



Report of the analysis of Northampton Borough Council's Customer Services Contact Centre

Mystery Shopping Exercise
March / April 2010

Introduction to the Report

The purpose of this Mystery Shopping Project is to give a customer perspective on the services Northampton Borough Council offers.

The Derbyshire Tenants Network Mystery Shopping Group (DTN) shop focused on four areas, these being **Anti Social Behavior, Disabled Facilities and Grants, Property Maintenance and Voids**. The aim behind this was to test how staff dealt with queries in accordance with their service standards.

Particular consideration was given to:

- The call being answered in the first instance
- Whether the correct information was given out
- The “Feel Good” factor of the telephone calls – if the customer have a positive experience
- Whether staff were helpful
- Whether staff went the extra mile

Executive Summary

Overall 30 calls were made, where 3 services tested within the contact centre, these being:

- Anti Social Behaviour – 4 different questions were posed and 3 calls made for each question
- Property Maintenance – 3 questions were posed on each each, and each question was repeated 3 times by different shoppers in each instance
- Voids - 3 questions were posed on each each, and each question was repeated 3 times by different shoppers in each instance

Definitions

Going 'The extra mile' - checking that the caller is satisfied with the reply given and offering further help beyond the original request.

Being Helpful – Giving correct information and reaching a satisfactory conclusion to the query.

Wanting to help – being willing to offer the help requested

Anti Social Behaviour

Scenarios:

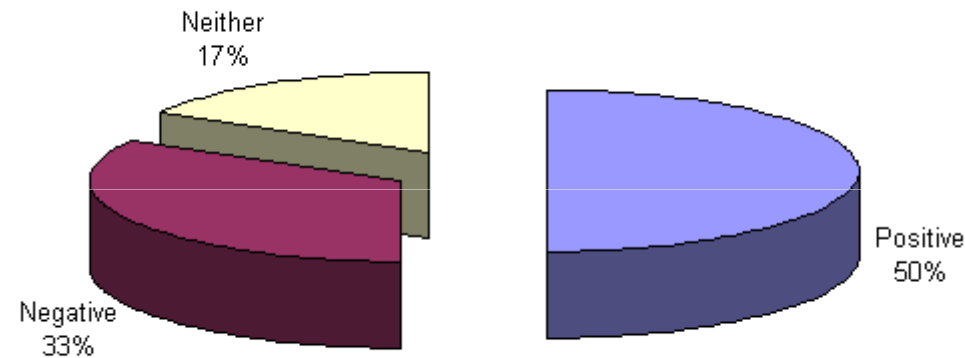
“A friend / relative is having a problem with a male neighbour who is regularly drunk and is harassing them. The neighbour will often knock there door, shout verbal abuse and tries to invite himself in against the person’s wishes”

“ A friend / relative is having problems with a neighbour verbally abusing them. They have been threatened and had racist graffiti painted on the wall of their property. They find it difficult to speak English. What measures can you offer to help?”

“A friend / relative lives on the second floor of a block of flats. The flat above plays music loudly from the late evening to early morning, what can you do to sort the problem?”

Anti Social Behaviour

feel good factor



Out of 12 calls, 2 customers felt that we went the extra mile

Anti Social Behaviour

Constructive Comments:

- Said nothing could be done without an address
- Was told very brusquely to contact the police
- They were unwilling to do anything without an address
- They weren't very understanding / sympathetic
- Weren't interested unless they gave an address

Housing Repairs

Scenarios:

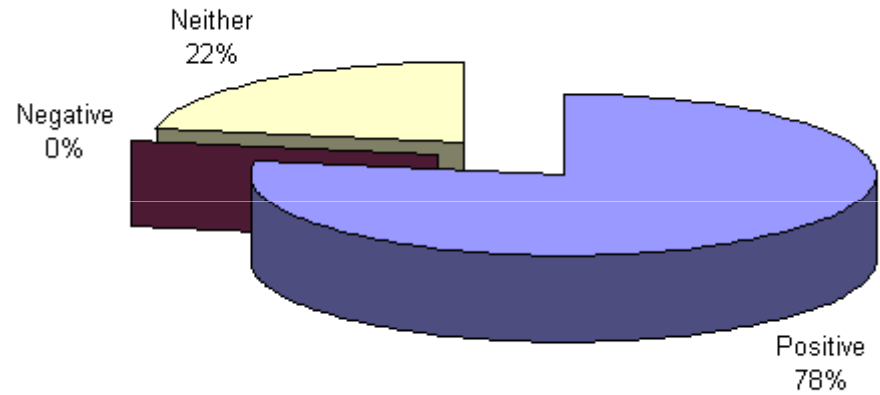
“I have damp / mould in my bathroom, can you please come and sort this?”

