



Anonymous Shopper Report

May 2026



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

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Glossary of terms

Service Standard – This is the quality of the information and support provided to address the need identified in the scenario posed by the mystery shopper.

Customer Care Standard – This is the professionalism and efficiency of the staff members response either by phone call or email response.

1.0 Background

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

The mystery shopping 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. Tenants received support through our WhatsApp group which ensured transparent communication and regular updates.

2.1 Areas of Service

The Mystery Shoppers examined the following key service areas –

Telephone

- Community Assistant (Complaints and Allocations)
- Development
- HR
- Finance
- Planned maintenance
- Response maintenance
- Tenant engagement

Email

- Allocations
- ASB
- Pets
- Response Maintenance.

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

2.2 Scenarios

The scenarios were agreed as everyday scenarios which set the scene for the mystery shoppers to enact. This year scenarios were changed to ensure that the same scenario was not repeated during the project to the same team. This ensured that scoring and reporting is consistent amongst all shoppers.

2.3 Framework for mystery shopping

Date	Details
Sept '25-Jan '26	Recruitment & Training
Jan '26-March '26	Calls/emails/observations
April '26	Analyse feedback
May '26	working group agree recommendations
June '26	Senior Leadership Team/Board review recommendations

Exceptional Report Findings

Telephone Scenarios

Community Assistant Service - Allocation

“You are making a general enquiry about getting a house on (scheme you are ringing) as it looks a nice place to live in. You have one child and have just moved into the area. How do go about getting a house with Woven in the estate?”

Total calls made 24 (8 of the calls – officer on a/l)

Total calls answered 5 (4 answered & 1 CA returned call)

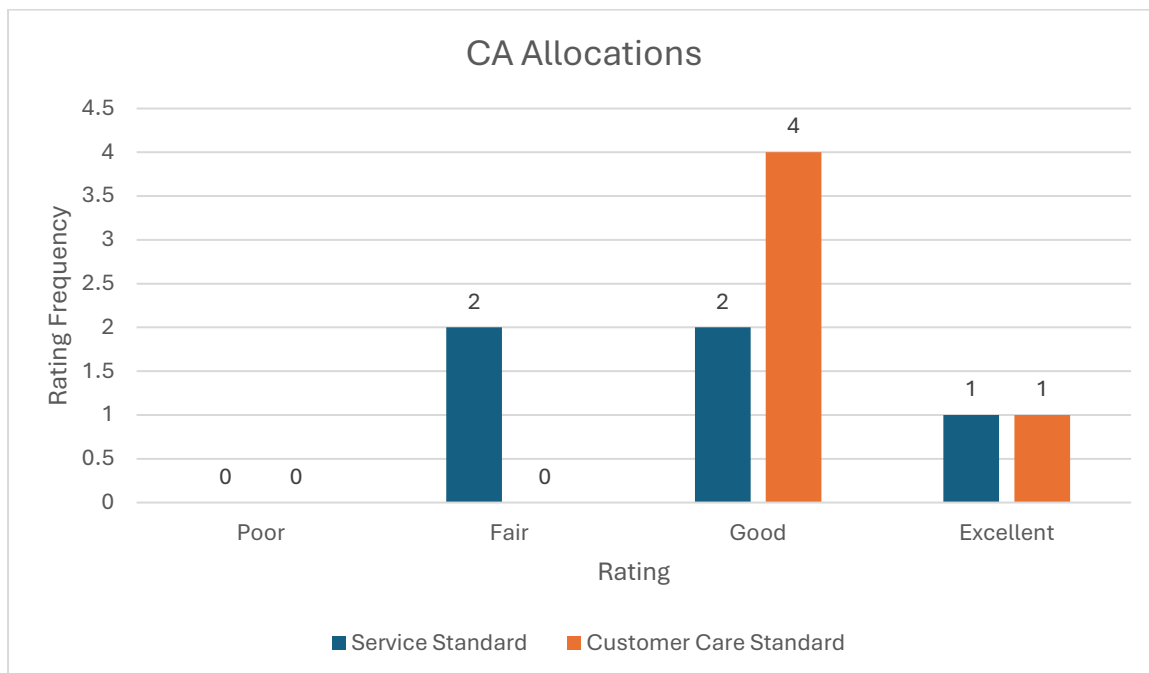
Average Service Standard – 6.4 = Good

(2024 – 10 calls made & 4 answered)

Average Customer Care Standard – 5.6 = Excellent

* 2 CAs were on annual leave

* 2 calls answered on first attempt



Community Assistant Service - Complaints scenario

"I am making an enquiry on behalf of my mother who lives on one of Woven's schemes. She is very unhappy about the Housing Officer that she spoke to in the office. The Housing Officer was extremely rude to her, didn't listen to what my mother was saying and kept interrupting. My mother rang me very upset and distressed as a result. I don't want to give my mother's name or the name of the scheme where she lives as she may be victimised by the Housing Officer. How do I make a complaint on behalf of my mother?"

