



For further information, please contact

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## **Mystery Shopping**

### **An Introduction & Guide**



*Demonstrating a Strong Commitment to Customer Care*

## What is a Mystery Shopper?

As a Mystery Shopper, you will:

- ✓ Test the quality of customer service that WE provide
- ✓ Wholly from the point of view of YOU.....the customer

And report back to us with your findings

## What does Mystery Shopping do?

- ✓ It is a tool for measuring performance
- ✓ It is a form of 'participant observation' – using shoppers/customers
- ✓ It is a means of measuring the processes that touch the customer (phone, reception, e-mail, letter etc) contribute to what customers value and lead to satisfaction



## Summary

- ✓ Mystery shopping is different from customer satisfaction surveys – it deals with the “here” and “now” of customer service and records in detail each stage of the service
- ✓ It is an ideal way of testing whether we are delivering what we say we will
- ✓ Mystery shopping can identify strengths and weaknesses in the way we deal with customers and helps us to show exactly where service delivery can be improved



## What we would like you to do

### Duties:

- ✓ You will be required to complete and return a form every time you have contact with us for a Mystery Shop
- ✓ You must not tell the person you have contact with that you are a Mystery Shopper
- ✓ You should be truthful about your experience

## What we will do for you

- ✓ Provide on going support and training
- ✓ Provide pre-paid Mosscafe envelopes for the return of your completed forms
- ✓ Send out a 'Thank you' voucher annually in recognition of the mystery shops you have completed
- ✓ Do our best to ensure that your identity remains anonymous



## Methods of Mystery Shopping

- ✓ Visits
- ✓ Telephone calls
- ✓ Letters
- ✓ E-mail
- ✓ Website visits

## What represents good customer service?

- ✓ Time taken to answer the phone/deal with the customer
- ✓ Volunteering staff name
- ✓ Smiling
- ✓ Offering help
- ✓ Asking for information



## What represents good customer service?

**FEELINGS** such as:

- ✓ Were the staff helpful?
- ✓ Did the staff appear interested?
- ✓ Did you feel that the staff will do Something to help you?
- ✓ Did you feel that the staff wanted to help resolve the problem?



## So, who are we looking for?

We are looking for enthusiastic tenants and residents to become Mystery Shoppers who will test our services as a continuously improving project.

**Ideally, a Mystery Shopper should be:**

- ✓ A good communicator
- ✓ Committed to assisting Mosscares or Mossbank in reviewing our services
- ✓ Objective
- ✓ Honest and open
- ✓ Discrete – you should not reveal to anyone that you are a Mystery Shopper

