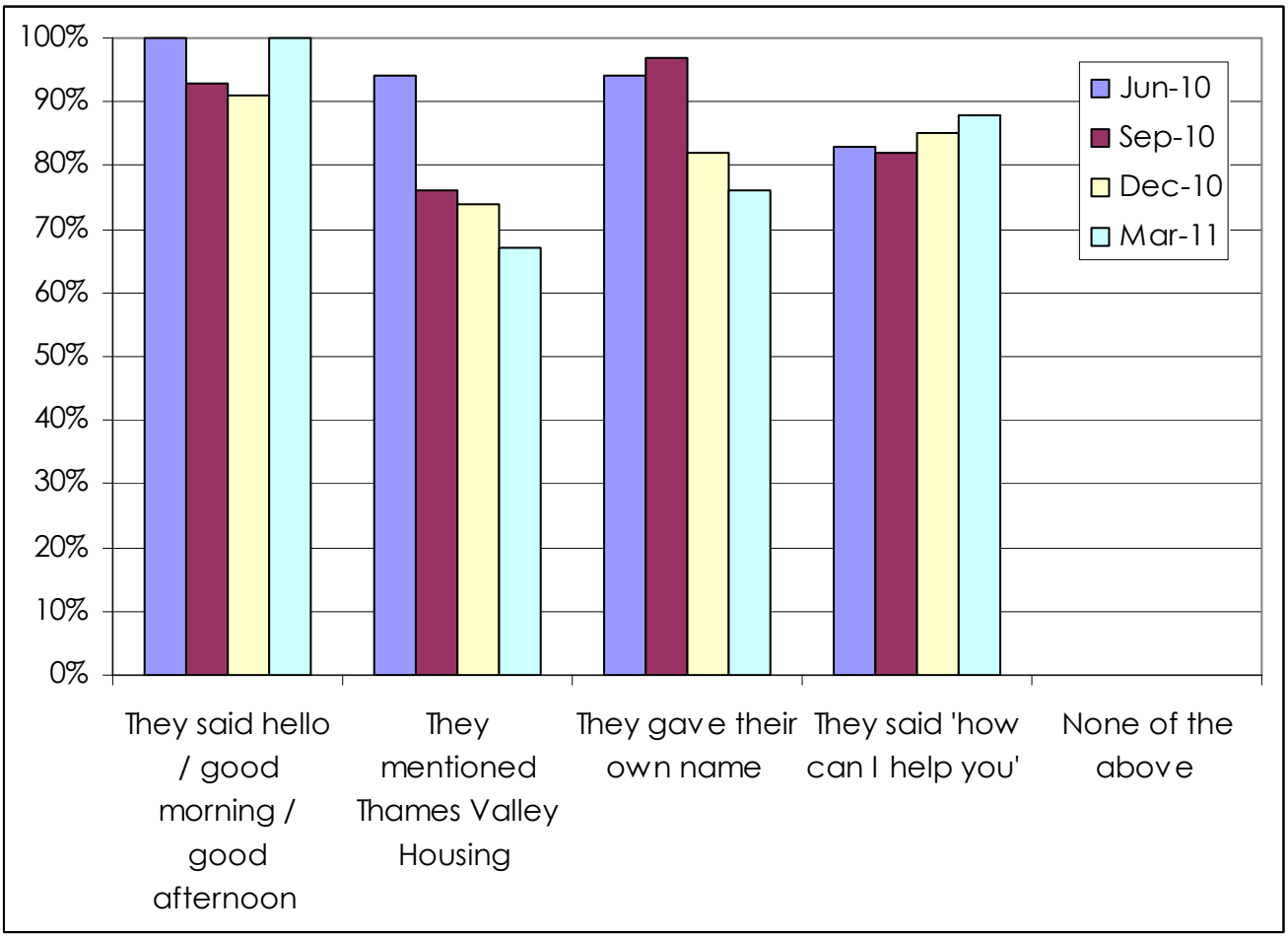


Who answered your call?

All calls apart from 2 (One call in round two and one call in round four) were reported as not being answered by the CSC.

The numbers given to the mystery shoppers for each scenario were those of the CSC, these numbers do not divert and should not have been answered by any other department.

How were you greeted?