Total Calls 23

Total calls answered 5 (3 calls answered on first attempt)

(2024 – 13 calls made & 10 answered)

Average Service Standard – 6.2 = Fair

Average Customer Care Standard- 5.6 = Excellent

(2024 – both standards good)



Response Maintenance

NW – *“Advise officer that you live in Girona in Portrush and want to put up a small garden shed (approx. 6ft x 4ft) to store your tools and garden equipment. You want to check whether you need permission, and if so, how to apply.”*

NE – *“Advise officer that you live in Holywood and want to put up a small garden shed (approx. 6ft x 4ft) to store your tools and garden equipment. You want to check whether you need permission, and if so, how to apply.”*

NE & NW – *“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?”*

NW – 8 calls made, 6 answered

NE – 8 calls made, 4 answered

5 calls answered on first attempt (3 NW & 2 NE)

(2024 – total calls made 26, 2 answered)

Average Rating:

NW Service standard – 4.4 – Good

NE Service standard – 5.5 - Excellent

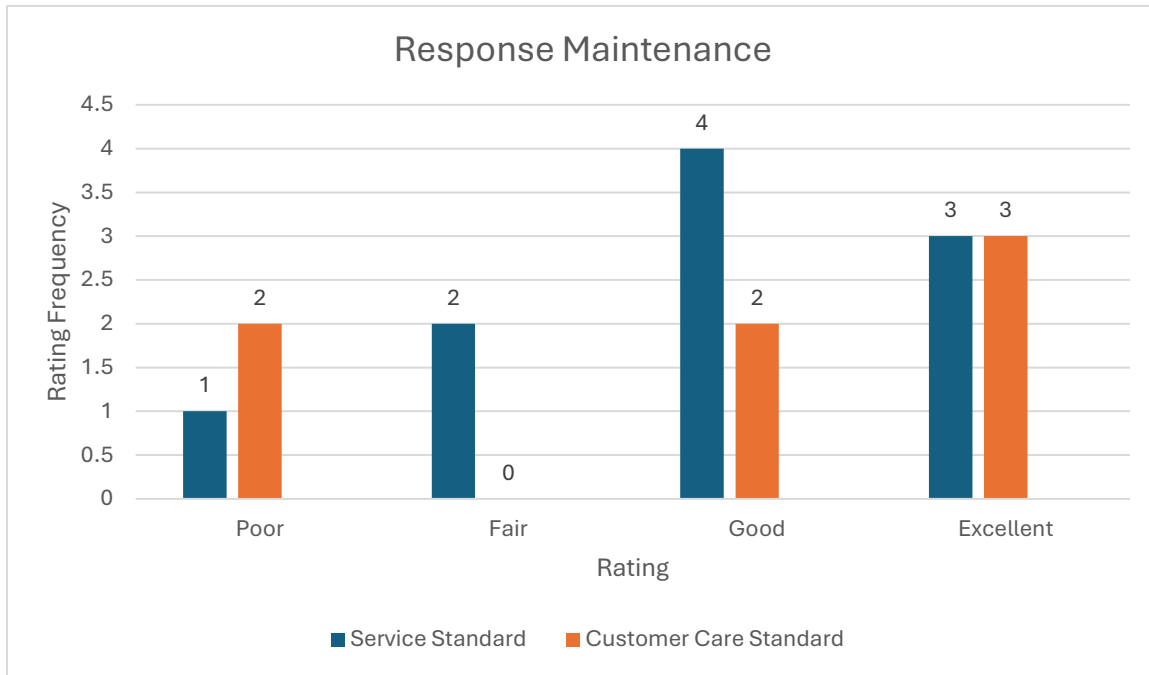
NW Customer care standard – 4.75 – Good

NE Customer care standard – 6 – Excellent

**3 x customer care standard section not completed*

(2024 – both standards good)

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“Didn't get speaking to maintenance directly but the lady contacted them and gave me advice. Chose option 0 as I couldn't get through on option 2. The lady who took my call and tried to get me through to the department dealt with the whole call and was very informative. 9/10 for this lady.”