“My back / front external door is sticking, can you please get this sorted?”

“An inspector came out a few weeks ago and said he would sort the plastering to cover the holes in my bathroom walls. This has still not been done, can you tell me what is happening?”

Housing Repairs

feel good factor



Out of 9 calls, 4 customers felt we went the extra mile

Housing Repairs

Positive Comments:

- All in all an excellent call
- Very thorough, nice person
- Extremely pleasant and efficient
- Explained when job would be completed by

Constructive Comments:

- Felt they should have asked about water leaks

Voids

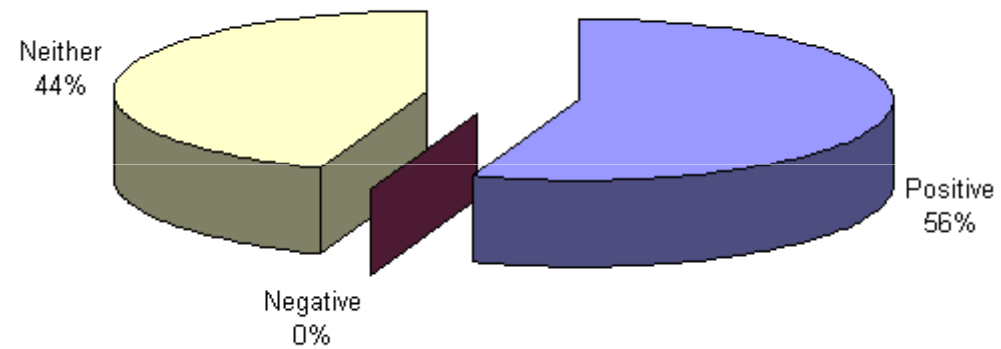
Scenarios:

“I have been allocated a property at xxx could you please tell me when the repairs are likely to be completed as I have to give 2 weeks notice to my current landlord?”

“My mother is hoping to be allocated a property but as she is a large lady / disabled, I would need to do some kitchen alternations. If a new kitchen is die to be fitted in the property can we have a say on the layout?”

“I have been allocated a property at xxx I have a fitted cooker, hob and built in fridge and I want to install it in the kitchen. Can I go and fit these items into the kitchen whilst the council workmen are working there?”

Voids



Out of 9 calls, 3 customers felt we went the extra mile

Voids

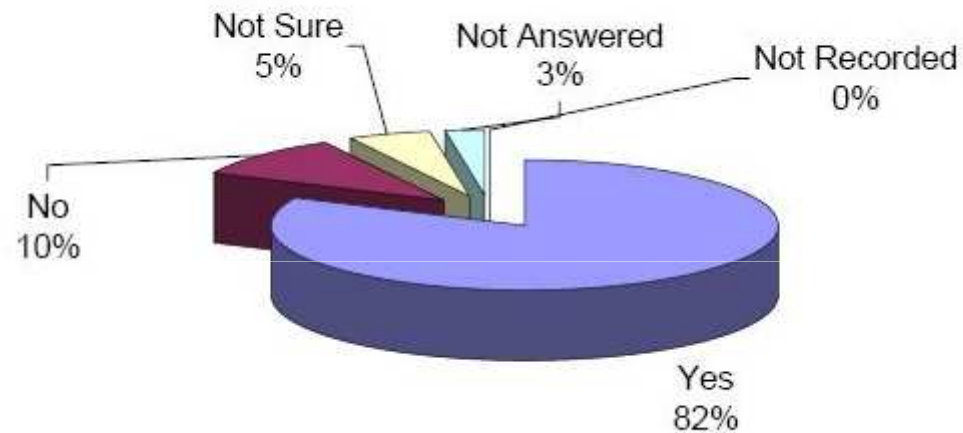
Positive Comments:

- I found them very helpful
- Despite not ticking all the boxes was a very good call
- Nice person, sounded very caring
- Very clearly spoken, happy to help
- Did their job
- It was a straightforward call

Constructive Comments:

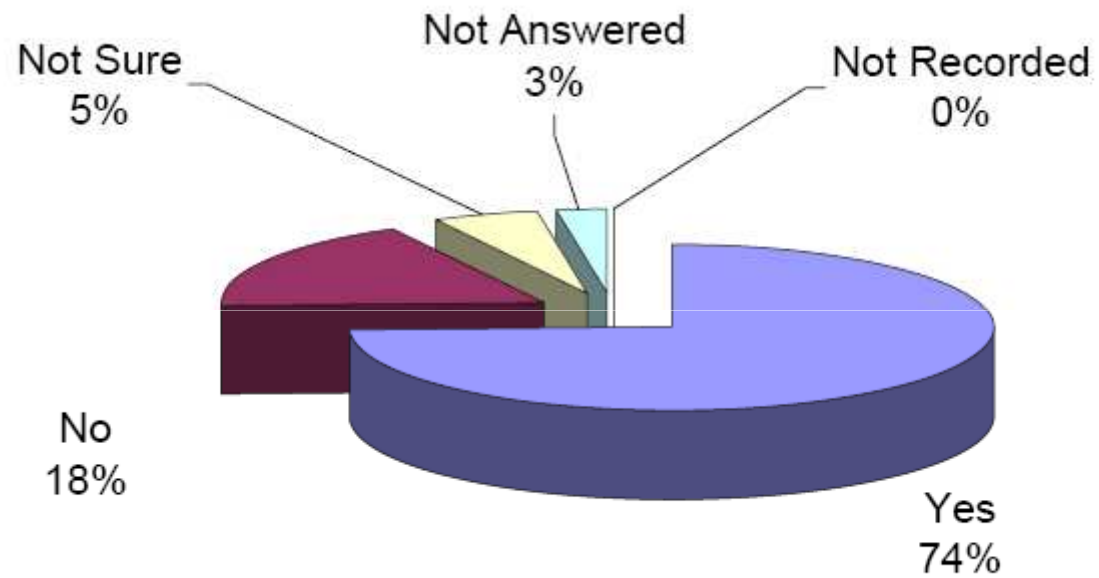
- Was just told I would need to speak to disabled adaptations

Overall did the staff use the correct phone procedure?