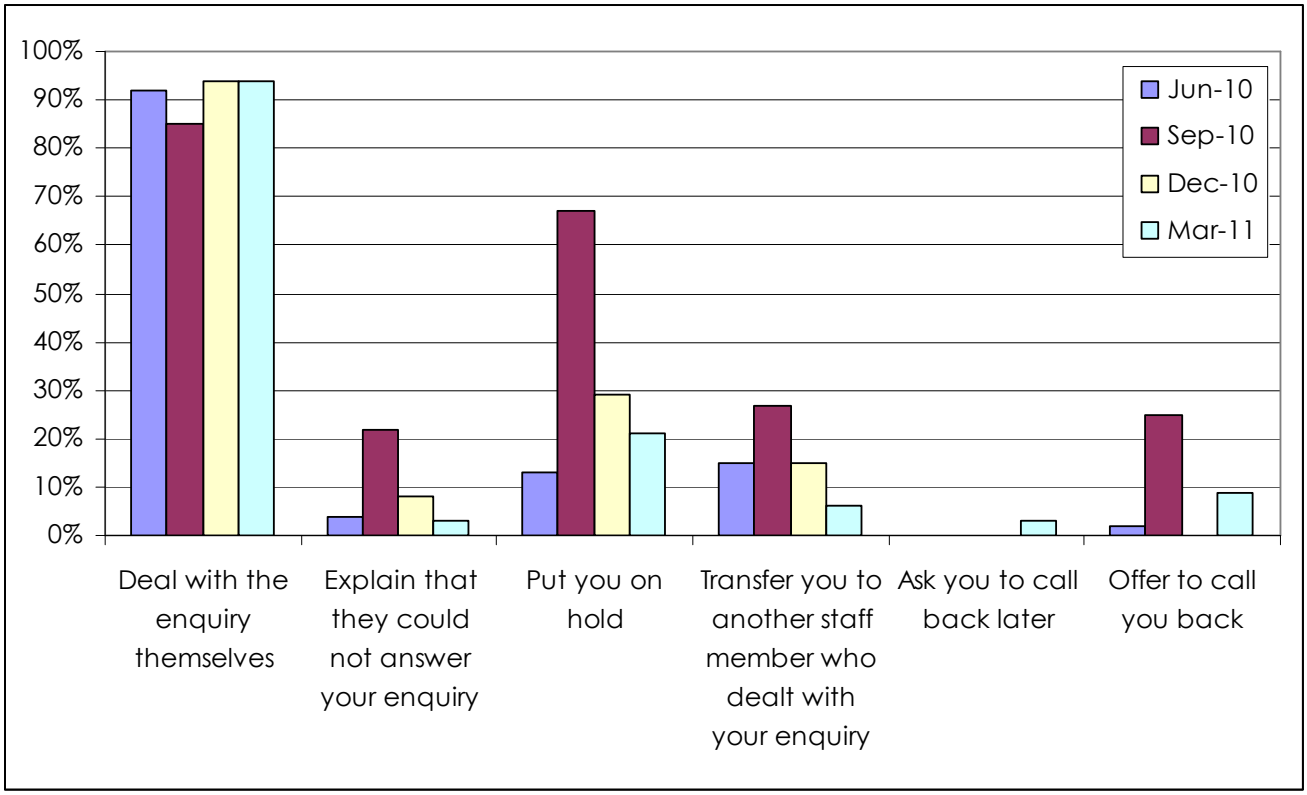
The number of calls receiving a greeting of good morning/afternoon is back up to 100%, after dropping the previous 2 rounds.

It is encouraging to see that the number of residents being asked 'how can I help you' has risen over the last 3 shops.

Fewer staff members are giving out their name

Fewer staff are mentioning TVH, this is due to the automated message callers receive before, this clarifies that they are through to TVH and therefore there is no need to say this.

After you asked your question, or after you had explained what information you required, what did the staff member do? Did they…



There was a real dip in the 2nd round of shops in nearly all areas, since then results have been improving.

The past 2 shops have been consistant with the amount of calls being dealt with by the CSC, this ties in with the other results, with a decrease in the number of calls being put on hold, transferred and offered a call back.

Fewer callers are being told that their query can not be answered.

★ **The following 6 questions relate to if a call was transferred to another member of staff**

If your call was transferred, did the member of staff do any of the following?

1. Explain the reason for transferring your call
2. Give you the name/department of who you were being transferred too

Over the 4 rounds of shops, 16 calls were transferred. This result is difficult to analyse as they are for different scenarios.

However, rounds one and three, and two and four were the same. In both instances the second shops had fewer transfers:

Round 1 – 8 calls transferred
Round 2 – 4 calls transferred
Round 3 – 2 calls transferred
Round 4 - 2 calls transferred

Whilst your call was on hold, did any of the following occur?

They informed me that my call would be dealt with soon
★ Two residents were informed that their call would be dealt with soon.

They gave me the name of the person prior to transferring me
★ Three callers being transferred were given the name of who they were being transferred too.

They asked if I would like to leave a message
★ There were no reports of this happening.

They diverted my call straight to voicemail
★ There were no reports of this happening.

I felt that I was put on hold for a long time
★ Of the 16 calls that were transferred, 5 callers felt they were on hold for a long time.

How do you feel the first staff member handled your call?

They were quick and efficient
★ 5
They were polite and courteous
★ 6
They came across as mechanical; as though I was just another customer
★ 1
They appeared rude and or disinterested
★ 1

Do you wish to add anything else about how you think the first staff member handled your call?

We received the following comments:

Round 1:

- They did not want to give me information and advised me to get the actual person to call.
- They told me the department that they were transferring me too.
- As the staff insisted on getting my name and address I had to decline and said that I would call another time.
- Excellent, but the staff member had difficulty transferring me.
- They were engaging and appeared concerned, I was asked about the nature of my compliant and I was told if I could be more specific then more specific advice could be given.
- It was as OK – nothing that was said was in anyway unhelpful but I was hoping for more of a sympathetic response as I was very upset.

