



Mystery Shopping Comparison

September 2010 & March 2011

Introduction

Mystery shoppers tested 5 scenarios in September 2010 and then again in March 2011.

The scenarios were based on the following services we provide:

- ★ Mutual exchange
- ★ Planned maintenance
- ★ Permissions
- ★ Estate services
- ★ Training

The purpose of carrying out the same shops twice is to compare the results.

It is necessary to note there was 1 less mystery shopper in September compared to March.

Call answering

A lower percentage of calls were answered in under 15 seconds, dropping from 69% to 55% in March. More calls were answered between 46 and 50 seconds with an increase from 0% to 12%.

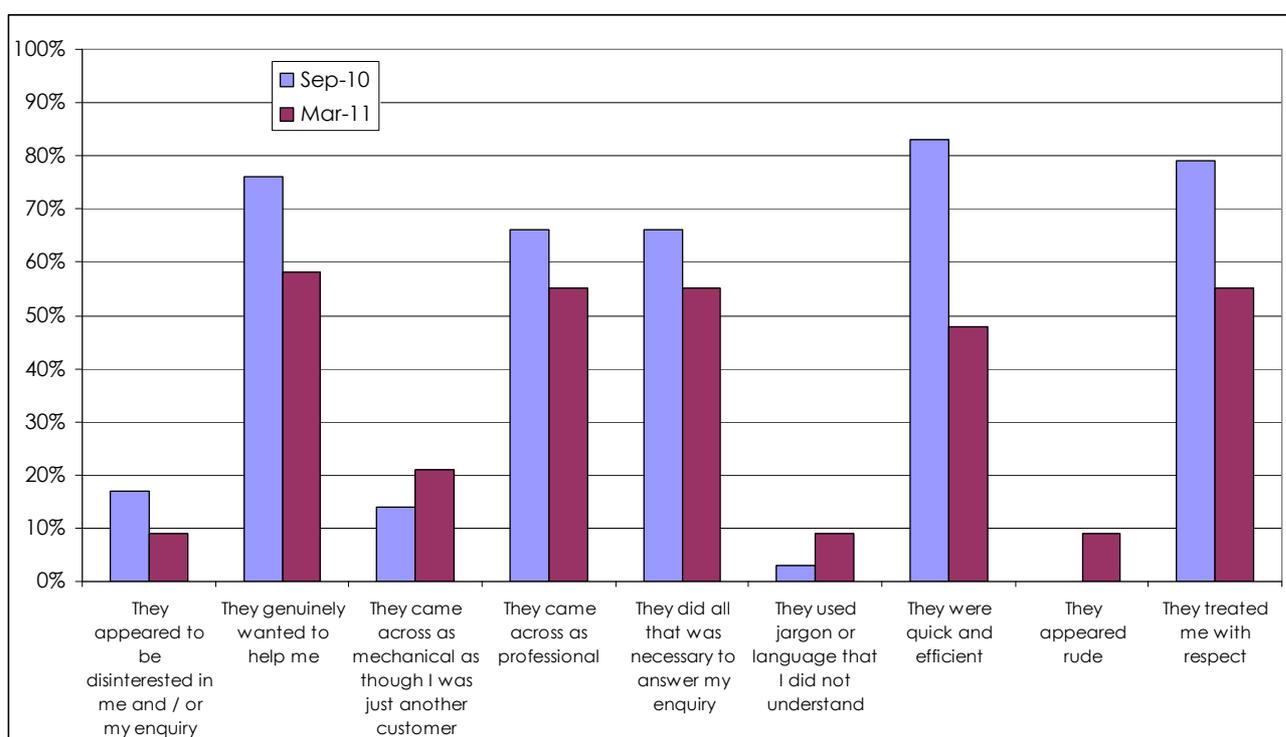
In both September and March, one shopper reported their call as not being answered by the CSC.

There were no problems with the greeting from any CSC member of staff in August or March.

94% of enquiries were dealt with by a member of CSC compared to 85% back in September. This indicates a greater knowledge of the subject area and queries dealt with first time.

Due to the high number of queries being dealt with by CSC, the number of calls that were transferred dropped by 21%. Fewer calls were also put on hold and fewer residents were offered a call back.

