

# Mystery Shop Exercise 2015/16

## Quarter 1 & 2 Results



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& **Tenant Inspectors**

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# 1. Introduction

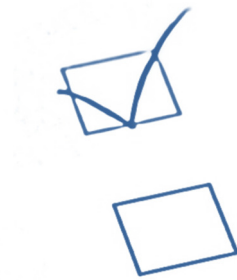
Mystery Shopping is used to test the quality of the service we are providing to customers, this is in the form of telephone calls to the Customer Service Centre by a dedicated group of volunteers - **OVH's Tenant Inspectors**.

The Mystery Shop's in this document are the **21st** conducted by the Tenant Inspectors!

Through their work on the Mystery Shop, the Tenant Inspectors offer a valuable perspective on the actual customer experience, allowing us to continually shape and improve the service we provide.

The Tenant Inspectors involved in undertaking the Mystery Shop during Quarter 1 and 2 of 2015/16 were:

**Alan Hill**  
**Christine Devine**  
**Pat Richardson**  
**Helena Harper**  
**Arthur Bowling**



During the first half of the year, there was a review of the Mystery Shop. This resulted in the scenarios being rewritten by the Customer Service Centre Team Leaders, so they were more straightforward and relevant. Also, there was a reduction in the number of telephone calls we ask the Tenant Inspectors to make to the CSC.

During June and July of 2015, 25 telephone calls were made to the Customer Service Centre.

*Please keep reading to view the Mystery Shop results for Quarter 1 & 2 of 2015/16.*

## 2. Headline Conclusions

**Please note:** Comparisons are made with the previous quarter, though for a complete picture the data from the previous Mystery Shop should be considered (please see p7-9).

### Improvements Over the Previous Mystery Shop

**One** measure has a higher score when compared to the previous Mystery Shop.

### Performance Which Is the Same as the Previous Mystery Shop

**Two** measures have the same score as they did in the previous Mystery Shop exercise. These can be viewed in the 'Performance Table' below.

### Decline in Performance Over the Previous Mystery Shop

**Seven** measures have a lower score when compared to Quarter 2 of 2014/15, with five changing band.

*Please see the table on below for the performance, and a full comparison with the previous Mystery Shop.*

## 3. Performance Table

Measure	Quarter 3 & 4 (14/15)	Quarter 1 & 2 (15/16)	Trend	Change Band	Change within band
% of calls answered within 60 seconds	98%	84%	↓	✓	'Very Good' to 'Good'
% of callers were greeted 'good morning/afternoon'	100%	100%	↔		
% of staff gave the team or organisation name	98%	100%	↑		
% of staff gave their name	100%	100%	↔		