Round 2:

- They didn't seem to know much and immediately put me on hold for 6 minutes, before coming back with an answer of sorts.
- They put me on hold while they tried to ask the neighbourhood officer about the dog but the line was engaged so they took my number and called me back within 3 minutes.
- They were excellent.

Round 3:

- They were positive and friendly about the enquiry saying that there are lots of ways you can be involved, before trying to transfer me to the RI Team.

Round 4:

- Although I was transferred, the initial person I spoke to tried to answer my query fully.

If you were transferred to another member of staff, how were you greeted by the second member of staff?

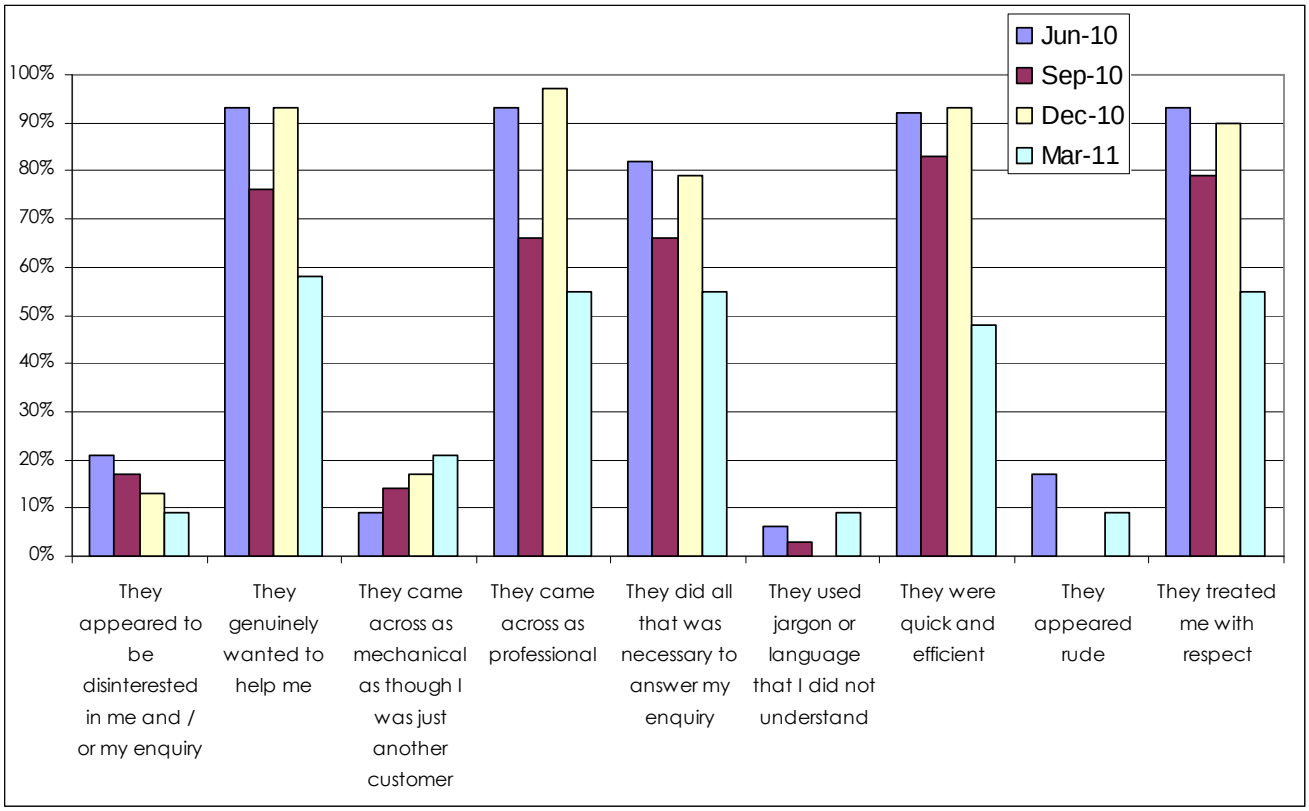
	Yes
They said hello/good morning/ Good afternoon	6
They mentioned Thames valley Housing	4
They gave their name, job title or name of the department	6
They said how can I help you	7

If yes, what were these questions and offers of help?

In the majority of calls shoppers were asked for additional information, such as: name, address and more information to clarify the situation.

In few cases offers of help were given.

What was your overall impression of the way in which the staff member dealt with your call?



★ **PLEASE NOTE –** The questionnaire slightly changed in round 4 (March 2011) and no longer included the option 'No' This meant that not all answers were ticked and therefore shoppers could tick only the ones that applied to them, this has resulted in a drop in performance in some areas.

For scenario comparisons' please see:

- ★ Appendix 1 - April 2010 to December 2010
- ★ Appendix 2 – August 2010 to March 2011

Voice mail checks:

Out of 75 voice mail checks made over the year:

- 21 had the exact standard message
- 44 had a slightly different standard message
- 2 were completely different
- 4 were out of date
- 2 were diverted to mobile phones
- 1 was answered
- 1 was noted as not having much info.

In a few instances, residents reported that the message was left to fast.

A full action plan from all reports has been produced.