Tenant Engagement

“Hello, I’m a Woven tenant and I saw something about getting involved with the housing association on your Facebook. Can you tell me what types of activities/projects are happening?”

Total calls – 6

Calls answered – 4 (2 NE, 2 NW)

(3 answered on 1st attempt – 1 NE/2NW)

(2024 – total calls 13 – 8 answered)

Average Service Standard:

NE: 3.5 – Good

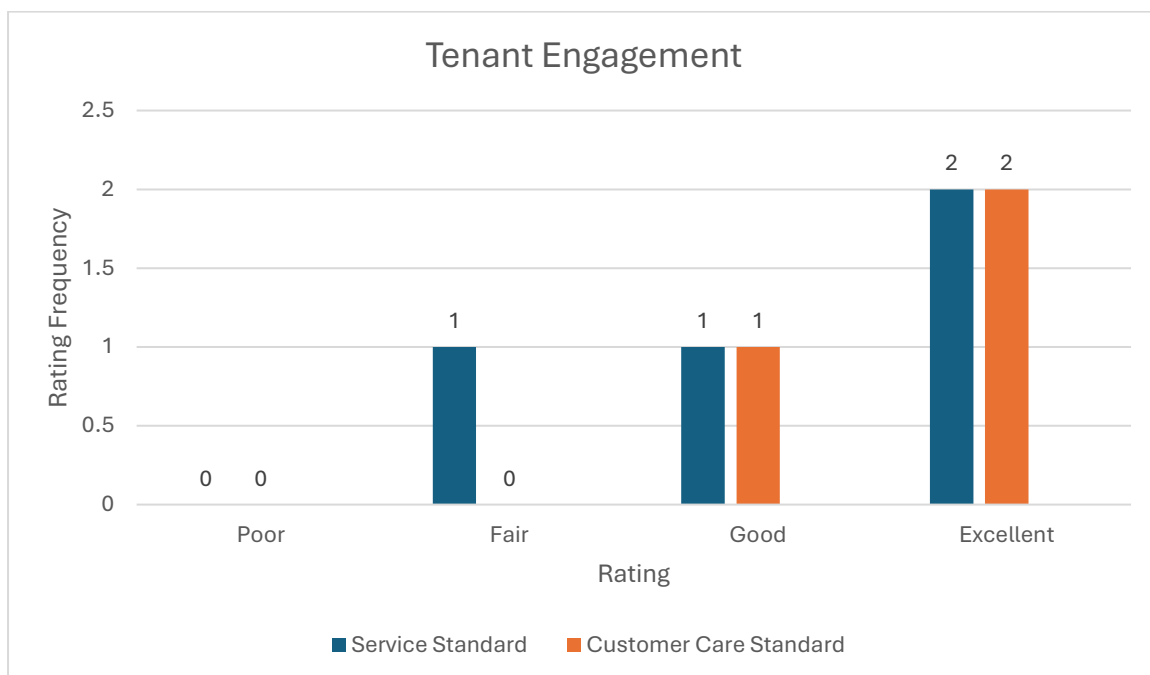
NW: 9- Excellent

Average Customer Care Standard:

NE: 1 x rating not completed by mystery shopper

NW: 9 – excellent

(2024 – both standards excellent)



Development

“Your mother-in-law has passed away and purchased her property Springbank (Belfast) or Inch View (NW) from Habinteg in 1999. You are calling to see if we would be interested in purchasing back the property.”

Total calls made - 8

Total calls answered – 4 (1 aborted, by mystery shopper)

2 calls answered on 1st attempt (NW)

(2024 – total calls – 9, 6 answered)

Average Service Standard:

