



South Essex Homes – How residents mystery shop the service

Three Mystery shopping sessions are completed on an annual basis.

Two training courses for new mystery shoppers are carried out on an annual basis. Mystery shoppers are supplied with set of service standards.

Tasks are identified by the Service Improvement Manager of South Essex Homes. The tasks could be as a result of an area of weakness identified or simply to re-shop an area of the service to ensure that the service is still of a high standard.

Residents are requested to attend a meeting to discuss the tasks, preferred method of shop (letter, visit etc) and how many tasks they are willing to undertake (up to a maximum of 5). They are then given five weeks to complete the tasks. All forms can then be returned by post or at the de-brief meeting, whereby residents are given the opportunity to informally share their results.

Following this the Resident Involvement Team then collated the results on to an action plan and send these to the relevant manager of the section mystery shopped. Managers are given two weeks to complete the action plan and return to the Resident Involvement Team identifying improvement to the service as a result of mystery shopping (this could be praise given to staff).

Every six months Board members of South Essex Homes via the Customer Care Leadership Group, the Southend Tenants and Residents Federation and the Tenants Voice Association are provided with a summary of the mystery shopping results.

Mystery shopping your organisation

Option 1.

Organisation to supply South Essex Homes with details of housing service and mystery shopping tasks identified.

South Essex Homes existing resident mystery shoppers to shop your organisation by telephone or e mail.

Target date for completion of forms – five weeks from start of mystery shop.
Information from mystery shop to be collated by South Essex Homes on the Action Plan Form.

Action Plan forms to be sent to organisation (resident Involvement Team) to be forwarded onto relevant manager of section mystery shopped - Allow 2 weeks for response

Completed Action Plan forms from managers to be returned to Resident Involvement Manager of the organisation. Manager to discuss results with senior management.

Cost:

£30 per mystery shop task. Minimum of five mystery shopping tasks to be completed.

Mystery shopping training

Option 1

Organisation advertise for maximum of 18 mystery shoppers to attend training course.

South Essex Homes (Resident Involvement Team) visit organisation and carry ½ day in-house training with residents – venue, lunch and cost to be organised and provided by organisation.

1 or 2 South Essex Homes experienced mystery shoppers to attend to explain the importance of mystery shopping and network during lunch

Cost: £75.00 per person (less that 9 people)

£700 ½ day training course

Expenses - Travel and hotel accommodation (if necessary)

Option 2

Organisation advertise for maximum of 18 mystery shoppers to attend training course in Southend.

Date and venue to be arranged.

Cost: £100 per person