



Anonymous Shopper Report

December 2024

Anonymous (Mystery) Shopping

Mystery Shopping is a reliable and accepted method used to check the quality of our housing services and customer services standards

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1.0 Background

Mystery Shopping is a reliable and accepted method used to check the quality of our housing services and customer services standards.

The process will allow tenants to give their point of view on the services we offer. It is about using realistic scenarios for real customer interactions to see how we treat those who use our services. The feedback will be objective and based on specific tenant experiences.

Tenants were keen to change the name of the process and voted to change Mystery Shopping to Anonymous Shopper.

The report will monitor results, highlighting excellence, assist staff training and recommend improvement and changes where necessary. It differs from customers giving everyday feedback as it is more specific and robust with the individual shopper focused on noting down their observations.

Mystery shopping is one method used by Woven to monitor services, we also use tenant satisfaction surveys, that give tenants the opportunity via text message to give their opinion on specific services delivered.

Woven are committed to ensuring mystery shopping is an annual task carried out to monitor learning and feedback on services.

2.0 Methodology

Woven Community Involvement team dedicated two officers to have responsibility for recruiting volunteer tenants to complete training and oversee the process ensuring that the tenants were supported during the task from training to completing all scenarios. Trainee Housing Officer was involved in training and monitoring feedback sheets.

2.1 Areas of Service

The Anonymous Shoppers examined the following key service areas –

- Community Assistant
- Complaints
- Response maintenance
- Rent payments
- Anti-social behaviour
- Allocations
- Waiting lists
- Tenant Engagement
- Universal credit
- Development
- Planned maintenance
- Human Resources
- Finance

Tenants observed telephone service for all the above.

Shoppers also evaluated our website with feedback on specific areas and monitored the email service.

2.2 Scenarios

All scenarios were agreed as everyday scenarios which set the scene for the mystery shoppers to enact. The scenarios are practical, straightforward, relevant credible and objective and the desired outcome is given for each scenario. This ensures that scoring and reporting is consistent amongst all shoppers.

2.3 Framework for Anonymous Shopper

September 2024 – Recruitment

October 2024 – Training

November 2024-December 2024 – Calls

December 2024 – Analyse date

January 2025 – Working group involving tenants to agree recommendations

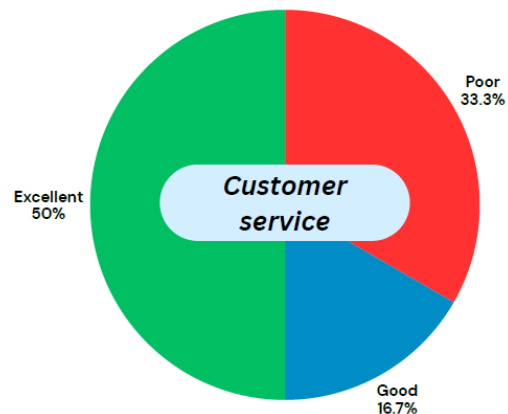
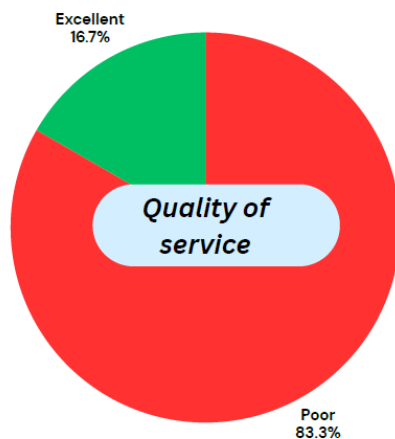
Exceptional Report Findings

Community Assistant Service

Scenario

You are calling from a local Community Association (small group you may not have heard of us), and you are looking for ways to engage with older people in the area. You are also looking for venues to hold possible future meetings and heard there was a meeting room on the scheme.