NE – 6.5 = Good

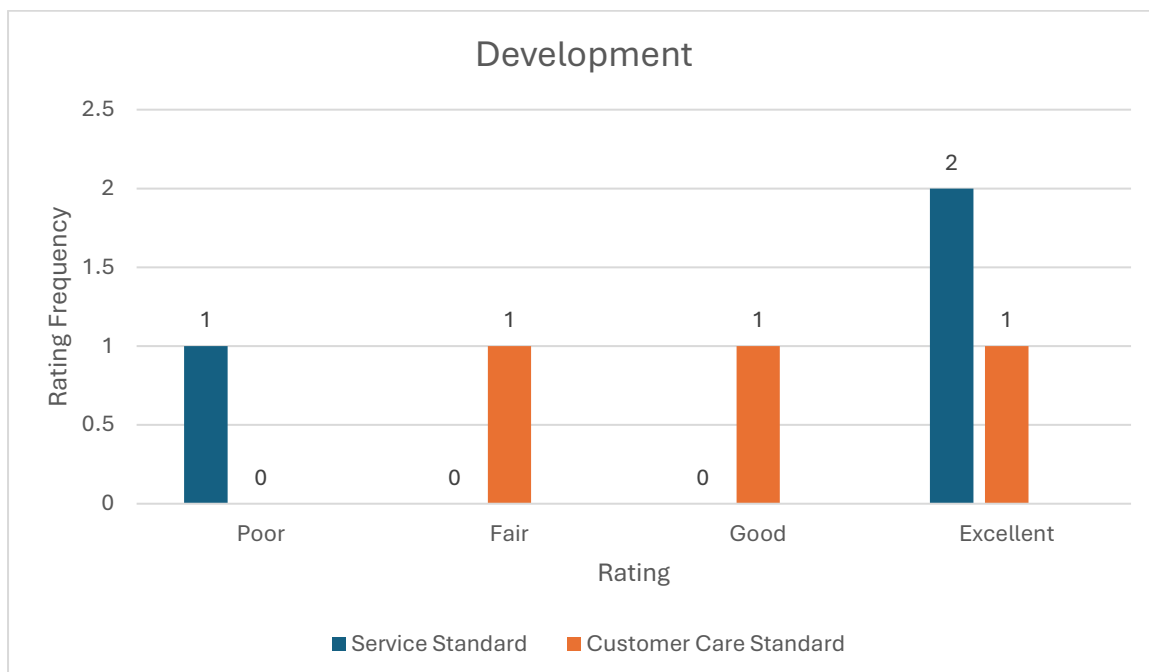
NW – 13 = Excellent

Average Customer Care Standard Rating:

NE – 4.5 = Good

NW – 10 = Excellent

(2024 – average score service standard – excellent, customer – good)



Finance

“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 W H Stephens regarding invoice number 4123C for £37,239.02. The invoice is dated 21st November 2025 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.”

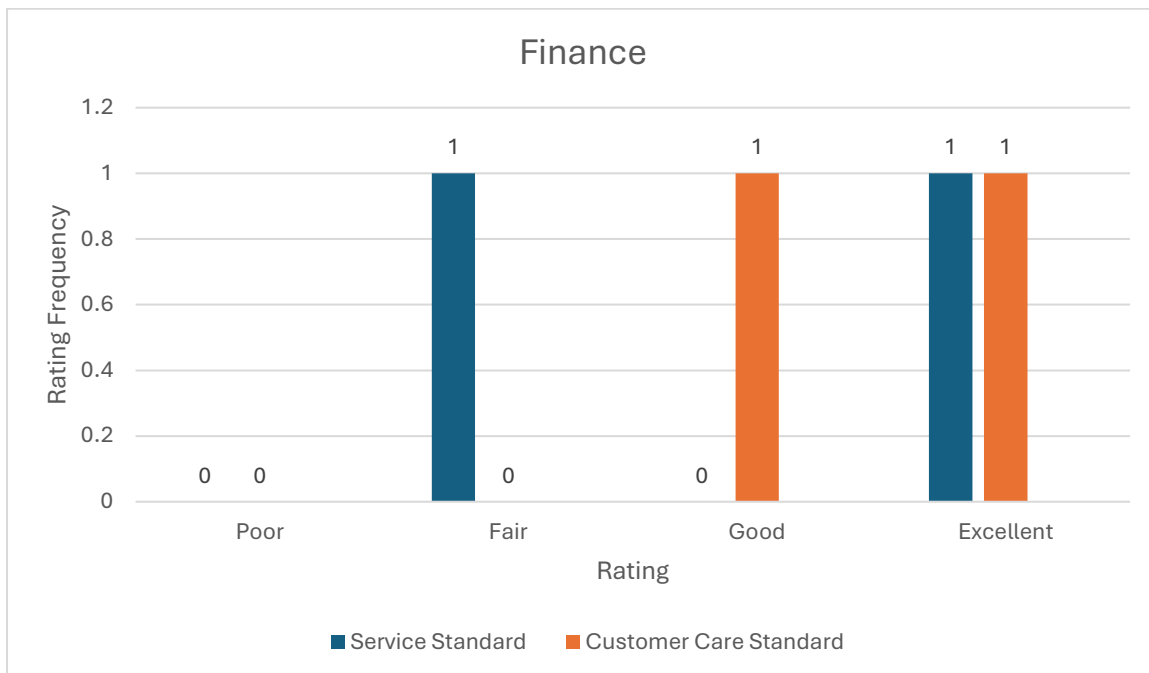
Total calls made - 2

Total calls answered- 2

Calls answered on 1st attempt- 2

Average Service Standard – Good (4.5)

Average Customer Care Standard – Good (8)



Human Resources

“Make a call to the HR department and ask about whether there are any current job opportunities. Advise Officer you are looking for a full-time administration job.”

