
Council Tax & Benefits Mystery Shopping results

Wave Four 2009 results

Background

The 4th wave of the Mystery Shopping campaign at LBRUT took place between October and December 2008. The following services were targeted;

- Accessible transport unit
- Allotments
- Catering Services
- Community Safety Team
- Hall Hire
- Housing
- Noise Nuisance
- Pest Control
- Registration Services
- Revenues & Benefits

These departments were chosen to be targeted based on NI 14 and Customer Service excellence applications.

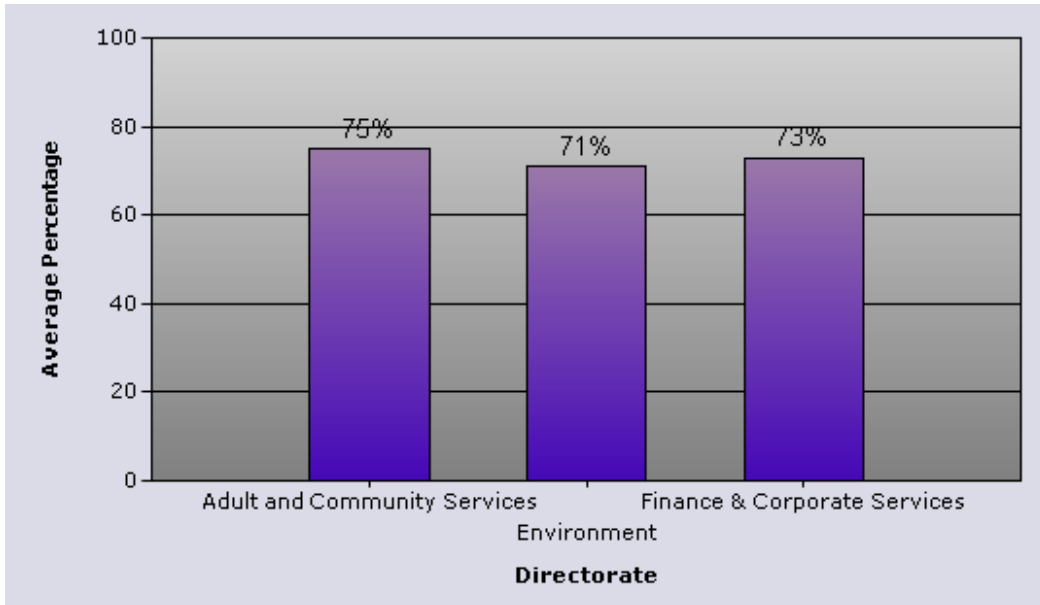
All of the departments were shopped by telephone, email and by personal visits.

Telephone statistical summaries

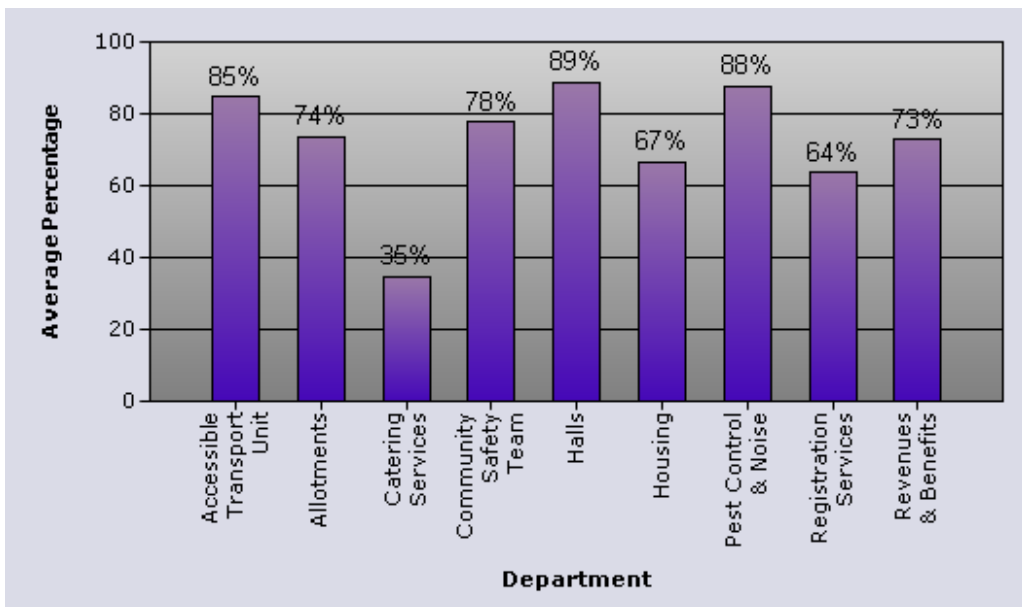
A total of 37 telephone shops were made to the Revenues & Benefits contact centre. The 'mystery shoppers' evaluated the quality of the telephone call based on the following:

- Was the telephone answered within 5 rings?
- Did the member of staff give their name when answering the call?
- Did the member of staff give the name of the department when answering the call? (This is not measured on calls going through to the Corporate Contact Centre as the department name is already given in the automated response)
- Was the customer greeted in a friendly and professional manner?
- Did the Operative resolve the Customer's enquiry?
- Was the ideal response was provided?
- Did the member of staff offer to send relevant information and application and/or refer the customer to the website?
- Did the customer feel they were treated as an individual?
- Did you feel that the manner in which your call was dealt with was friendly, professional?

The table below shows the directorate results for Wave 4.



The table below shows the overall departmental results



The table below identifies the breakdown of the Revenue & Benefits evaluations and shows how are average statistics compare with the overall Council average.

Sections	W2 09	Nat Av	% Diff
Telephone			
Waiting Time	81	85	-5
Our Identification	79	76	+4
Attitude	83	83	0
Information Provided	75	71	+6
Offer of Further Information	26	35	-26
Treating Each Customer as an Individual	80	84	-5
Average	73%		

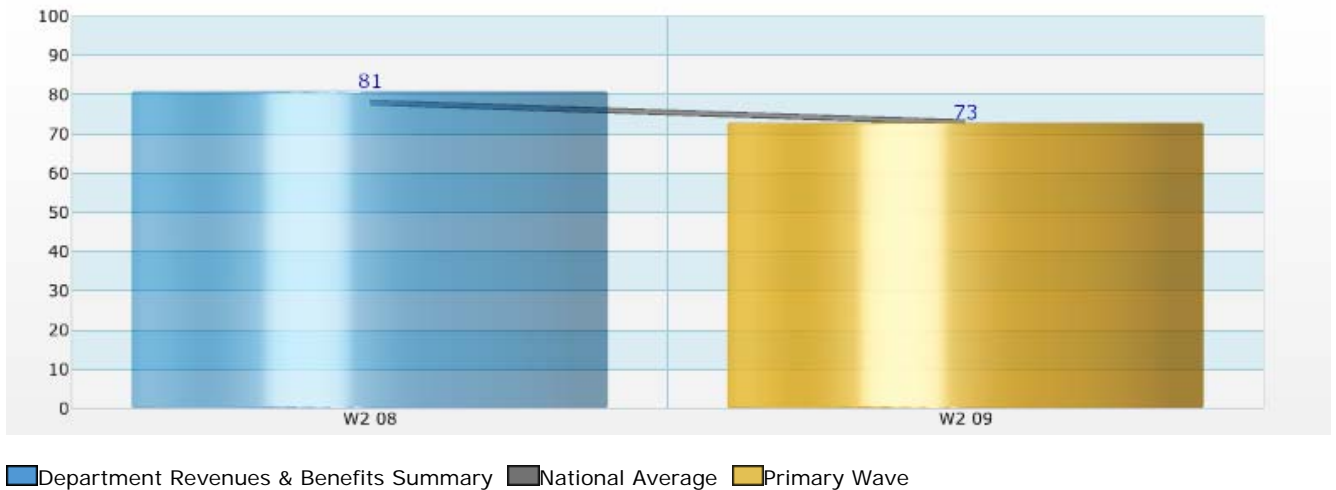
* Please note that the national average refers to the Council average

The table below lists the complete breakdown of all the evaluations of the telephone calls that were made to the Contact Centre.