Total calls made: 10
Calls answered: 4

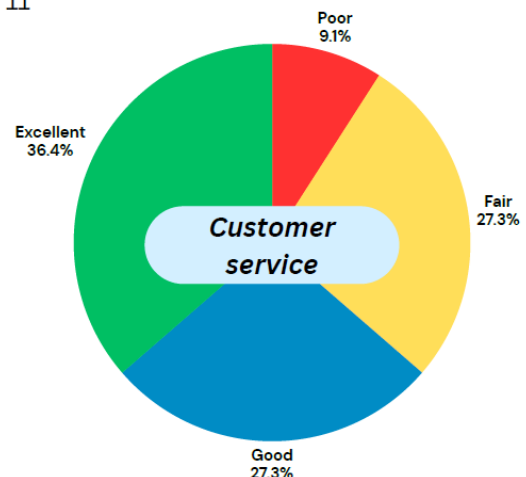
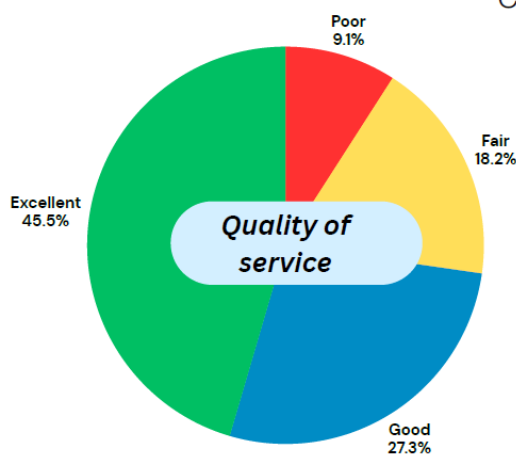


Complaints Service

Scenario

You are making a general enquiry on behalf of your mother who lives on one of our schemes. She feels the need to make a complaint about a member of staff but is a little worried about doing so and how to do this? She does not want to give her or the staff member's identity at present until she is aware of how best to make her complaint. Could you please advise

Total calls made: 13
Calls answered: 11



Response Maintenance

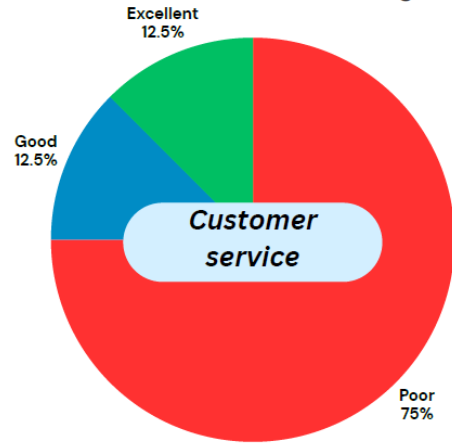


Advise officer that you want to check in as your mother's gas heating doesn't work at the minute, just wanted to see if I could resolve the issue before I call to make you aware. Also, I was wondering how long it would take the engineer to attend.

Total calls made: 26

Calls answered: 2

6 calls were Shopper made repeated calls have been included in analysis



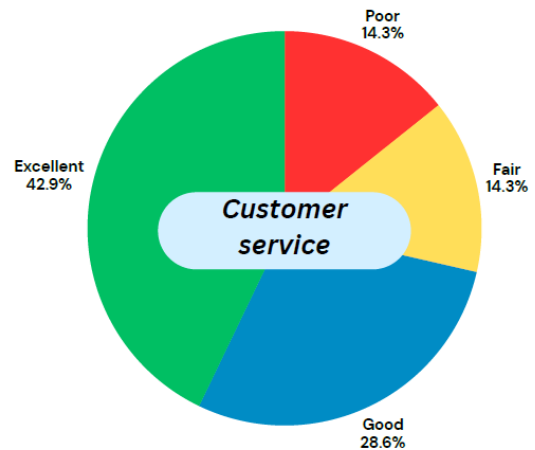
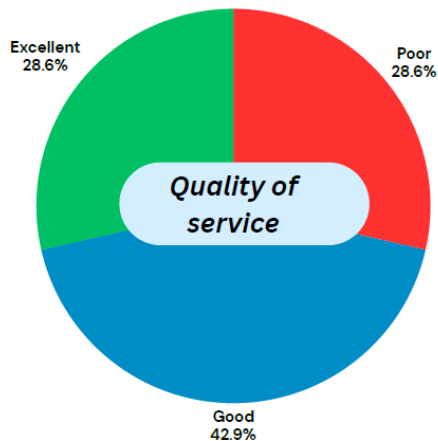
Housing - Rent Payment



I am a tenant of Woven, but I don't want to give my name. I have been paying the rent with an Allpay card, but I find it difficult to get to the post office - how can I pay what I owe each week? How can I check what I owe?