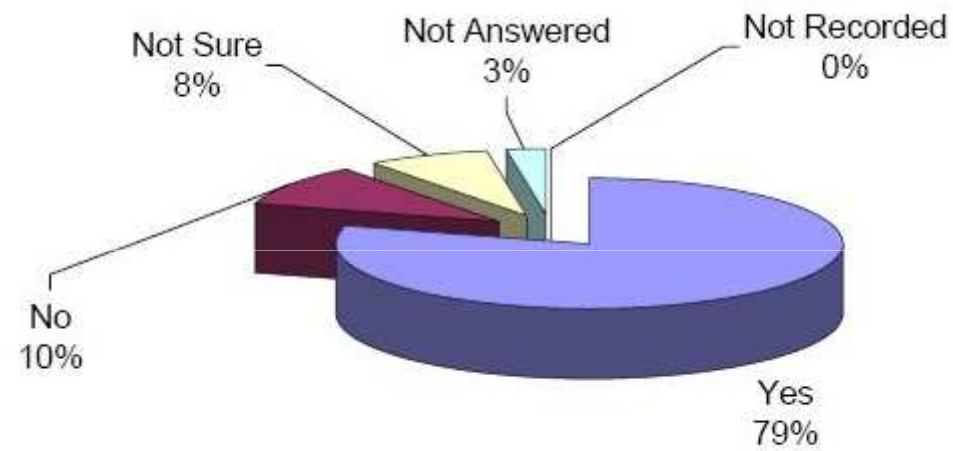


82% a great result! 2nd highest result, 17% higher than the average

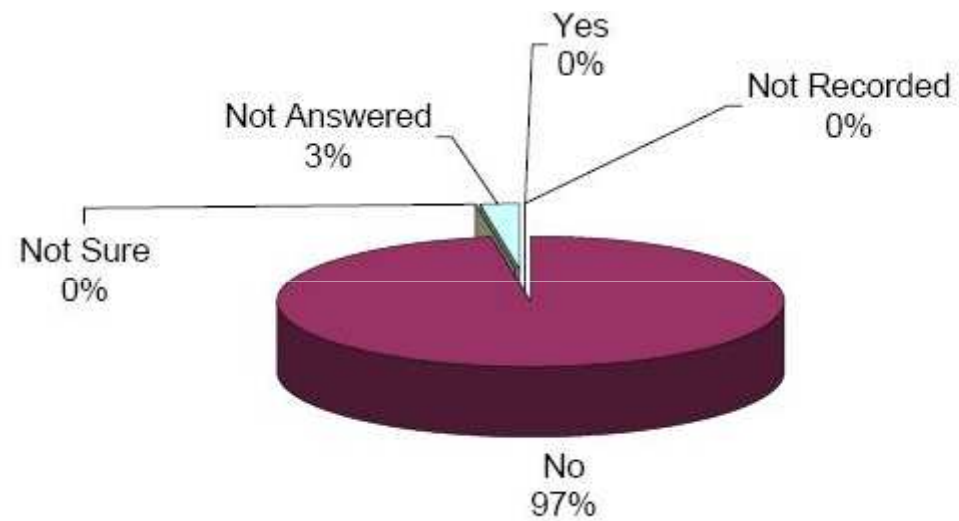
Overall were the staff helpful?



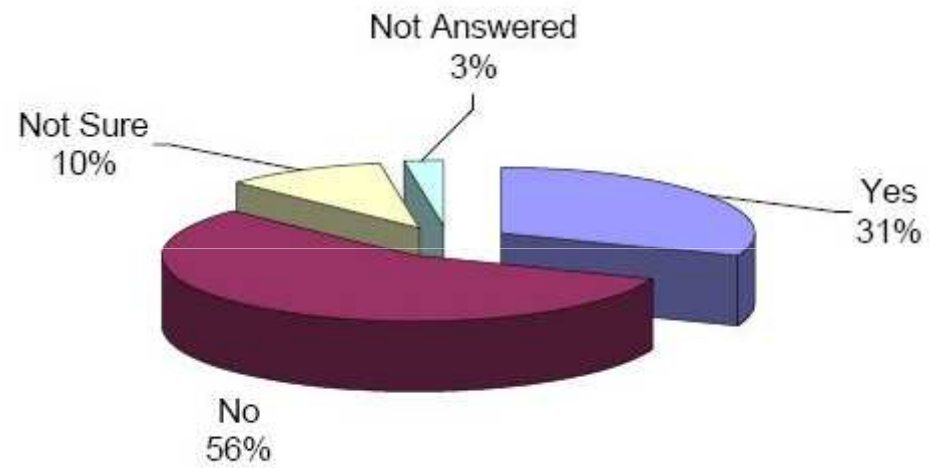
Overall did the staff want to help?



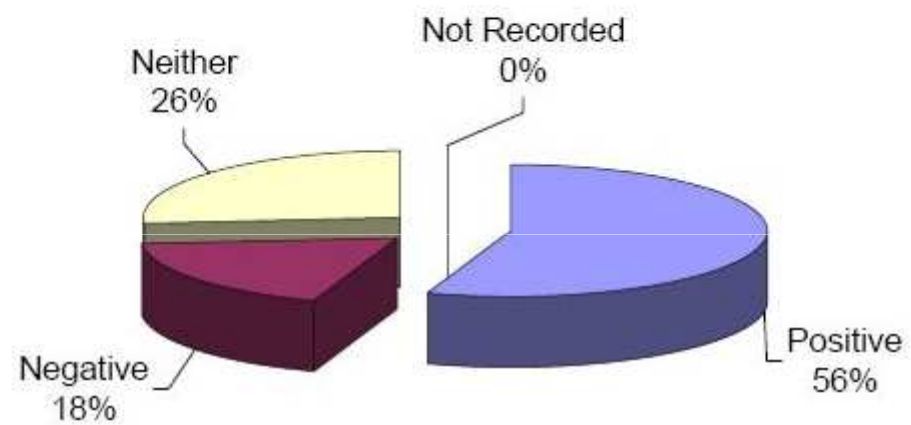
Overall did the staff use jargon?