Directorate	Waiting Time	Our Identification	Attitude	Information Provided	Offer of Further Information	Treating Each Customer as an Individual	TOTAL
Revenues & Benefits 12	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Revenues & Benefits 14	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Revenues & Benefits 15	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%
Revenues & Benefits 16	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%
Revenues & Benefits 17	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Revenues & Benefits 19	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Revenues & Benefits 20	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%
Revenues & Benefits 39	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Revenues & Benefits 48	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Revenues & Benefits 49	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Revenues & Benefits 6	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Revenues & Benefits 10	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	89.0%
Revenues & Benefits 2	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	89.0%
Revenues & Benefits 22	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	89.0%
Revenues & Benefits 24	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	89.0%
Revenues & Benefits 25	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	89.0%
Revenues & Benefits 27	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	89.0%
Revenues & Benefits 28	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	89.0%
Revenues & Benefits 3	100.0%	100.0%	100.0%	100.0%	100.0%	50.0%	89.0%
Revenues & Benefits 30	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	89.0%
Revenues & Benefits 32	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	89.0%
Revenues & Benefits 36	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	89.0%
Revenues & Benefits 4	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	89.0%
Revenues & Benefits 40	100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	89.0%

Revenues & Benefits 44	100.%	100.%	100.%	100.%	0.%	100.%	89.%
Revenues & Benefits 46	100.%	100.%	100.%	100.%	0.%	100.%	89.%
Revenues & Benefits 59	0.%	100.%	100.%	100.%	100.%	100.%	89.%
Revenues & Benefits 61	100.%	100.%	100.%	100.%	0.%	100.%	89.%
Revenues & Benefits 7	100.%	100.%	100.%	100.%	0.%	100.%	89.%
Revenues & Benefits 11	0.%	100.%	100.%	100.%		100.%	88.%
Revenues & Benefits 34	100.%	100.%	100.%	100.%	0.%	100.%	80.%
Revenues & Benefits 13	100.%	100.%	100.%	50.%	0.%	100.%	78.%
Revenues & Benefits 41	100.%	0.%	100.%	100.%	100.%	100.%	78.%
Revenues & Benefits 42	100.%	50.%	100.%	100.%	0.%	100.%	78.%
Revenues & Benefits 62	0.%	100.%	100.%	100.%	0.%	100.%	78.%
Revenues & Benefits 1	100.%	100.%	100.%	0.%	0.%	100.%	67.%
Revenues & Benefits 18	100.%	50.%	100.%	50.%	0.%	100.%	67.%
Revenues & Benefits 23	0.%	100.%	100.%	100.%	0.%	50.%	67.%
Revenues & Benefits 47	100.%	100.%	100.%	0.%		50.%	62.%
Revenues & Benefits 26	100.%	100.%	100.%	0.%	0.%	100.%	60.%
Revenues & Benefits 31	100.%	0.%	0.%	0.%	0.%	0.%	11.%
Revenues & Benefits 5	100.%	0.%	0.%	0.%	0.%	0.%	11.%
Revenues & Benefits 57	100.%	0.%	0.%	0.%	0.%	0.%	11.%
Revenues & Benefits 58	100.%	0.%	0.%	0.%	0.%	0.%	11.%
Revenues & Benefits 29	0.%	0.%	0.%	0.%	0.%	0.%	0.%
Revenues & Benefits 38	0.%	0.%	0.%	0.%	0.%	0.%	0.%
Revenues & Benefits 45	0.%	0.%	0.%	0.%	0.%	0.%	0.%
Revenues & Benefits 56	0.%	0.%	0.%	0.%	0.%	0.%	0.%

Below is a comparison of the results from Wave 2 with the results from Wave 4



■ Department Revenues & Benefits Summary ■ National Average ■ Primary Wave

Sections	W2 08	W2 09	Nat Av	% Diff
Telephone				
Waiting Time	92	81	85	-5
Our Identification	85	79	76	+4
Attitude	94	83	83	0
Information Provided	N/E	75	71	+6
Offer of Further Information	33	26	35	-26
Treating Each Customer as an Individual	92	80	84	-5
Average	81%	73%		