Total calls made: 9

Calls answered: 6



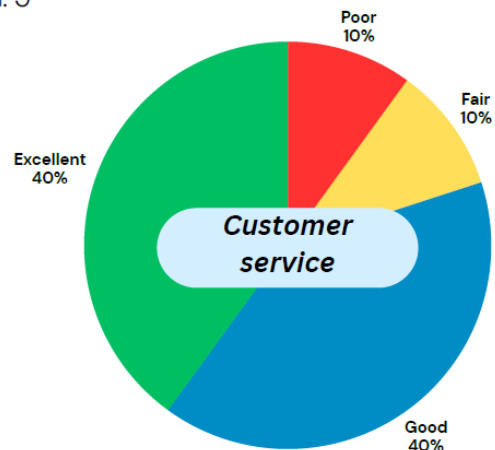
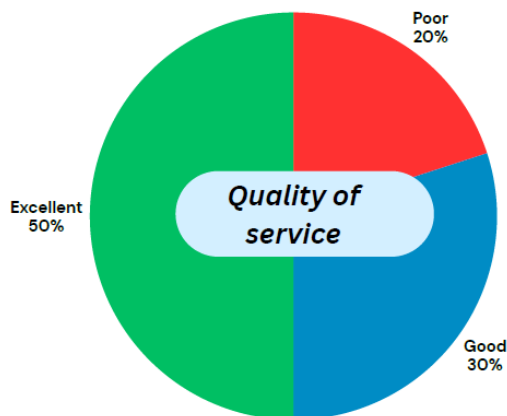
Housing - Anti Social Behaviour

Scenario

I don't want to give my name at this stage, I just want to know what my options are. I was up all night as my neighbour has been partying till the early hours. This has happened a couple of times over the last 3 months, and I want to know what I should do if it continues.

Total calls made: 10

Calls answered: 9



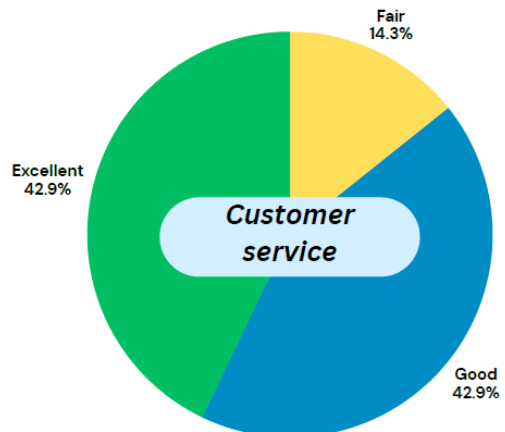
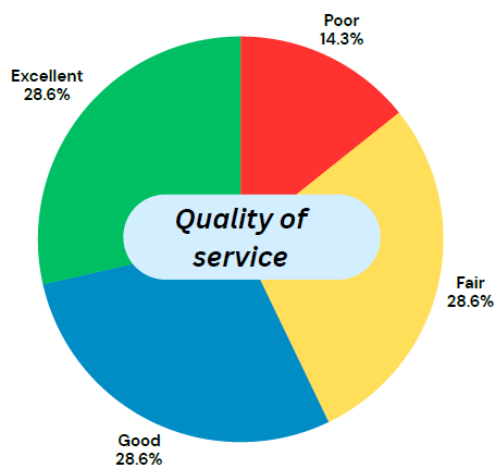
Housing - Waiting List

Scenario

I have been on your waiting list for a 2-bedroom house at NW (Beechmount Village) Belfast (Beersbridge). How do I get allocated a property.