Total calls made - 9

Total calls answered – 3

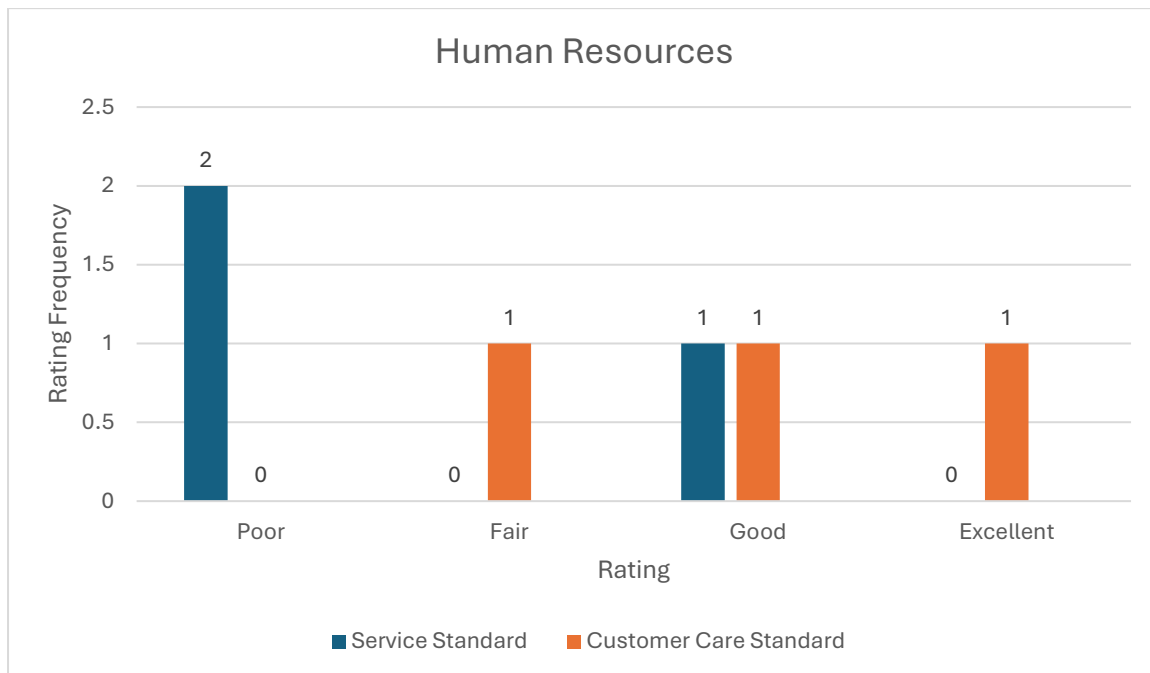
Calls answered on 1st attempt – 1

(2024 calls – 5, 5 answered)

Average Service Standard - Fair

Average Customer Care Standard - Excellent

(2024 both standards excellent)



Planned Maintenance

NE – “Advise officer that you would like to find out about replacing internal doors in your home in Johnston Way as your own is very dated. What is the process? Will Woven contribute to the cost as the doors are over 20 years old.”

NW – “Advise officer that you would like to find out about replacing the internal doors in my property in Harkness Gardens, Derry as your own are very dated. What is the process? Will Woven contribute to the cost as the doors are over 20 years old”

NW – “Advise officer that you would like to find out about replacing internal doors in your home in Clifton Park, Coleraine as your own is very dated. What is the process? Will Woven contribute to the cost as the doors are over 20 years old.”