Actions required

Issue	Action	Priority
Members of staff are not always identifying themselves and their department	All members of staff should be reminded that they are required to give their name and department (except if you work in a designated Contact Centre where the department is already announced)	Immediate priority.
The offer of further information is not always being given e.g. being directed to the public website, given further contact details and being sent literature.	Staff should be encouraged to direct members of the public to the public website, leaflets and correct contact details to avoid 'avoidable' contact. As 'avoidable contact' and NI14 statistics become available this will become more important.	Immediate priority

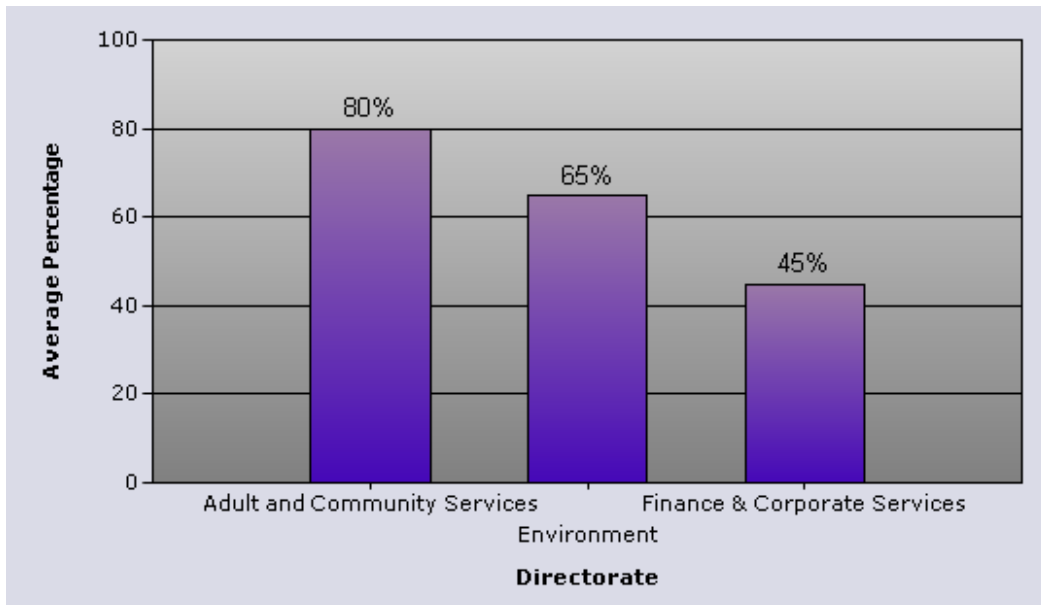
Email statistical summaries

A total of 37 email shops were made to the Revenues & Benefits email address, the 'mystery shopper' evaluated the quality of the email response was based on the following:

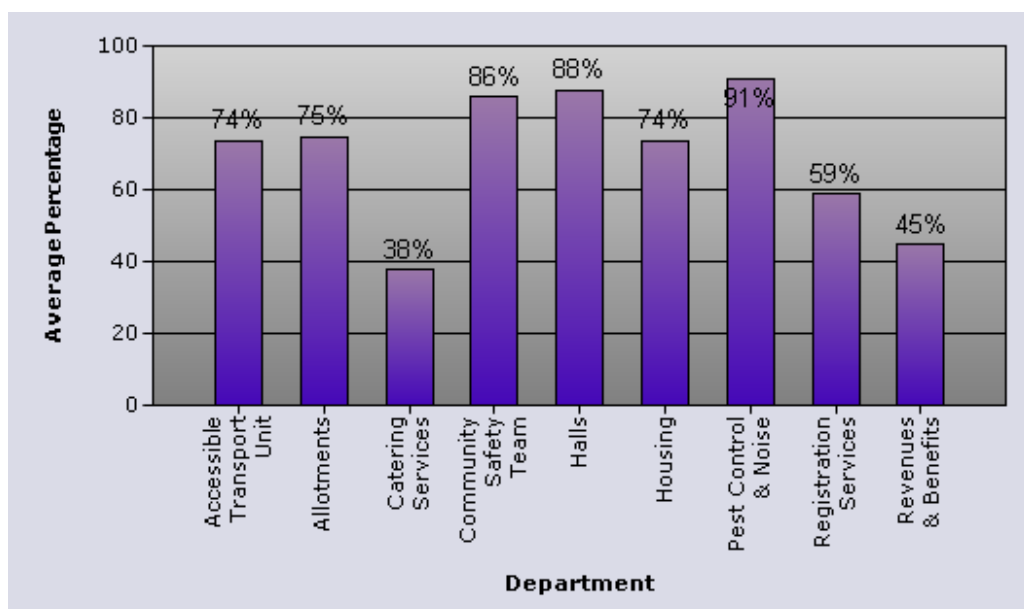
- Was the customer informed of who they are receiving a response from?
- Did the customer receive a response within working 1 day?
- Did the customer receive a full response within 7 working days?
- Did the response include an offer for all information and application forms necessary to the customer's enquiry, and refer the customer to the website?
- Did the respondent answer the query in full?
- Was further action needed by the customer to fully answer the question?
- Did the response contain details of the website address?
- Was the customer treated as an individual and given quality service to meet the enquiry needs?