The overall impression of the way in which the staff member dealt with the call is as follows:



Improvements were made in the following area:

- ★ Less people felt that staff were disinterested in them

Areas for concern:

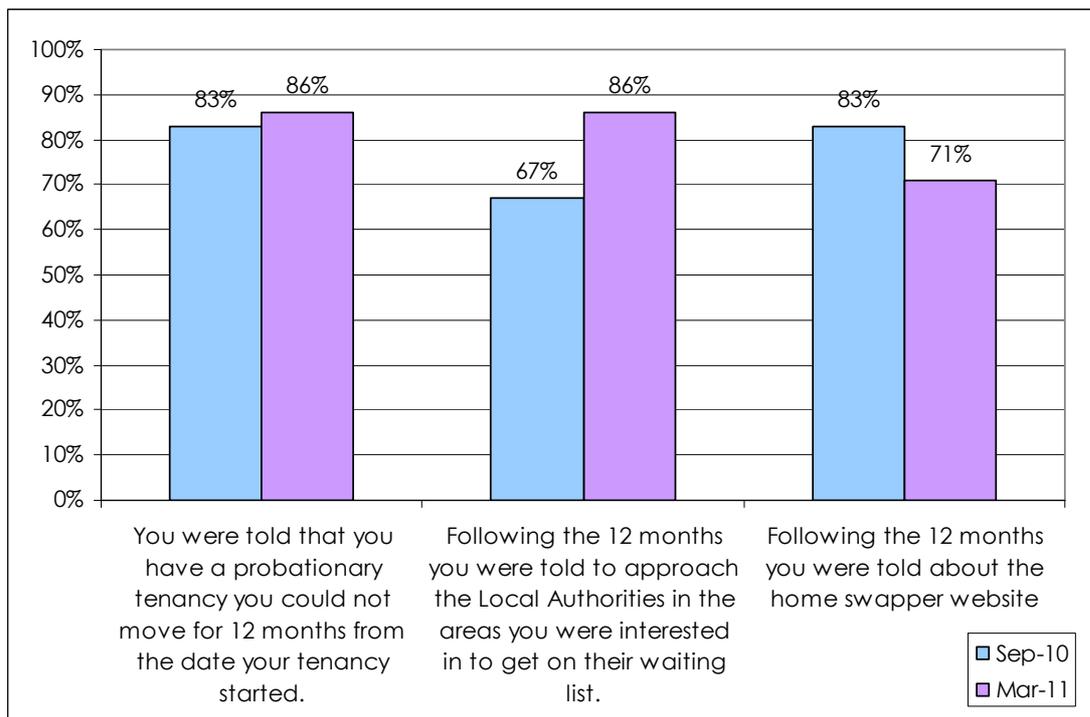
In all but one area the results were less positive in March 2011 compared to September 2010:

- ★ Less residents felt that the CSC genuinely wanted to help them
- ★ More felt the officer came across as mechanical
- ★ Less felt they were professional
- ★ Less felt they did all that was necessary to an enquiry
- ★ More felt that jargon was used
- ★ Less felt the call was quick and efficient
- ★ Less felt treated with respect

Scenario comparisons

Mutual exchange:

"I recently moved into my property at St Marys in Wantage but I am looking to move out of the area now to be nearer family/work/friends. I know I am on a probationary tenancy but can you tell what options I have?"



Improvements:

The following 2 areas saw an improvement:

- ★ More residents were informed that they could not move for 12 months from the start of tenancy

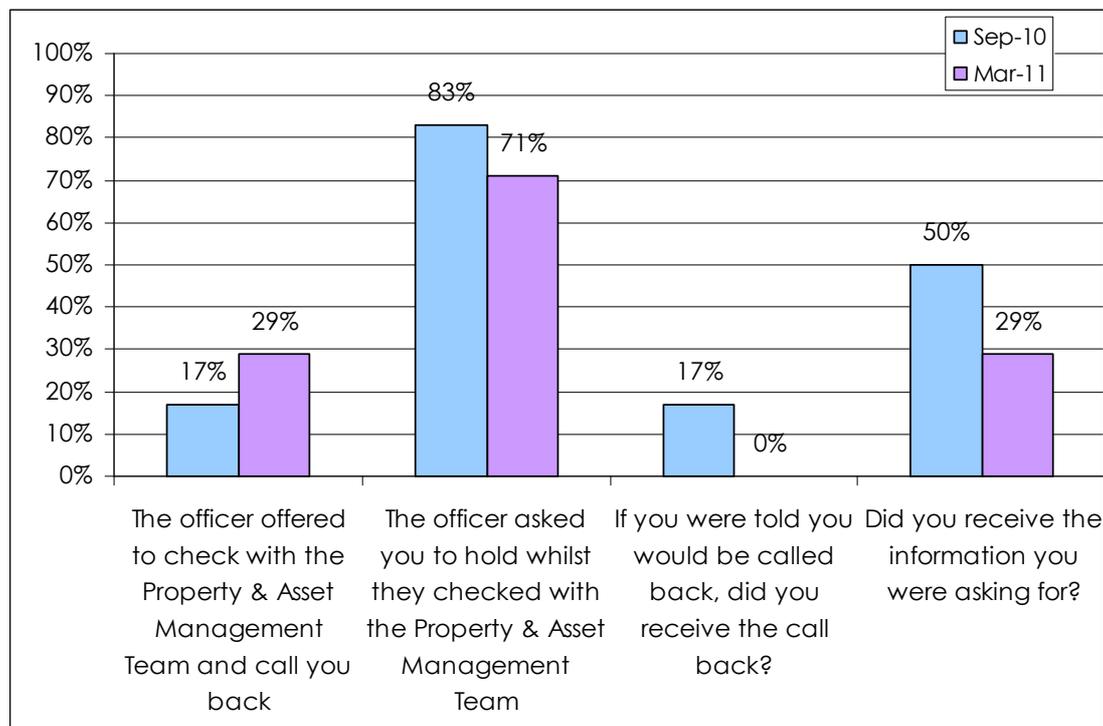
- ★ There was a 19% increase in residents being advised to go to their local authorities following the 12 month probationary period.

