

**Appendix B**



**MYSTERY SHOPPING REPORT**

**APRIL 2007**

**SUMMARY**

## **MYSTERY SHOPPING**

CN Research was provided with 7 scenarios for each of the 6 departments, making a total of 42 scenarios carried out between 19 March and 24 April 2007.

## **METHODOLOGY**

Departments were mystery shopped by telephone, post, e-mail and face to face.

Responses were spread evenly between departments receiving 5 out of 7 from each department.

## **RESULTS**

### **Telephone**

15 telephone calls were made across the departments, calls were mixed between the switchboard and direct numbers, no voice mails were left.

**Our Commitment Policy states “We will answer telephone calls within 15 seconds during office hours”**

- 73% were answered within the commitment.

### **Face to face**

6 face to face visits were carried out in the Copeland Centre, one scenario for each department.

**Our Commitment Policy states “We will attend to customers who visit our reception within 5 minutes of their arrival”**

- 100% were attended to within the commitment.

### **E-mail**

11 e-mails were sent across the departments.

**Our Commitment Policy states “We will acknowledge external customers e-mails within one working day and respond fully to all e-mail enquiries within 3 working days”**

- 45% were responded to within the commitment

## **Postal**

10 letters were sent across the departments.

**Our Commitment states “We will respond to all letters received from our customers within 10 working days”**

- 40% received a response within the commitment

## **Scoring**

A scoring sheet was devised to record the outcome of each scenario. The interviewer could score from 1 to 5, with 1 being poor and 5 being very good, for each of the following criteria:

- Length of time before query answered
- If correct introduction was given
- The operators/receptionists manner and how helpful and friendly they were
- If the query was transferred/forwarded to another person/department, how helpful and friendly they were
- How fully the query was answered
- How satisfied they were with the response given
- The style of the response (formal/informal)
- If staff were courteous
- Overall impression

An overall score of 64% (135 out of 210) was achieved for the Council overall according to the scoring criteria used, see Table 1 for the scoring by contact method

**Table 1-Scoring by contact method**

<b>Method</b>	<b>Total Score</b>	<b>Score%</b>
Face to face	29/30	97%
Telephone	66/75	89%
Email	21/55	38%
Written/letter	19/50	38%

As we can see from the table, face-to-face contact gave the best results with 97%. This is followed closely by telephone contact with 89%. Written queries on the other hand (email and letter) generated a poor score, as over half (57%) received no replies.

## **SUMMARY**

Looking at the overall mystery shopping project for Copeland Borough Council:

- 64% of all responses to the mystery shopping scenarios were within the Commitments Policy response guidelines
- 7% of responses fell outside of the Commitments Policy.
- Around 29% received no response at all