Total calls made - 4 (3 x NW, 1 x NE)

Total calls answered – 4

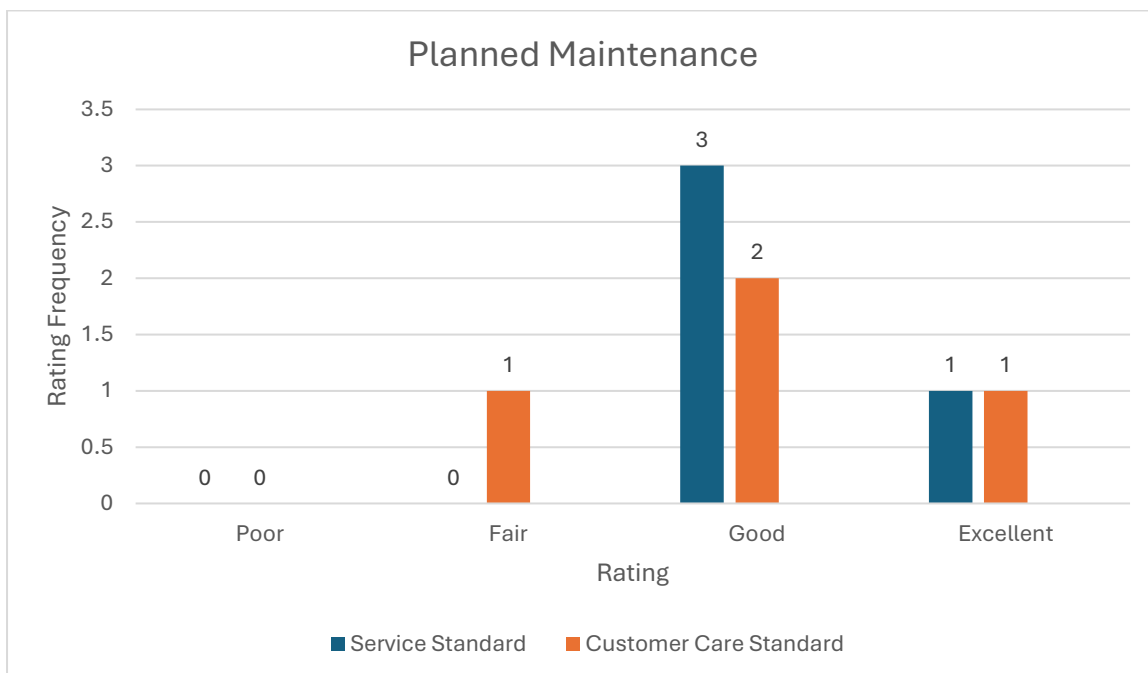
Calls answered on 1st attempt - 4

(2024 total calls made 8, 4 answered)

Average Service Standard: NE - Good (4), NW – Good (4.3)

Average Customer Care Standard: NE – Excellent (6), NW – Good (5)

(2024 standards – excellent for both)



Email Scenarios

Housing – Allocations

“I am in temporary accommodation with my son who has autism and have been here for over a year. I really need a permanent home. I need to provide stability for my son and as he is nearing school age, I need to make sure I find a school that will be good for him. I have 185 points. My Dad lives in Poleglass so anywhere near there would be good, but I would live anywhere in West Belfast as I have a car.”

No response received – email sent 23/2/26 @ 16:07 – no response on 28/2/26*

*No record of email on info account – did receive a request on website which was responded to; however mystery shopper did not receive it.

Service Standard: Poor (0)

Customer Care Standard: Poor (0)

“I am a single parent with a young child and I’m on the waiting list with 165 points for a 2-bedroom house. I’m interested in housing in the Strabane area to be near my family and hope you can help me. My son of 19 has also just moved back in with me as he cannot afford private rented on his own.”

Email sent on 13/4/26, acknowledgement and response sent on 14/4/26.

Service Standard: Excellent (10)

Customer Care Standard: Excellent (9)

Housing – ASB scenario

“I’m a woven tenant, living in Strabane and over the past weeks I’ve been tortured with parties on Saturday night. They start about 12 o’clock and go on until 4-5 in the morning. They play loud music and there is lots of comings and goings with shouting and sometimes I can hear very abusive language. Can you please let me know what I can do? I’m tortured and afraid to approach my neighbour as there are a lot of people in their apartment at these parties. I live on my own. Many thanks.”

Total emails sent - 1

Service Standard: Excellent (10)

Customer Care Standard: Excellent (10)

“I live in Hollywood and my neighbour has a dog that roams about the place and fouls everywhere. It is also left alone at home for long periods and barks constantly, sometimes during the night. I am woken up at night with it barking and am exhausted going to work. The poor dog is not being looked after. Can you do something to stop this?”