Total calls made: 7

Calls answered: 7

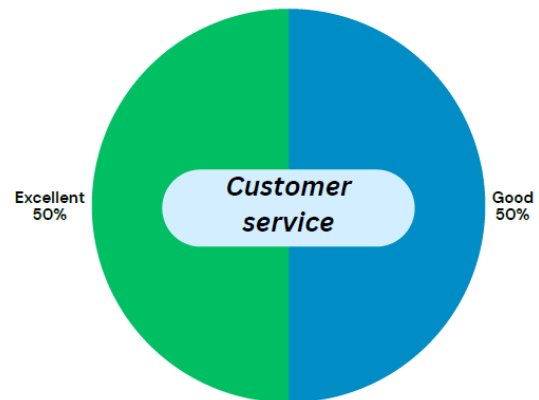
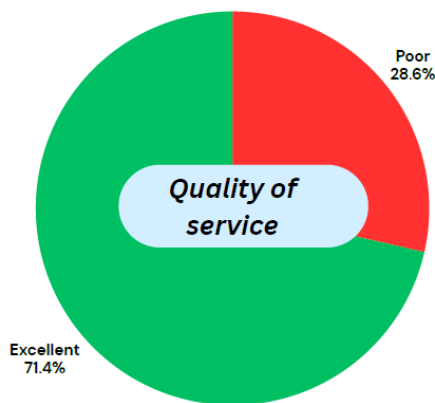


Housing - Tenant Engagement

Scenario

Advise officer that you have recently retired from work, and you had a little bit of time to give, interested in what types of activities Woven have.

Total calls made: 13
Calls answered: 8

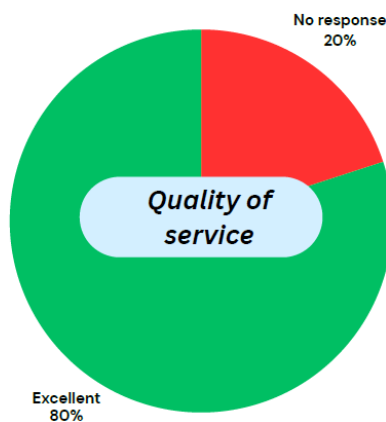


Tenant Engagement Email

Scenario

Email Woven, enquiring that you've saw Woven Newsletter on Facebook, [Woven Facebook](#) and ask about what do you need to do to get involved with the newsletter group.

Emails sent : 5
Emails responded to: 4



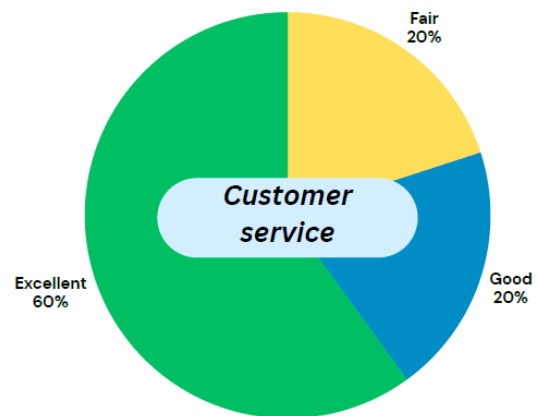
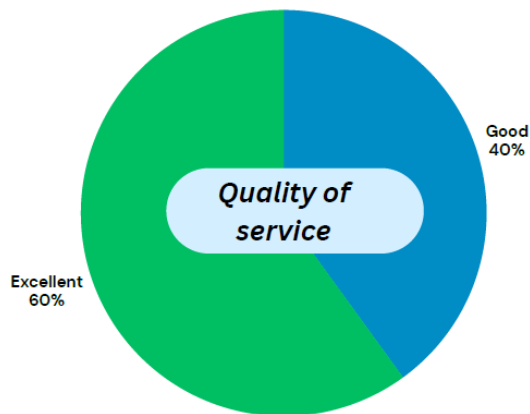
Human Resources

Scenario

Make a call to the HR department regarding the opportunity for your son / daughter obtaining a week's work experience placement within the Association.

