

Case study

Putting market research to work: *Mystery Shopping*

Organisation:

Training and support provider

Situation:

Our client was seeking to **improve call handling and advice offered by customer-facing staff** in order to provide an optimum service to potential customer enquirers

Challenge:

To identify **areas for improvement** in terms of call handling and quality of advice offered, and to **benchmark performance** against previous performance benchmarks established over several years

Solution:

An annual **telephone-based mystery shopping programme**. The Call Centre is contacted by 'mystery shoppers' in the manner of a typical enquirer, using questions pre-agreed with the client. Call handling performance is monitored against a set of performance measures (e.g. number of rings before phone is answered, politeness, helpfulness) and advice offered is recorded and validated

Outcome:

The findings from the mystery shop **identified areas for improvement** in call handling and content of advice offered by employees to telephone enquirers, and have been used to directly improve several aspects of the service offered by our client

Consequence:

Our client is **able to continually improve call handling and advice**. This research is used by management to refine employee training programmes and as a staff motivational tool - and indeed the frequency of the programme is being increased for a swifter feedback loop

Project at a glance:

What?	Why?	Who?	How?	How many?	How much?
Qualitative research <input type="checkbox"/>	Customer satisfaction <input checked="" type="checkbox"/>	Customers <input type="checkbox"/>	Desk research <input type="checkbox"/>	1-20 respondents <input type="checkbox"/>	£0-£5,000 <input type="checkbox"/>
Quantitative research <input checked="" type="checkbox"/>	Market monitoring <input type="checkbox"/>	Non-customers <input type="checkbox"/>	Focus groups <input type="checkbox"/>	20-50 respondents <input type="checkbox"/>	£5,000 - £10,000 <input type="checkbox"/>
Marketing consultancy <input type="checkbox"/>	Product development <input type="checkbox"/>	Employees <input checked="" type="checkbox"/>	Telephone interviews <input checked="" type="checkbox"/>	50-100 respondents <input checked="" type="checkbox"/>	£10,000 - £15,000 <input checked="" type="checkbox"/>
	Brand development <input type="checkbox"/>	Stakeholders <input type="checkbox"/>	Face-to-face interviews <input type="checkbox"/>	100-500 respondents <input type="checkbox"/>	£15,000 - £20,000 <input type="checkbox"/>
	Creative development <input type="checkbox"/>	Suppliers/partners <input type="checkbox"/>	On-street/site interviews <input type="checkbox"/>	500-1000 respondents <input type="checkbox"/>	£20,000 - £25,000 <input type="checkbox"/>
		Distributors <input type="checkbox"/>	Hall tests <input type="checkbox"/>	1000+ respondents <input type="checkbox"/>	£25,000+ <input checked="" type="checkbox"/>

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