Total emails sent – 1

Service Standard: Good (4)

Customer Care Standard: Excellent (9)

Housing – Pet

“Hi, I’d love to find out about getting a pet. I’m single and feel very isolated and I think a small dog would really help me feel more at home in my new home. It would improve my health as I know that I’d love taking it for walks, can you please advise what the process is for having a wee dog at home? “

Total emails - 2

Service Standard: 2x Excellent (8)

Customer Care Standard: 1x Excellent (10)

*1 customer care standard was not completed.

“I have a dog, Molly, that I need for my mental health. I only just thought that I should make you aware of this. The dog is well looked after and kept indoors most of the time. I don’t allow Molly into the communal areas of block.”

Total email – 1

Service Standard: Poor (0)

Customer Care Standard: Excellent (9)

Response Maintenance

“Email Woven at above email address, stating that you are a tenant living in a housing association home with a back garden. You’re considering putting up a small garden shed (Approx. 6ft x 4ft) to store your tools and garden equipment. You want to check whether you need permission, and if so, how to apply.”

Total Emails - 1

Service Standard – Good (3)

Customer Care Standard – Excellent (5)

Online Platform Reviews

Website review

“Woven Website is available on www.woven.org.uk.

Please visit and let us know your experience using the following guidance.

As a Woven tenant you want to know how to report a repair, make a complaint and find out about tenant engagement? Visit the site as a first-time visitor and record your experience on the following?”

Responses

5 Mystery Shoppers reviewed the Woven Website.

5 Ranked it as excellent

*1 did not complete citing digital skills

Average Rating: Excellent (15.2)

Facebook Review

“Woven Facebook Observation clicking here Facebook or typing www.facebook.com/WovenHousingAssociation into the search engine.

Please visit and let us know your experience using the following guidance.

As a Woven tenant please assess how effective, responsive and tenant friendly the Facebook page is from your point of view. “

5 responses – 4 x Excellent, 1x Good

Average Rating: Excellent (9)

Telephone Call Breakdown

Name:	Total no of calls made:	NW office:	NE office:	Total no of calls answered:	Total calls answered NW office:	Total calls answered NE office:
MS 1*	14	9	5	5	5	0
MS 2*	26	19	7	10	7	3
MS 3*	21	8	13	12	3	9
MS 4*	2	2	0	2	2	0
MS 5*	1	0	1	1	0	1
MS 6*	12	12	0	0	0	0
MS 7*	16	0	16	6	0	6
Total	92	50	42	36 (39%)	17 (34%)	19 (45.2%)
2024 Total	142	51	91	82 (57%)	43 (84%)	39 (42%)

**Names redacted for GDPR purposes – MS – Mystery Shopper*

Reasons cited for missed calls

- Calls going to voicemail
- Mailbox 353 full
- No answer (Maintenance – Belfast)
- Call rang out
- Community Assistants on leave, no answer message

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Telephone Call Breakdown per service

Service Area	Total Calls Made	Calls Answered	Notes
CA – Allocations	24	4	Recorded as 16 calls
CA – Complaints	23	5	2 answered on first attempt
Response Maintenance – NW	8	6	
Response Maintenance - NE	8	4	50% answer rate
Tenant Engagement	6	4	1 no-score
Development	8	4	1 aborted by mystery shopper
Finance	2	2	All answered
Human Resources	9	3	Missed calls went to voicemail
Planned Maintenance	4	4	All answered

Key Findings

Positive Observations

- Email responses were consistently timely, clear, and of a high standard, representing a strong communication channel.
- Staff demonstrated positive engagement and professionalism in a number of interactions.

Areas for Improvement

- Inconsistent application of model answers and service standards across teams.
- Limited digital engagement and accessibility for some tenants.
- Absence of a formalised complaints tracking and escalation system.
- Low levels of engagement on social media platforms, particularly Facebook.
- Challenges in maintaining anonymity in mystery shopping exercises.

Recommendations and Proposed Actions

Customer Service and Staff Development

- Review and reissue model answers and service standards to ensure consistency across all staff teams.
- Introduce mandatory customer care training for all staff, including those in non-customer-facing roles, to strengthen a customer-focused culture.

Complaints Handling and Feedback Mechanisms

- Establish a centralised complaints tracking system that:
 - Monitors all complaints and service requests
 - Flags unresolved issues
 - Escalates cases to senior management after agreed thresholds
- Introduce an automated customer satisfaction survey system, including:
 - SMS surveys following tenant contact
 - Proactive follow-up communication after maintenance works

Tenant Engagement and Participation

- Develop a Tenant Review Group to provide ongoing scrutiny of Woven's communication channels, particularly social media.
- Increase promotion of tenant engagement opportunities and mystery shopping roles via the quarterly newsletter.