*This table is continued on page 5.*

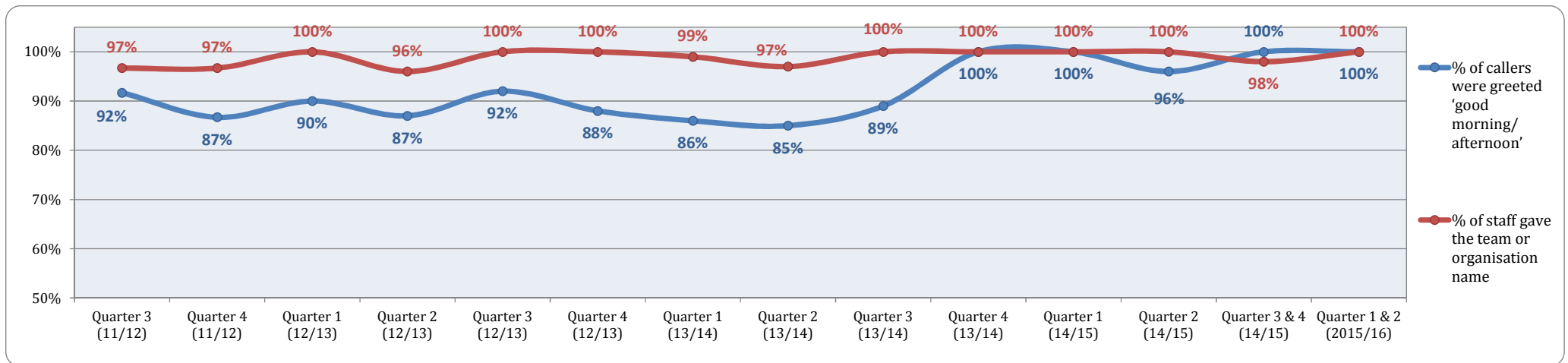
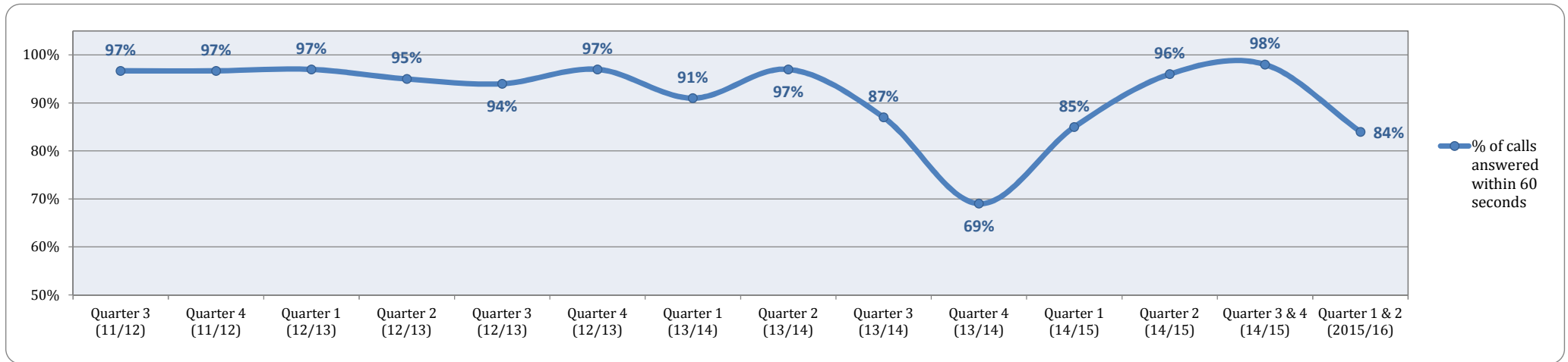
Measure	Quarter 3 & 4 (14/15)	Quarter 1 & 2 (15/16)	Trend	Change Band	Change within band
% of callers asked 'Anything else I can help you with today'?	79%	55%	↓	✓	'Good' to 'Improvement Needed'
% of staff had a helpful approach to resolve the enquiry	94%	82%	↓		
% of callers were treated politely & courteously	98%	96%	↓		
% of callers were treated efficiently	90%	73%	↓	✓	'Very Good' to 'Good'
% of callers perceived staff to be well informed	81%	55%	↓	✓	'Good' to 'Improvement Needed'
Staff Scenario Performance	81%	61%	↓	✓	'Very Good' to 'Good'

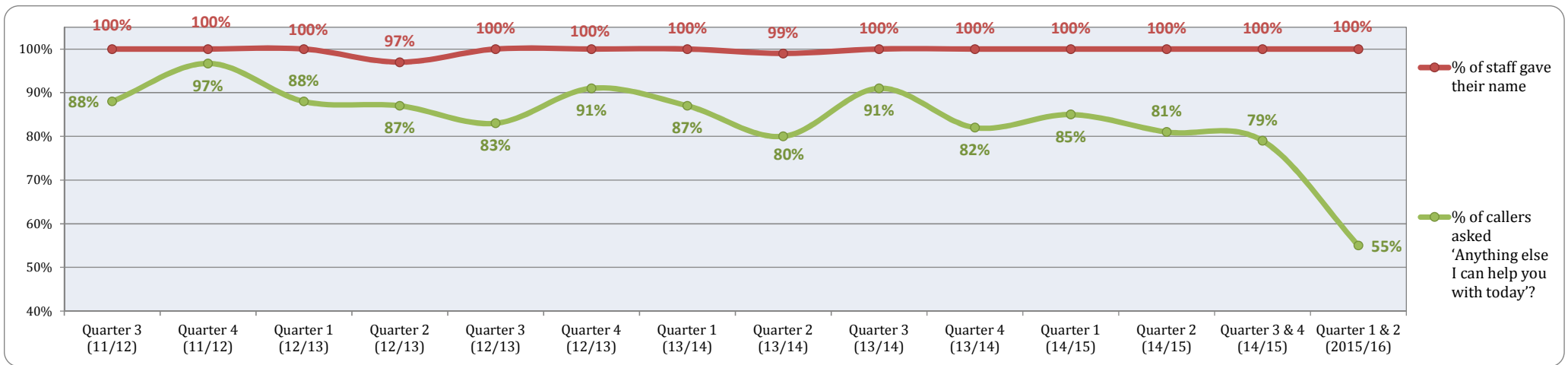
The following table is provided to categorise each measure, according to its performance. This will enable you to see how well staff are performing against each measure, and which are key areas of review.