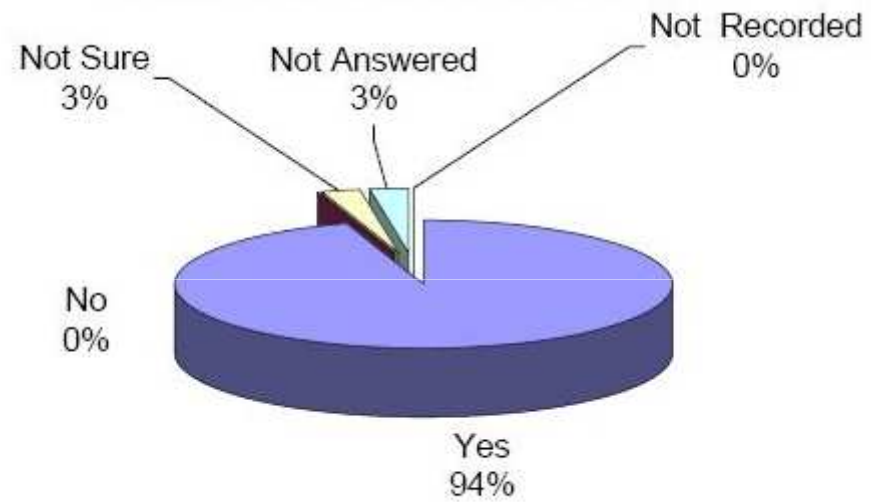
Overall did staff go the extra mile?