All of the emails were sent to the 'generic' mailbox and no individual officer's email addresses were used during the Mystery Shopping exercise.

The table below shows the directorate results for Wave 2



The table below shows the overall departmental results



The table below identifies the breakdown of the Revenue & Benefits evaluations and shows how are average statistics compare with the overall Council average.

Sections	09W2	Nat Av	% Diff
Email			
Our Identification	52	76	-32
Response	55	73	-25
Offer of Further Information	36	58	-38
Attitude	52	65	-20
Average	45%		

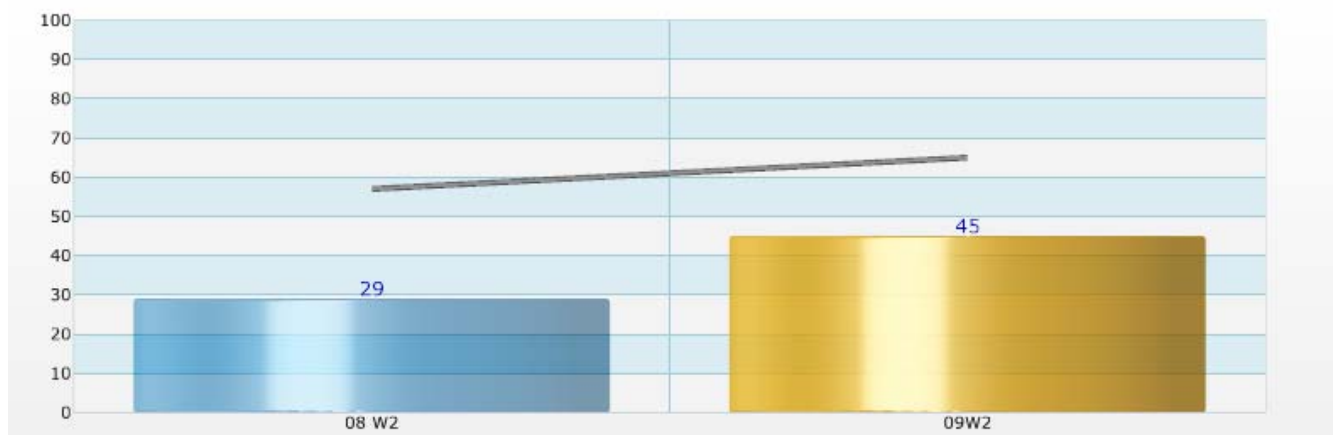
* Please note that the national average refers to the Council average

The table below lists the complete breakdown of all the evaluations of the emails that were made to the Revenues & Benefits email address.

Directorate	Our Identification	Response	Offer of Further Information	Attitude	TOTAL
Revenues & Benefits 1	100.0%	100.0%	75.0%	100.0%	88.0%
Revenues & Benefits 21	100.0%	100.0%	75.0%	100.0%	88.0%
Revenues & Benefits 18	100.0%	100.0%	50.0%	100.0%	75.0%
Revenues & Benefits 24	100.0%	100.0%	50.0%	100.0%	75.0%
Revenues & Benefits 10	100.0%	50.0%	50.0%	100.0%	62.0%
Revenues & Benefits 28	100.0%	100.0%	25.0%	100.0%	62.0%
Revenues & Benefits 29	100.0%	50.0%	50.0%	100.0%	62.0%