Total calls made: 7

Calls answered: 5



Finance

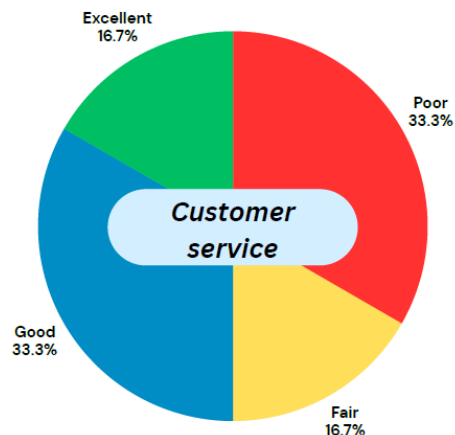
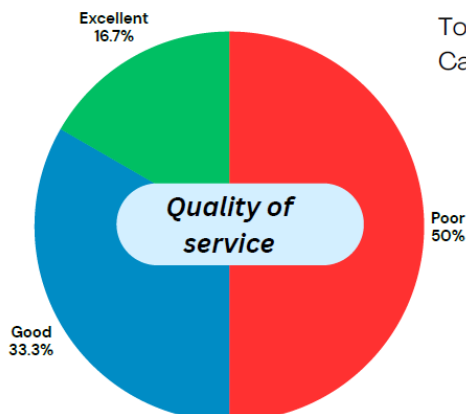
Scenario

You are a mystery shopper posing as a supplier who has recently submitted an invoice and have not yet received payment and need clarification on the status of this payment.

Speak to the Officer and say you are calling from Hall Black Douglas regarding invoice number 21183 for £3,600.00. The invoice is dated 29th February 2024 and as far as your records show it has not been paid. Ask officer if they have received the invoice. Enquire about the timeline of the invoice & payment procedure for future reference & a contact email address should you have any queries.

Total calls made: 9

Calls answered: 6

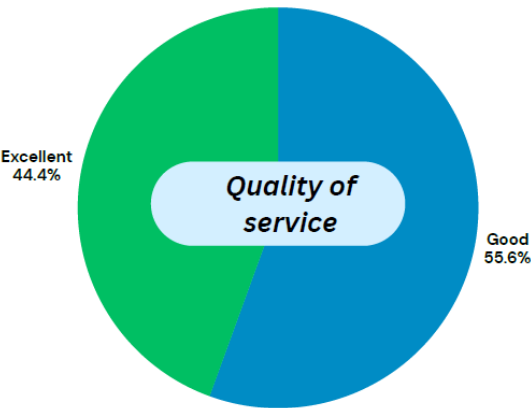


Website Review



Woven Website is available on www.woven.org.uk. Please visit and let us know your experience.

Website reviews: 9



Recommendations/Actions approved by Tenants

Overall recommendations -

- Create an action plan to address areas for improvement
- Revisit model answers with all staff teams
- Create dedicated email address for tenant engagement,
- Repeat mystery shopping exercise annually to cover the same areas of service and additional ones.
- For next mystery shopping exercise agree the number of calls to each office should be equal
- Newsletter advert to promote community hubs.
- Provide training to community assistants regarding community hub hire.
- Establish a central call centre or call handlers for all calls coming into the organisation.
- Create an app for tenants to raise response maintenance issues to reduce pressure on call handlers.
- Call handling training for maintenance staff to assess urgency of calls provided by maintenance contractors.
- Set-up a call waiting alarm for officers to alert them that someone is on hold.
- Staff training ask the right questions in order to give better answers.

General observations & feedback –

- Community Assistant directed tenants more to the office rather than to give clear information
- Community hub was for tenants only,
- Quality of telephone responses have improved from last year – mystery shopper from last year,
- Tenants had thought answers were prepared but we have informed them we have a desktop aid created from last mystery shopping, and this is positive news.
- Feedback from staff members was excellent regarding complaints in theory however, when lodging a complaint the process isn't followed.

- Improvement from last mystery shopping exercise. Tenants felt they were being directed to the right person more so than last mystery shopping exercise.
- Need to investigate why so many calls are not answered, callers continually getting through to voicemail, especially for maintenance – one suggestion is a central call base where calls would be directed to right office.
- Explore can calls be recorded to address who says what and monitor call answering.
- Maintenance Calls have been poor in terms of answering them. Belfast seems to be worse. We need to investigate why calls in Belfast office are not answered. Majority went to voicemail and getting no reply unless a number of voicemails were left.
- Calls placed on hold for too long

Tenant remarks

Housing, UC

Very helpful. Clear, concise and well-informed instructions.

Housing, Allocations

Absolutely excellent, so helpful & sounded really keen to help.

Planned maintenance

Very helpful, clear & concise.