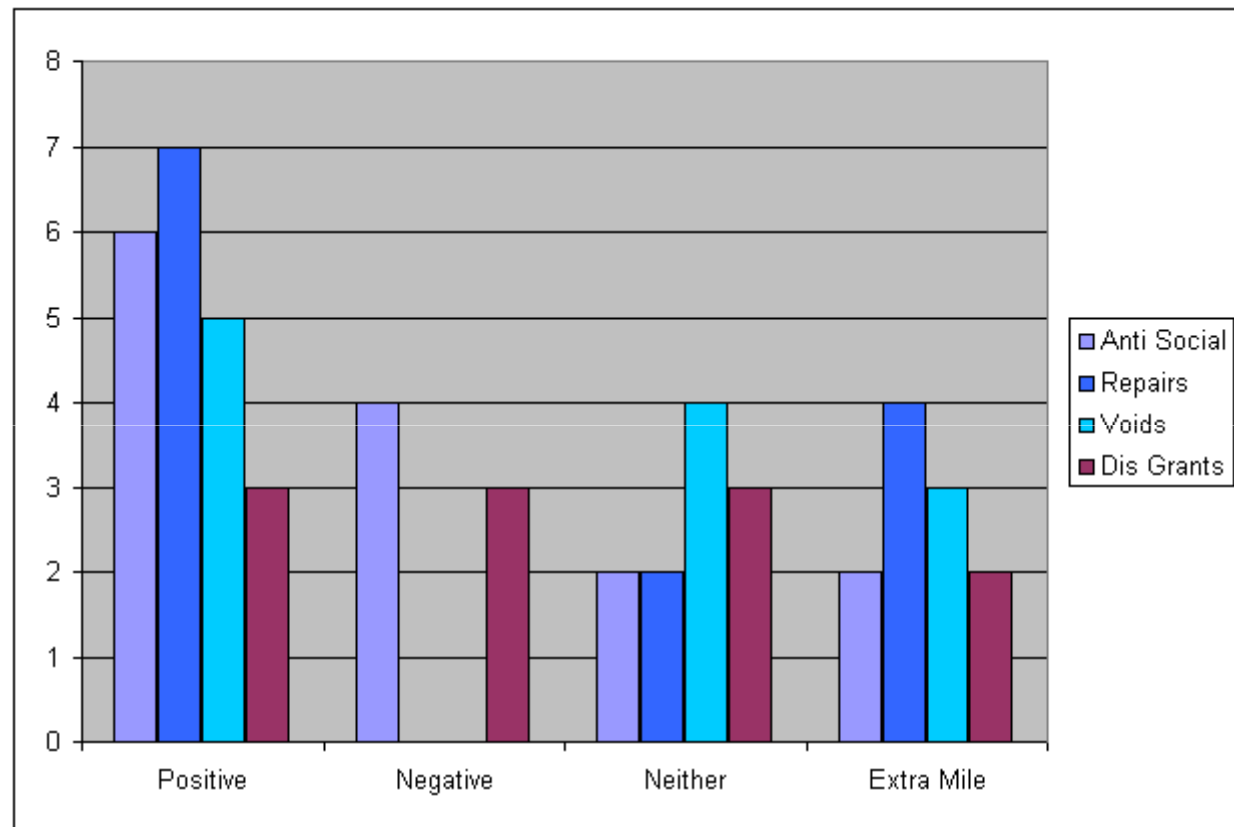
Overall “Feel Good” factor



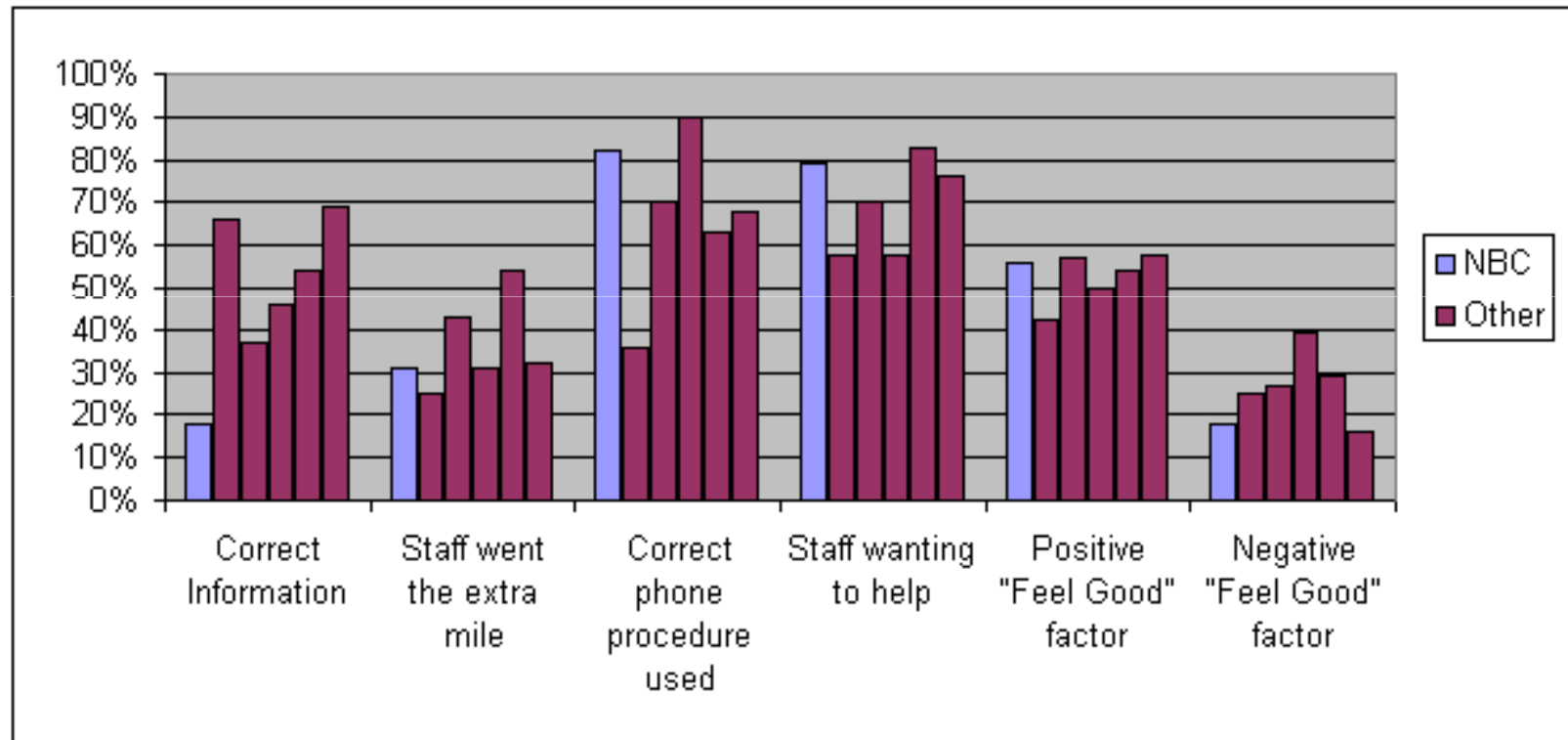
Overall did Staff use good diction?



Contact Centre vs Disabled Facilities Grants



Benchmarking



Anti Social Behaviour

Actions needed:

- Understand agreed handoffs
- To explore options, literature, websites that are available to help customers experiencing anti social behaviour
- Agreed scripts of what we could offer. E.g Support victims and witnesses or the sentry scheme to make houses safer
- Agreed timescales to quote for when a housing officer will contact the customer

Housing Repairs

Actions needed:

- On damp reports need to consider asking if this could be a result of a leak