PERFORMING		IMPROVEMENT REQUIRED Key Areas For Review	
Excellent 96-100%	Very Good 80-95%	Good 60-79%	Improvement Needed 0-59%
% of callers were greeted 'good morning/afternoon'	% of staff had a helpful approach to resolve the enquiry	% of calls answered within 60 seconds	% of callers asked 'Anything else I can help you with today'?
% of staff gave the team or organisation name	Staff Scenario Performance	% of callers were treated efficiently	% of callers perceived staff to be well informed
% of staff gave their name			
% of callers were treated politely & courteously			

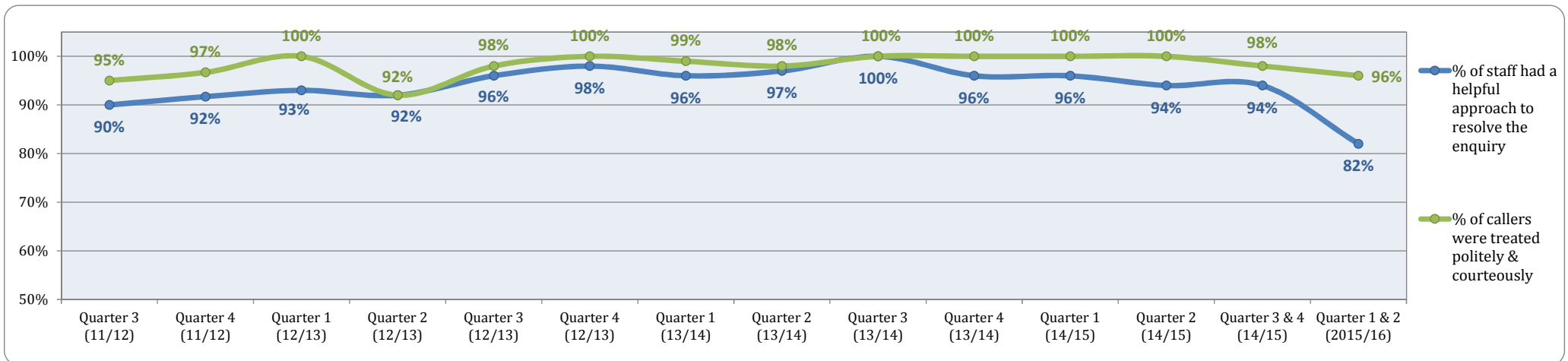
# 4. Performance Trend Graphs

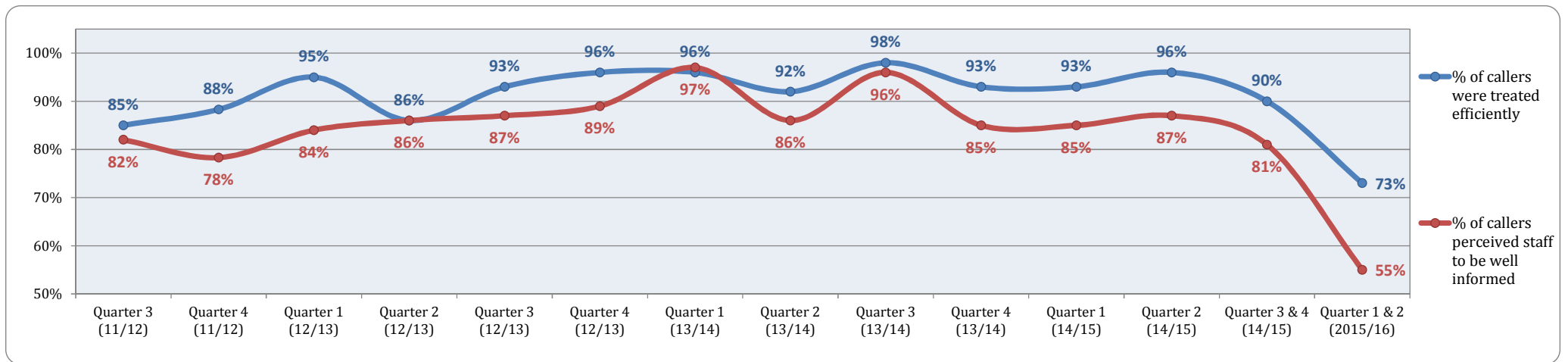
## Call Answering Performance – Speed and Greet