Areas for concern:

- ★ Less residents were directed to the home swapper website

PLANNED MAINTENANCE:

“I was wondering if there are any plans to do any work at my house/block of flats in the next few years?”



Improvements:

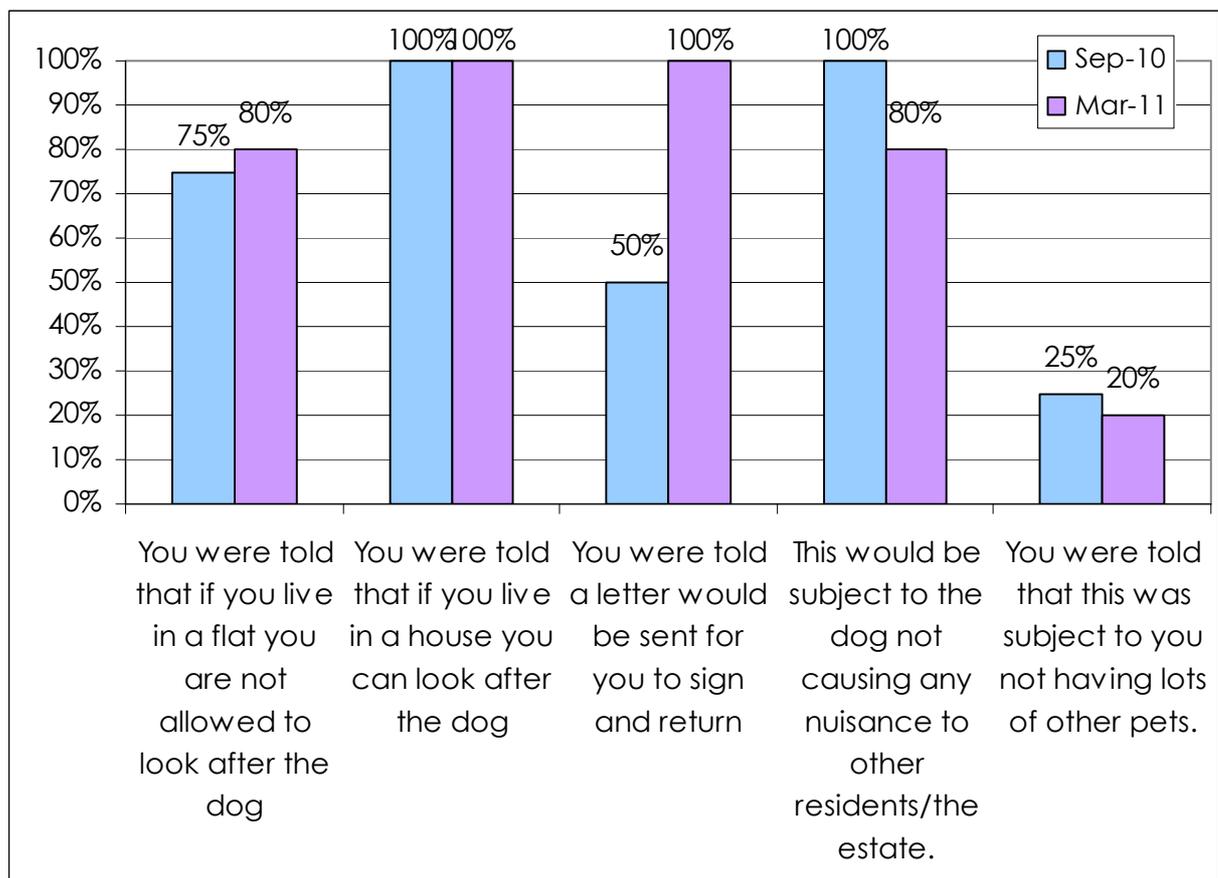
- ★ There was a 12% increase in CSC offering to check with the P&AM team.
- ★ Fewer residents were put on hold