Revenues & Benefits 32	100.0%	100.0%	25.0%	100.0%	62.0%
Revenues & Benefits 4	100.0%	50.0%	50.0%	100.0%	62.0%
Revenues & Benefits 16	100.0%	50.0%	25.0%	100.0%	50.0%
Revenues & Benefits 19	100.0%	50.0%	25.0%	100.0%	50.0%
Revenues & Benefits 12	0.0%	50.0%	25.0%	0.0%	25.0%
Revenues & Benefits 13	0.0%	50.0%	25.0%	0.0%	25.0%
Revenues & Benefits 23	0.0%	50.0%	25.0%	0.0%	25.0%
Revenues & Benefits 37	0.0%	50.0%	25.0%	0.0%	25.0%
Revenues & Benefits 5	0.0%	50.0%	25.0%	0.0%	25.0%
Revenues & Benefits 6	0.0%	50.0%	25.0%	0.0%	25.0%
Revenues & Benefits 15	0.0%	0.0%	25.0%	0.0%	12.0%
Revenues & Benefits 2	0.0%	0.0%	25.0%	0.0%	12.0%
Revenues & Benefits 33	0.0%	0.0%	25.0%	0.0%	12.0%
Revenues & Benefits 35	0.0%	0.0%	25.0%	0.0%	12.0%

Below is a comparison of the results from Wave 2 with the results from Wave 4



■ Department Revenues & Benefits Summary ■ National Average ■ Primary Wave

Sections	08 W2	09W2	Nat Av	% Diff
Email				
Our Identification	N/E	52	76	-32
Response	38	55	73	-25
Offer of Further Information	23	36	58	-38
Attitude	25	52	65	-20
Average	29%	45%		

Issue	Action	Priority
There is a failure to provide staff contact details	Staff auto-signatures should include the following: <ul style="list-style-type: none"> • Full Name • Email address • Telephone number 	Immediate priority

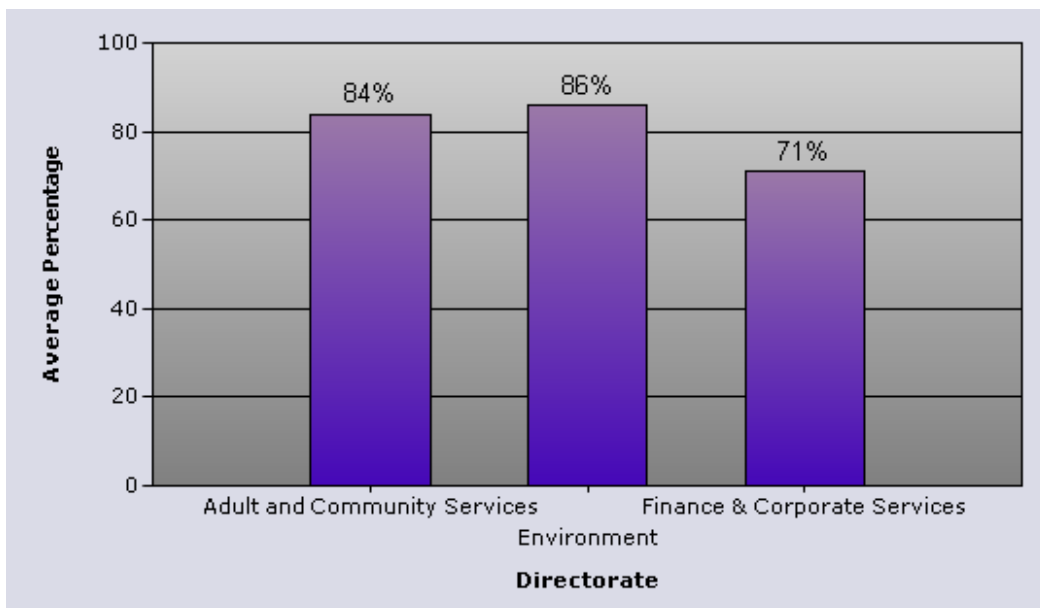
	<ul style="list-style-type: none"> • Fax number • A link to the public website 	
There is failure to provide an offer of further information	Remind staff that a links to relevant pages on the public website may reduce the need for a customer to contact us again.	Immediate priority.
Response times were not met.	<p>The 'Netiquette' guidelines state the following:</p> <p><i>All external emails, whether to individuals or generic mail boxes (e.g. personnel@richmond.gov.uk) should be acknowledged within two working days of receipt. If it is not possible to respond on the day of receipt or next working day, an acknowledgement should be sent advising when a full response will be emailed. The full response should be sent within seven working days, or twenty working days for complaints requiring investigation.</i></p>	Immediate priority.
Responses to emails are sometimes poorly constructed and written in an informal tone.	<p>The 'netiquette' guidelines state the following:</p> <ul style="list-style-type: none"> • Be careful how you express yourself, especially if you feel heated about a subject. • Try to keep messages brief and use clear and plain English. • Be careful how you address people, e.g. avoid addressing messages to Councillors by their first names. • Make sure the subject field of your message is meaningful. Receivers will find it helpful to be able to judge the relative importance of one message from another, particularly if they get a lot. 	Immediate priority.