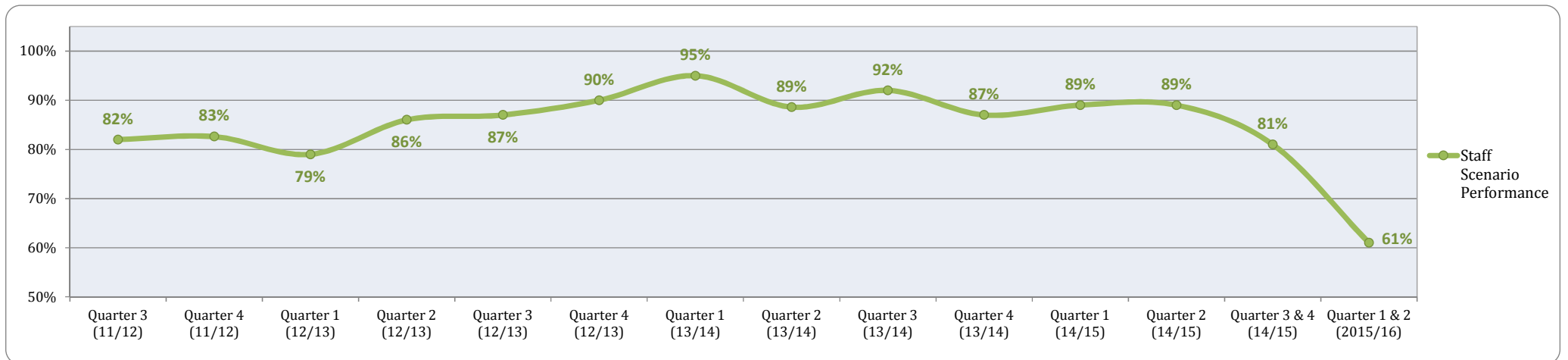


## Call Answering Performance - Employee Manner





## Scenario Performance





## 5. Key Areas for Review

This page provides the feedback from the Tenant Inspectors, taken directly from the Mystery Shop results. Areas for review are noted, and the recipient of the Outstanding Contribution to Customer Service Award nominated.



### Key Areas

From the information provided by the Tenant Inspectors during the Quarter 1 & 2 Mystery Shop, the following measures are highlighted as areas for review:

- **% of calls answered within 60 seconds** - Performance against this measure has decreased from 98% to 84%. There were three calls abandoned due to the length of time taken, and one which was answered outside of this timeframe. The three abandoned calls were during lunchtime. The Tenant Inspector who made them wondered whether this may result in the line being busy, as a large number of people may be likely to phone at this time.
- **% of callers asked 'Anything else I can help you with today'?** - Performance has decreased from 79% to 55%.
- **% of staff had a helpful approach to resolve the enquiry** - Decrease from 94% to 82%.
- **% of callers were treated efficiently** - 17% decrease, from 90% to 73%.
- **% of callers perceived staff to be well informed** - Decreased from 81% to 55%.
- **Staff Scenario Performance** - Decrease of 20%, from 81% to 61%.

*The detail behind each call can be viewed on the "Mystery Shop 2015-16 - Qtr 1 & 2 Results" spreadsheet. This now includes a detailed breakdown of performance by Operator, see example in the screen capture on page 10.*



## 6. Ongoing Improvements

The following are standard improvement actions, which apply to each Mystery Shopping exercise:

- A detailed breakdown of the results is sent to the Customer Service Centre Management Team. The performance of each member of staff, contacted during the Mystery Shop, is then assessed. If there are any improvements identified, feedback is given to staff by the CSC Team Leaders at 1-1 meetings.
- The results of the Mystery Shop are communicated to the Customer Service Centre staff at their monthly team meeting, to discuss and implement improvements.
- Member(s) of staff who have demonstrated excellent service will be selected by the Tenant Inspectors for their 'Outstanding Contribution to Customer Service Award', and will receive their certificate.
- Previously, OVH had used an independent organisation, HouseMark, to run the Mystery Shop programme. From June 2010, OVH's Performance Management Team brought the Mystery Shop in-house, providing training and producing all relevant materials themselves. **This has resulted in a yearly saving of 8k (approx.) for the organisation.**