Areas for concern:

- ★ 29% of residents felt they received the information they were asking for. This was a drop of 21%

PERMISSIONS:

"I wanted to enquire whether I am allowed to keep a dog in my house/flat."



Improvements:

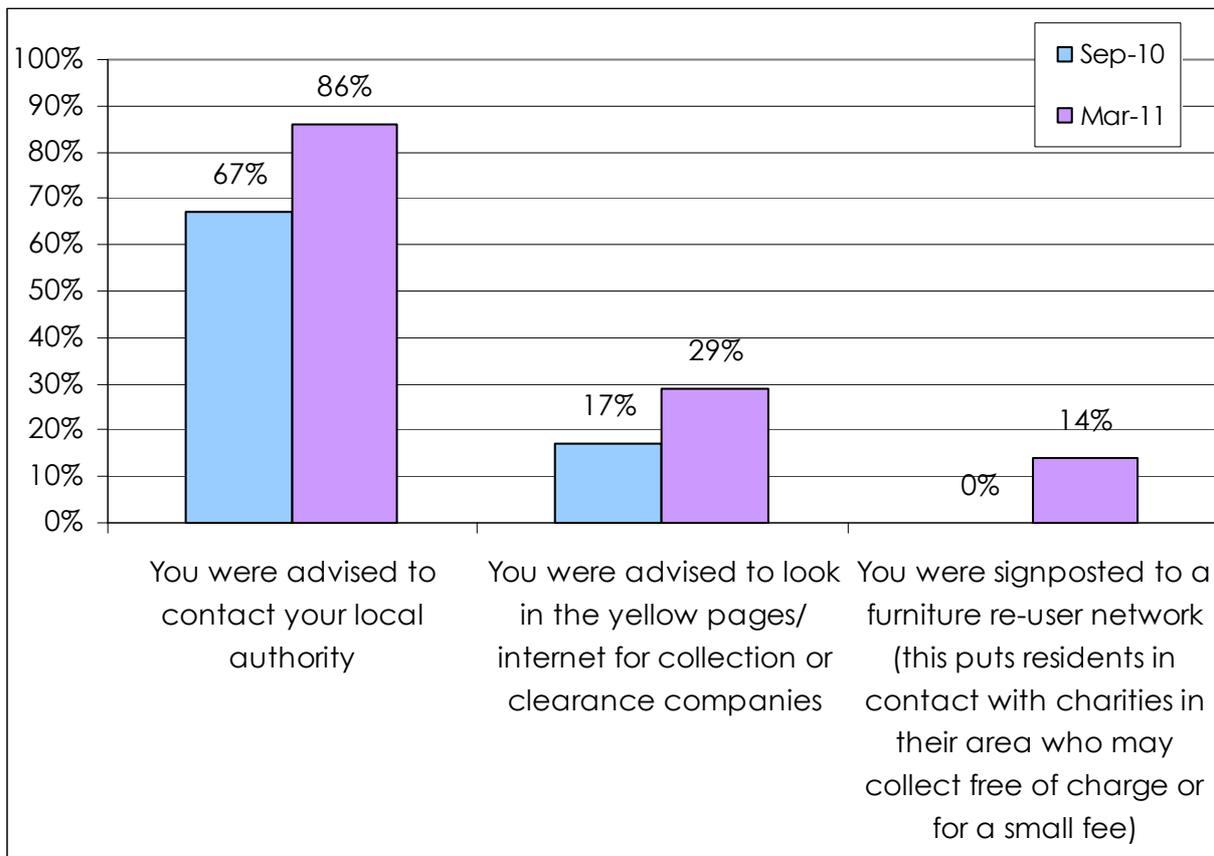
- ★ More residents were told that if they live in a flat they are not allowed to look after a dog
- ★ 100% of people that were allowed to look after a dog were told a letter would be sent for them to sign and return.

Areas for concern:

- ★ Fewer residents were told that looking after a dog was subject to the dog not causing any nuisance and also that it was subject to not already having lots of pets.