Personal visits statistical summaries

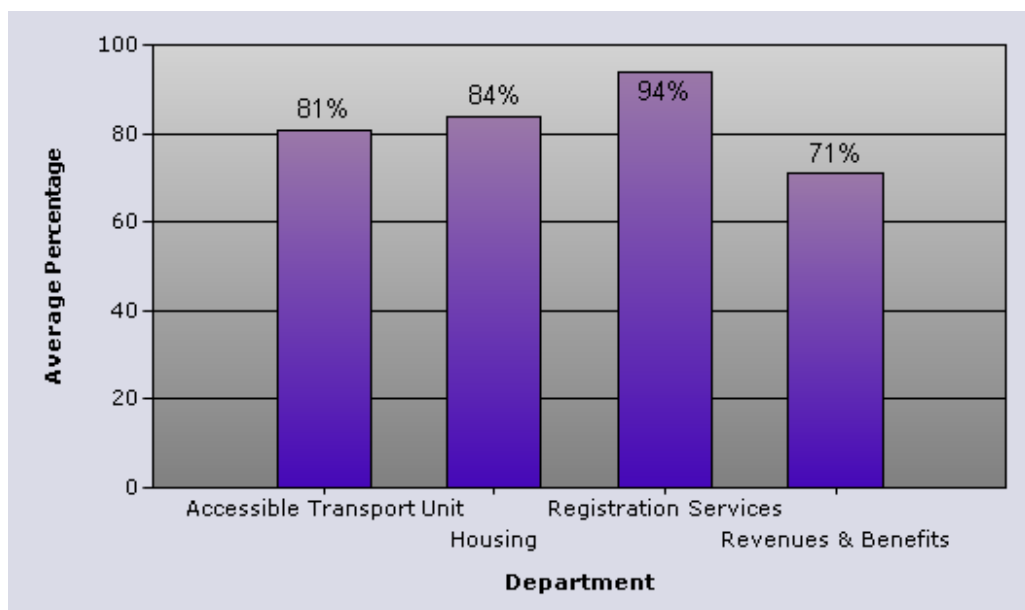
A total of 10 personal visits were conducted in Wave two of the LBRUT Mystery shopping campaign. the 'mystery shopper' evaluated the quality of the personal visit based on the following:

- Was the location easy to find?
- Was the customer seen by the appropriate member of staff within 5 minutes?
- Was the customer greeted in a friendly and professional manner?
- Were all members of staff easily identifiable by name badges or a uniform?
- If English was not the customer's spoken language, were they offered a translator?
- Did the operative provide the ideal answer?
- Did the member of staff offer to send relevant information and application and/or refer the customer to the website?
- On request, did the member of staff offer to arrange for Braille documents etc to be sent out to the customer?
- Treating each Customer as an Individual
- Did you feel that the manner in which your visit was dealt with was friendly and professional?

The table below shows the directorate results for Wave 2



The table below shows the overall departmental results



The table below identifies the breakdown of the Revenue & Benefits evaluations and shows how are average statistics compare with the overall Council average.

