



Contact Centre Mystery Shopper Result Overview

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Key Aims

- To run a 4 week analysis programme of 400 contacts
- To understand the Customer Experience that your customer contact team deliver
- To identify and advise on key elements of the service that could be enhanced
- To provide benchmark data to measure performance against
- To make recommendations to improve overall performance



The Contacts

- Team of 16 researchers made the 400 contacts
- 20 contacts were made each day, 50% of contacts were made between 8am and noon, 50% of contact were made between 2pm and 5.30pm
- Each of the 37 scenarios were tested on each day of the week, both am and pm, giving a minimum of 10 contacts per scenario. This ensured the widest possible coverage of contact centre team members was achieved.
- No researcher made the same contact on the same day with the same scenario.

Scenario Area	Number of Scenarios	Number of Contacts
Benefits	4	44
Electoral Services	6	64
Environmental Services	6	64
General Enquiries	8	86
Housing	6	62
Planning	4	45
Revenues	3	35
Totals	37	400



Results by Scenario Areas

Scenario Area	Number of Contacts	Average Score
Benefits	44	83%
Electoral Services	64	82%
Environmental Services	64	82%
General Enquiries	86	79%
Housing	62	80%
Planning	45	81%
Revenues	35	83%
Average Score	400	81%



Result Consistency

Time of Day	Contacts Made	Average Score
Morning 8am to Noon	200	82%
Afternoon 2pm to 5.30pm	200	81%

Day of Week	Number of Contacts	Average Score
Monday	80	81%
Tuesday	80	84%
Wednesday	80	80%
Thursday	80	81%
Friday	80	80%



Benchmarking

- All benchmarking takes place against all Local Authorities in Hertfordshire
- Benchmark Average 68%
- South Cambridgeshire District Council's Overall Contact Average = 81%
- Did you feel that the team members attempted to add value or 'go further' for you?
- Benchmark Average 33%
- South Cambridgeshire District Council's Average = 51%



Benchmarking – Net Promoter Score

Based on your experience, how likely are you to recommend this service to others

Scored	Amount	Detractors					Passives		Promoters			
9 or 10	212	☹	☹	☹	☹	☹	☹	☹	☺	☺		
7 or 8	148	0	1	2	3	4	5	6	7	8	9	10
6 or less	40	Net Promoter Score =				% Promoters		-	% Detractors			

(Formula: 212 – 40 = 172, divide by 100, x 25 = 43+)

South Cambridgeshire District Council's Overall NPS = Positive 43 (Target 60+)

Benchmark Score = **minus 36**



Contact Analysis

Area	59 or Less	%	60-69	%	70-79	%	80-89	%	90-100	%	Total
Benefits	0	0%	6	14%	5	11%	24	55%	9	20%	44
Electoral Services	3	5%	4	6%	10	16%	36	56%	11	17%	64
Environmental Services	0	0%	5	8%	14	22%	34	53%	11	17%	64
Housing	2	3%	9	15%	11	18%	38	61%	2	3	62
General Enquiries	4	5%	11	13%	17	20%	50	58%	4	5%	86
Planning	1	2%	5	11%	11	24%	21	47%	7	16%	45
Revenues	1	3%	2	6%	4	11%	22	63%	6	17%	35
Totals	11	3%	42	10%	72	18%	225	56%	50	13%	400

Areas of least opportunity

Areas of greatest opportunity



What Worked Well...

Where are the Opportunities?

Did you speak to a contact centre team member on the first attempt?	88%
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Upon making contact, from completion of the answer phone instructions, how many seconds did it take for the phone to be answered by the call handler?	
0 to 120 seconds	72%
121 to 240 seconds	11%
Over 240 seconds	17%

Was the phone answered:	
With a smile?	95%
With a pleasant greeting of Good Morning or Good Afternoon?	98%
With the name of the team member given?	98%
With an offer of help or assistance?	100%



What Worked Well...

Where are the Opportunities?

Did the team member give relevant advice or suggest a way forward in one or more of the following ways? (tick all that apply)	
Showed knowledge and was able to answer your enquiry to your satisfaction	96%
Encouraged and/or directed you to find information via the website	70%
Directed you/or helped you to complete an on-line form via the website	55%
None of the above	4%

If applicable, was the price/cost implications clearly explained and well presented?	36 applicable responses	81%
Did the team member summarise the solution and/or information they had provided in response to your enquiry?		79%
Did the team member check your understanding of the solution and/or information they had provided?		79%
At the end of the call were you asked if there was anything else they could help you with today?		25%
Were you thanked for your call and/or offered a farewell in a genuine, friendly manner?		99%



What Worked Well... Where are the Opportunities?

Overall, did you feel that the team member showed interest and took control of the call by:	
Clearly presenting the information or options that were available in response to your enquiry?	99%
Taking sufficient time and showing sufficient patience to fully understand the detail of your enquiry	94%
Asking relevant questions to aid clarity and identify suitable solutions	73%
Overall, what best describes the way in which the team member interacted with you whilst dealing with your enquiry:	
Extremely warm and friendly	36%
Warm and friendly	50%
Polite and efficient	13%
Efficient but with limited conversation	0%
Cold with the minimum of conversation	0%
Overall, which of the following personal attributes do you feel the team member displayed whilst handling your enquiry?	
Enthusiasm/Passion	91%
Professionalism	99%
Politeness/Courteous	100%
Positivity	98%
Confidence	99%
Empathy	91%
Knowledge	98%



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Taking sufficient time and showing sufficient patience to fully understand the detail of your enquiry		94%
Asking relevant questions to aid clarity and identify suitable solutions		73%
Was all communication jargon free?	400/400	99%
Did you feel that the team members attempted to add value or 'go further' for you?	400/400	51%



In Summary

Two Points to Focus on:

- Adding Value
- Personalisation