ESTATE SERVICES:

“I just got some new furniture and I need to get rid of the old furniture but I don’t know how to. Do you know of any companies I can contact that can get rid of it?”



Improvements:

- ★ This scenario improved in all areas, one of the main improvements is a rise from 0% to 14% of residents being signposted to a furniture re-user network.

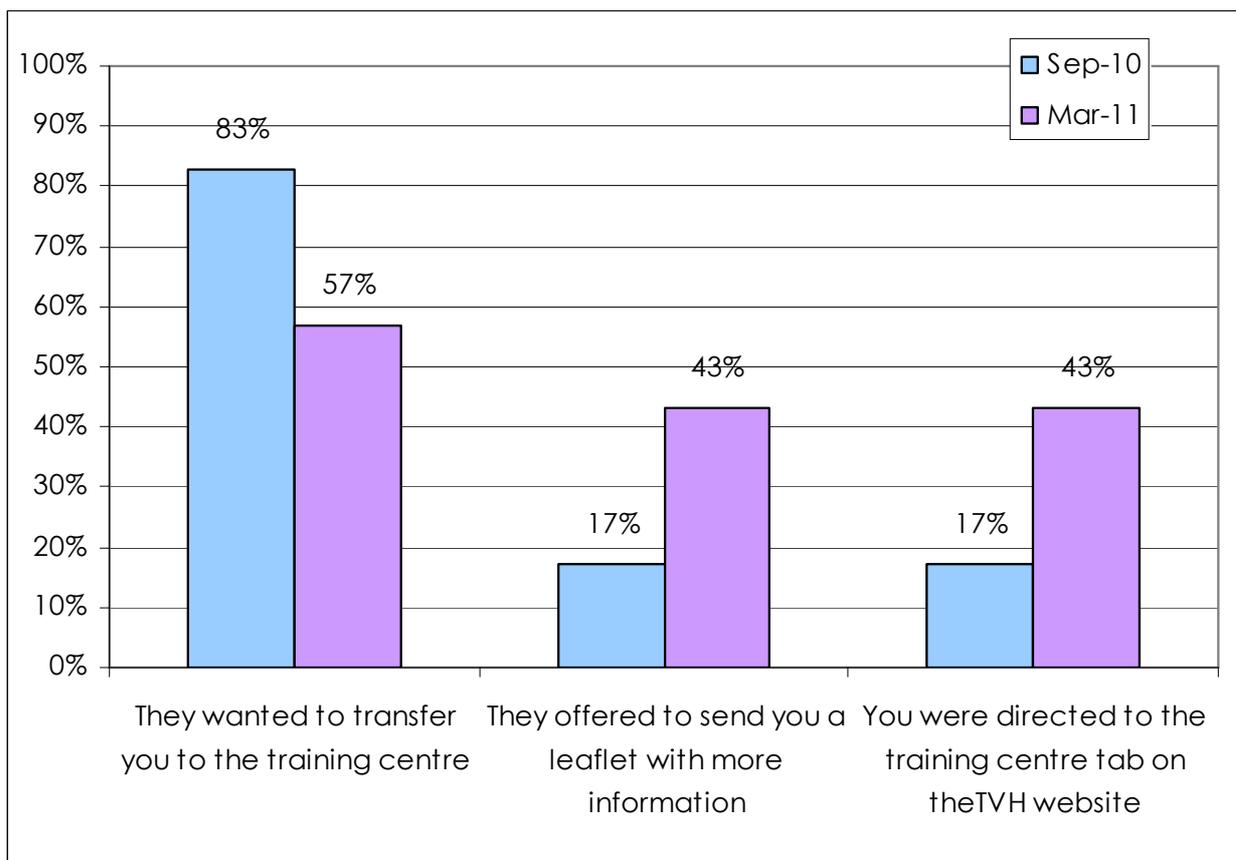
Areas for concern:

- ★ None

TRAINING:

"I heard from a neighbour that / I saw in the magazine that / my neighbourhood officer told me / I saw on a leaflet that..."

...TVH can help with training. Can you tell me what courses you have on offer and the cost of them?"



Improvements:

- ★ Fewer calls were transferred to the Training Centre
- ★ Numbers being offered a leaflet or directed to the website increased by 43%

Areas for concern:

- ★ None

VOICE MAIL CHECKS:

Overall voice mail checks have been positive with the majority having the standard greeting in place.

There are a few instances in both where

- ★ Voice mails have been out of date
- ★ Where voice mails have been said too quickly