Digital Inclusion and Access

- Deliver targeted digital skills training to support tenants in accessing online services.
- Enhance the Woven website through:
 - A dedicated “How To” section
 - Exploration of AI-enabled chat functionality to improve accessibility and response times
- Encourage wider use of email communication, given its effectiveness.

Communication and Operational Standards

- Reinforce expectations for staff to maintain:
 - Up-to-date voicemail messages
 - Out-of-office notifications during leave periods

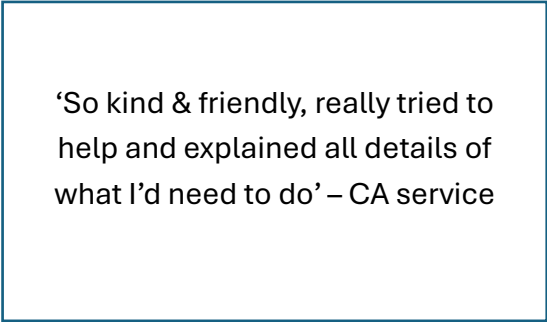
Social Media and External Communications

- Improve social media engagement by:
 - Broadening content beyond organisational updates
 - Including relevant and timely information, such as:
 - Weather alerts
 - Local community information
 - Regional events and support services

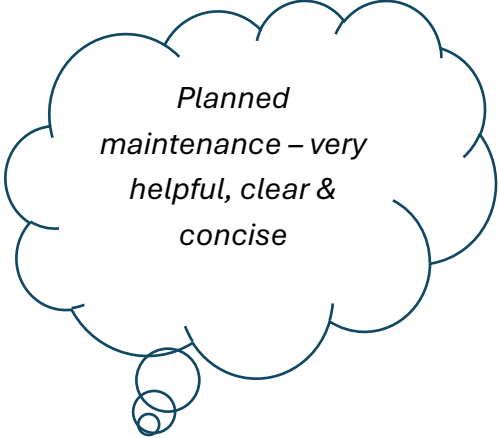
Mystery Shopping Process Improvements

- Improve anonymity in future exercises by:
 - Providing dedicated mobile devices and email accounts for mystery shoppers
 - Enabling shoppers to leave messages where required.

Tenant remarks



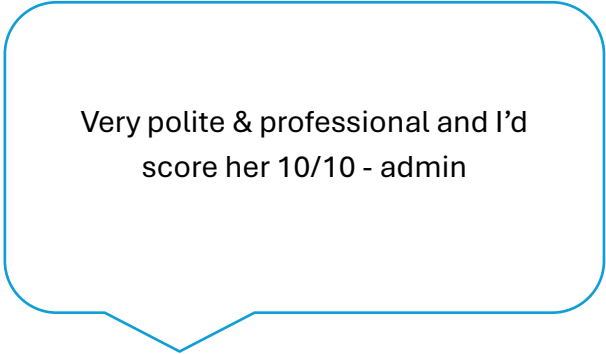
'So kind & friendly, really tried to help and explained all details of what I'd need to do' – CA service



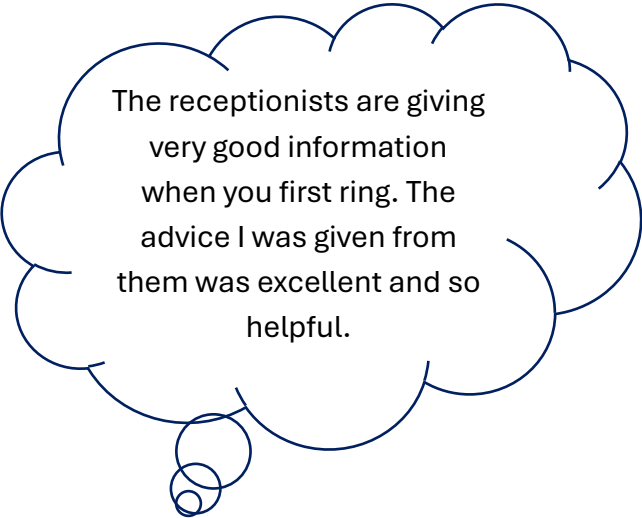
*Planned
maintenance – very
helpful, clear &
concise*



"I had such a good experience of tenant engagement with the NW team I might move, there was lots of good things on offer it was really great.



Very polite & professional and I'd score her 10/10 - admin



The receptionists are giving very good information when you first ring. The advice I was given from them was excellent and so helpful.