Sections	W2 09	Nat Av	% Diff
Report Only			
Waiting Time	89	93	-4
Greeting	78	93	-16
Staff Identification	56	50	+12
Language Options	N/S	0	N/A
Offer of Further Information	63	75	-16
Treating Each Customer as an Individual	67	84	-20
Average	71%		

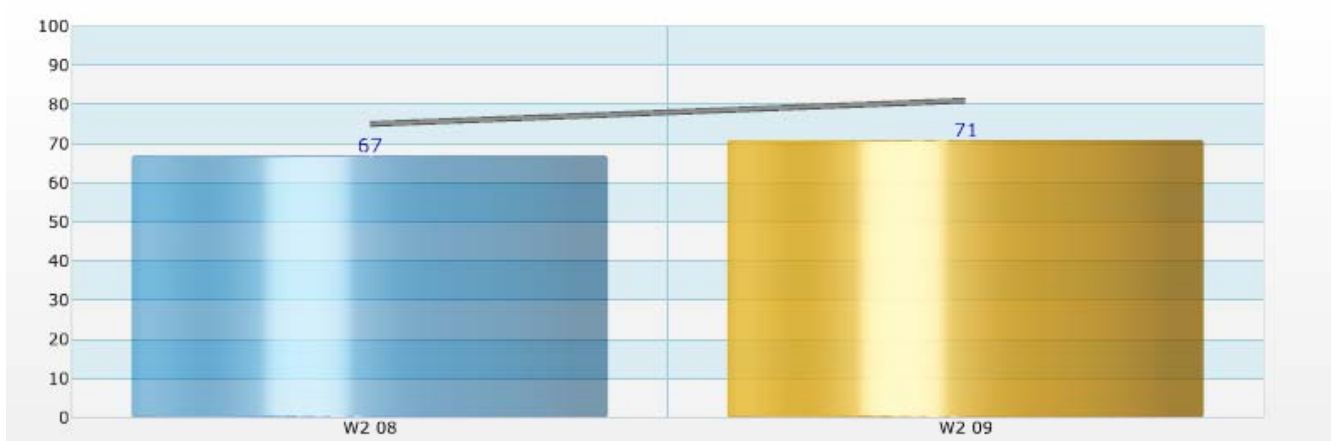
- Please note that the national average refers to the Council average

The table below lists the complete breakdown of all the evaluations of the personal visits that were made to the front desks in the Civic Centre.

Directorate	Waiting Time	Greeting	Staff Identification	Offer of Further Information	Treating Each Customer as an Individual	TOTAL
Revenues & Benefits 10	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Revenues & Benefits 6	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Revenues & Benefits 1	100.0%	100.0%	100.0%	100.0%	50.0%	86.0%

Revenues & Benefits 4	100.0%	100.0%	100.0%	33.0%	100.0%	78.0%
Revenues & Benefits 9	100.0%	100.0%	0.0%	67.0%	100.0%	78.0%
Revenues & Benefits 5	100.0%	100.0%	100.0%	50.0%	50.0%	75.0%
Revenues & Benefits 3	100.0%	0.0%	0.0%	100.0%	0.0%	50.0%
Revenues & Benefits 7	50.0%	0.0%	0.0%	50.0%	100.0%	50.0%
Revenues & Benefits 8	50.0%	100.0%	0.0%	0.0%	0.0%	25.0%

Below is a comparison of the results from Wave 2 with the results from Wave 4



■ Department Revenues & Benefits Summary ■ National Average ■ Primary Wave

Sections	W2 08	W2 09	Nat Av	% Diff
Report Only				
Waiting Time	33	89	93	-4
Greeting	100	78	93	-16
Staff Identification	44	56	50	+12
Language Options	N/S	N/S	0	N/A
Offer of Further Information	67	63	75	-16
Treating Each Customer as an Individual	89	67	84	-20
Average	67%	71%		

Actions required

Issue	Action	Priority
Staff are not wearing identity badges	<p>The current Customer First standards and the new standards state that:</p> <ul style="list-style-type: none"> Our staff wear name badges <p>Staff should wear their ID badges.</p>	Immediate priority.

	Revenues & Benefits hold the Chartermark standard and it is a requirement that name badges should be worn by front-line members of staff.	
Offering further information	Directing members of staff to the public website, giving them relevant literature and providing relevant contact details etc all will reduce further contact.	Immediate priority.