

## MYSTERY SHOPPING FEEDBACK – November 2014

Three service users and two managers took part in a mystery shopping exercise to provide feedback on how Families First was responding to potential service users.

Service users were briefed about the context and taken through the ratings in terms of what outstanding, good, requires improvement and inadequate are in relation to customer service and our expectations in Families First.

We agreed the case study (below) as the scenario that would form the basis of the mystery shopping exercise.

Case study is from the perspective of a mother who has a young son.

- Need help with contact with dad
- Dad is texting, calling all the time and has asked friends to pressure me to let him see son
- When we were together he used to keep my benefits, not let me see my friends
- He hit me a few times, but never any bruising
- My son is playing up a bit in school
- He is always asking me to see dad
- I struggle to get him up in the morning

The outcome of this exercise was two inadequate responses and one good (almost outstanding!) response, see quotes and feedback from the service users involved below.

*'The whole call could have been a lot better. The worker showed no empathy, no concern'*

*'I expressed that I did not feel comfortable and I was told that I should think of my child's emotional wellbeing'*

*'Flat attitude and unwelcoming'*

*'Very friendly, pleasant, empathetic and compassionate'*

*'I felt comfortable and she asked about my son's school'*

Another service user said *'I think it's important for Family support workers to say exactly what they do and what's on offer'*

*'I was asked what I need help with but they did not relay it back to me'*

*'She (family support worker) praised me for being strong and said that Families First could help'*

In another call the service user described how she had not been given an offer of help only a phone number.

**Overall themes:**

- Making sure name is given when answering phone
- Be curious, show interest, smile
- Know that the service user will be scared and will not call twice, so we really need to get it right!
- You will only be told what you ask for, if you don't probe you will not find out
- Don't dismiss or pass the buck, if it isn't us, then make sure you take ownership of that and "hold their hand" into the relevant service

**Next steps:**

- Each team to have training on customer care including role play
- New mystery shopping to happen before end of June 2015

**Update: remedial action undertaken**

- Feedback shared at Families First management meeting
- Each individual involved had one-to-one feedback
- Each team participated in customer care training
- New mystery shopping exercise planned for 28th April 2015.