

Mystery Shop Report – Service Standards

A mystery shop of BCH services was completed in January and February of 2025 by BCH involved customers.

The service departments contacted were as follows:

Adaptations
ASB & Neighbourhoods
Assets
Business Support
Care & Repair/Equipment Services
Compliance
Home Ownership & Leasehold
Involvement & Communications
Lettings
MPT/Resilience
Rents
Repairs
Sheltered Housing

Service areas were scored by mystery shoppers in three areas:

1. Service standards via phone
2. Service standards via email
3. Overall Customer service

Mystery shoppers were given a set of scenario questions to ask by the Involvement & Communications (IC) Team asking for information on each BCH service. The mystery shoppers had a different set of questions and different service areas to contact.

A full report detailing the specific findings of individual service areas and volunteer feedback was produced and shared with the Senior Management Team for review.

This report will summarise where service standards did not meet target across all services and details the action plan agreed by SMT which highlights the learning and outcomes from the exercise.

1. Telephone

Service Standard	Answered first time	Standard BCH greeting used	Staff name provided	Enquiry dealt with
Total met	7 (58.33%)	9 (75%)	10 (83.33%)	11 (91.67%)
Total not met	5 (41.67%)	3 (25%)	2 (16.67%)	1 (8.33%)

Reasons service standards not met:

Some service areas took more than one call to get through

One service area had a negative experience on the phone which has been fed back to the manager

One service area did not answer the phone

2. Email

Service Standard	Responded to within 2 working days	Correct email signature used	Staff name provided	Enquiry dealt with
Total met	11 (84.62%)	10 (76.92%)	11 (84.62%)	11 (84.62%)
Total not met	2 (15.38%)	3 (23.08%)	2 (15.38%)	2 (15.38%)

Reasons service standard not met:

One email took 4 working days to respond

One email did not answer the enquiry

One email not responded to

3. Customer Service

Service Standard	Was the Staff member polite?	Was the Staff member interested in helping?	Was the Staff member rude or too quick?
Total met	21 (84%)	22 (88%)	23 (92%)
Total not met	4 (16%)	3 (12%)	2 (8%)

SMT reviewed the specific reasons given in the detailed report about why standards were not met and this has fed into the action plan to embed learning and continual improvement.

Action Plan

Area for improvement identified	Action required	How	Target Date	Completion Date
Standard telephone greeting	All staff to use standard telephone greeting and provide name at start of call	Staff communications to provide update to all staff, reiterating standard greeting. Managers/Team Leaders to add as team meeting/supervision item. Managers/Team Leaders to monitor	July 2025 September 2025 Ongoing	

<p>Response times to emails sent to service inboxes</p>	<p>Service inboxes to be monitored daily and emails responded to within 2 working days.</p> <p>Emails relating to other departments to be forwarded on appropriately and the customer advised.</p>	<p>Staff communications to provide update to all staff, reiterating email response times and re-directing enquiries where necessary.</p> <p>Managers/Team Leaders to add as team meeting/supervision item.</p> <p>Managers/Team Leaders to monitor</p>	<p>July 2025</p> <p>September 2025</p> <p>Ongoing</p>	
<p>Standard email signatures</p>	<p>Email signatures to meet the standard BCH greeting and staff to provide names when responding to emails from a service inbox.</p>	<p>Staff communications to provide update to all staff, reiterating standard email signature, including providing names when responding from service inboxes.</p> <p>Managers/Team Leaders to add as team meeting/supervision item.</p> <p>Managers/Team Leaders to monitor</p>	<p>July 2025</p> <p>September 2025</p> <p>Ongoing</p>	
<p>Customer service principles, including being polite, respectful and helpful.</p>	<p>Right First Time principles to be reiterated and followed, along with BCH's Vision and Values.</p>	<p>Managers/Team Leaders to add as team meeting/supervision item.</p> <p>Managers/Team Leaders to monitor and address any individual issues.</p>	<p>September 2025</p> <p>Ongoing</p>	
<p>Service Standard Review</p>	<p>Service Standards to be reviewed in consultation with customers to ensure they are Specific, Measurable,</p>	<p>Working Group Arranged.</p>	<p>Within 2025/2026</p>	

	Achievable, Realistic and Time-bound. (SMART)	Consultation with customers.		
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