



**KEMPSEY**  
Shire Council

## **DIRECTOR CORPORATE AND COMMUNITY SERVICES REPORT**

12<sup>th</sup> December 2006

### **DCCS4                      CUSTOMER MYSTERY SHOP RESULTS FILE: 458**

#### **SUMMARY:**

Reporting that the Customer First Centre has received positive feedback on service levels as a result of a Mystery Shop campaign.



#### **DESCRIPTION:**

Council is a member of the Local Government Customer Service Network Inc and members were invited to participate in a Mystery Shop Campaign to receive an impartial report on service levels offered by Councils through their call centres. Twenty one (21) councils agreed to be involved in the survey.

Ten (10) questions (common issues and queries) were used to assess the knowledge and skills of call centre staff in the areas of:

- Planning
- Neighbourhood disputes
- Determine the operator's knowledge of council electorate
- Operator's abilities to deal with problematic callers.

Each question was asked by a different operator from the Well Done Group with each operator asking and assessing the same question with all councils. No indication was given by the operator that this was a mystery shop exercise however, Customer First Customer Service Officers were told that sometime in the coming months, we would be participating in a mystery shopping exercise.

Each question was scored utilising the criteria of "Poor", "Average", "Good", "Very Good" and "Excellent".

The Customer Service Officers were assessed on and the scoring reflected the following assessment:

	<b>Poor</b>	<b>Average</b>	<b>Good</b>	<b>Very good</b>	<b>Excellent</b>
<b>Speed in answering call</b>	0	0	1	4	5
<b>Telephone manner</b>	0	0	0	5	5
<b>General knowledge</b>	0	0	2	5	3
<b>Willingness to assist</b>	0	0	1	4	5
<b>Call conclusion</b>	0	0	1	3	6

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The results were extremely positive with Kempsey Shire Council Customer Service Officers consistently scoring higher than the average for participating councils in NSW: -

	<b>KSC</b>	<b>STATE AVERAGE</b>
<b>Speed in answering calls</b>	88%	75%
<b>Telephone manner</b>	90%	75%
<b>General knowledge base</b>	82%	69%
<b>Willingness to assist</b>	88%	72%
<b>Call conclusion</b>	90%	70%
<b>Average time on hold</b>	1.13 minutes	1.33 minutes
<b>Average time on call</b>	3.13 minutes	2.16 minutes

**REPORT IMPLICATIONS:**

*Environmental*

*N/A*

*Social*

*N/A*

*Economic (Financial)*

*N/A*

*Policy or Statutory*

*N/A*

*Director's Review*

*These results achieved through external testing confirm that Councils Customer First Centre is providing excellent service.*

**RECOMMENDATION:**

**For your information.**

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**G B Snape**

**DIRECTOR CORPORATE & COMMUNITY SERVICES**