

Mystery Shopping – General Customer Service (September 2017)

During September 2017, SHS' volunteer tenants carried out a mystery shopping exercise related to our general customer services. This covered phone calls, website and emails with tenants recording on a pre-agreed form how they felt they were treated by SHS staff and how satisfied or otherwise they were with the service received.

There were 7 shops carried out, using the following:

- Phone calls: 5
- Email: 1
- Website: 1

Summary of mystery shops carried out and outcomes:

Service Area	Method used	Issue	Outcome	Tenant satisfaction
Repairs	Phone call – 08/09/17	Communal staircase in a poor state of repair and poor decorative state with plaster missing. Felt issue caused by contractors.	<u>Pros:</u> Phone answered quickly; staff member gave their name, they were polite, professional, and efficient and listened to the tenant. <u>Cons:</u> No response/follow up to query.	Very dissatisfied as does not have a response to the query.
Repairs	Email – 21/09/17	Meter cupboard doesn't open at all following SHS putting a lock on it.	<u>Pros:</u> Responded to the initial repair that meter cupboard door kept opening pre-this enquiry. <u>Cons:</u> Doesn't have a key to the meter	Dissatisfied – doesn't know if email was received; no acknowledgement and no reply.

			cupboard and would like to read meter at times and have access.	
Rent	Phone call – 18/09/17	Rang to obtain rent balance	<p><u>Pros:</u> Phone answered quickly; staff member gave their name, they were polite, efficient and dealt with the enquiry.</p> <p><u>Cons:</u> Tenant was not asked any security questions – just name and address; nothing additional to verify their identity.</p>	Satisfied but felt there should be further verification question asked.
Window Cleaning	Phone call – 28/09/17	Rang to find out how often windows are cleaned at their scheme.	<p><u>Pros:</u> Phone answered quickly; staff member gave their name, they were polite, professional, and efficient and dealt with the enquiry.</p> <p><u>Cons:</u> N/A</p>	Very satisfied. Tenant given information and also date of the next scheduled window clean.
AGM	Website – 18/09/17	Put a comment on the website about the AGM parking arrangements	<p><u>Pros:</u> Enquiry dealt with within 2 days and dealt with professionally and efficiently with full response given an action taken as a result. Received a phone call and felt valued as a tenant and listened to.</p>	Very satisfied.

			<u>Cons:</u> N/A	
Guest Room	Phone – 09/10/17	Made enquiry about guest room use for a visitor.	<u>Pros:</u> Phone answered quickly; staff member gave their name, they were polite, professional, and efficient and dealt with the enquiry. <u>Cons:</u> N/A	Satisfied.
Transfer	Phone – 09/10/17	Would like to move; applied 4 years ago – not happy to be “routine” as has medical condition.	<u>Pros:</u> Phone answered quickly; staff member gave their name, they were polite, professional, and efficient and dealt with the enquiry. <u>Cons:</u> Being placed in a lesser priority so not happy with response.	Satisfied with service; dissatisfied with outcome.

Shining Lights:

Specific mention was made of **Celia** and a phone call that she returned – “It was really nice to know that my comment had been read and taken seriously and that the additional information added would benefit others.”

Additional Comments:

One mystery shopper reported:

“The initial recorded message (press 1 for ...2 for ...) is rather fast and the voice sounds bored. I pressed the designated number for “rent” but the second stage (just 1 or 2) didn’t mention rent so I just too pot luck.”

One mystery shopper reported:

“The leaflet “welcome to (scheme name), which I was given at the start of my tenancy (date) states that windows are cleaned every 6 weeks. It needs to be updated.”

Satisfaction Levels:

As a result of the 7 shops, the following outcome was achieved:

Very satisfied	2	29%
Satisfied	3	43%
Dissatisfied	1	14%
Very dissatisfied	1	14%

This represents a 72% satisfaction level, which is well below our STAR survey satisfaction level which is in excess of 90%. This is in part due to the low number of enquiries but is useful in terms of indicating where we need to focus our improvements – communication and being pro-active with feeding back to tenants.

Improvements as a result of the mystery shopping exercise

Issue	Team responsible	Target date	Date completed	Additional comments
Poor state of staircase and decorative state	Repairs	31/10/17		SCS to inspect staircase when at OBH and to provide feedback together with any recommended works.
Meter cupboard key	Repairs	31/10/17		Key to be issued to tenant (GG to obtain from SCS)
Verification of tenants	All	13/10/17	13/10/17	All staff to be reminded that if tenant rings in to the office asking for personal data, we must request additional information such as DOB; postcode.
Review answerphone message	Admin	17/11/17		
Review & update scheme leaflets	Housing	31/10/17		
Explanation to be given regarding transfer issue.	Housing	31/10/17		GG asked Ray to investigate and respond to tenant.