

CUSTOMER FEEDBACK – CUSTOMER JOURNEY

Report of the Director of Housing & Customer Service

1. SUMMARY OF REPORT

Derby Homes has for the past year carried out mystery shopping exercises across a range of our services. This report provides the Local Housing Board with detail of the process and outcomes.

2. RECOMMENDATION

The Local Housing Board

1. notes the contents of the report
2. approves extending the mystery shopping scheme and introduces incentives to encourage more tenants and leaseholders to volunteer their time.

3. MATTER FOR CONSIDERATION

- 3.1 Derby Homes has been using mystery shopping as a method of checking the standard of service delivery for the past year. The 'shops' are carried out by tenants, they have visited local housing offices, empty properties and more recently blocks of flats. They also make inbound telephone calls to the Enquiry Centre to quality monitor the standard of service and information given.
- 3.2 At the Local Housing Offices the mystery shoppers check the standard of cleanliness of the reception area and that all relevant posters and information are on display and up to date. They also check that the staff are smart, wearing their uniform and their name badges are visible. On each 'shop' a different question is asked and the response and attitude of the staff member noted.
- 3.3 When visiting empty properties a checklist is completed to see if the tenants agree that these are indeed ready to let and if the property meets the minimum standards.
- 3.4 The communal areas of the flats are inspected, internally and externally, again a checklist is completed. The results have been checked against the surveys completed by staff to ensure consistency.
- 3.5 On completion of the mystery shopping exercises all of the data is collected and outcomes are sent to the relevant managers who are then accountable for ensuring any actions are taken.

- 3.6 Appendix 1 provides more detail on the individual processes and outcomes from the mystery shops undertaken during quarter 2.
- 3.7 We are currently looking into extending the mystery shopping process and introducing incentives to encourage more tenants and leaseholders to volunteer their time. Mystery shopping provides valuable feedback which can be used to develop and improve our services.

The areas listed below have no implications directly arising from this report

- Financial and Business Plan Implications
- Consultation
- Legal and Confidentiality
- Personnel
- Environmental
- Equalities Impact Assessment
- Health & Safety

If Board members or others would like to discuss this report ahead of the meeting please contact the author, or the Chief Executive, phil.davies@derbyhomes.org - Tel 01332 711010

Author: Maria Murphy, Director of Housing & Customer Service, Tel: 01332 711012
Email: maria.murphy@derbyhomes.org

Background Information: None.

Supporting Information: None.