

TEAM MYSTERY SHOPPER – A CASE STUDY

A council based in the South East of the UK presented us with some challenges: *How to review the new customer service standards for the forthcoming audit in an interesting and innovative way, whilst at the same time encouraging cross departmental co-operation and team work?*

The client was keen to ensure the event was as practical and “hands on” as possible, traditional “training” was not on the agenda! Evidence was also needed for the auditor that real changes to service delivery had been implemented.

Working with the client to agree the specific learning outcomes desired we conducted a thorough training needs analysis to design the event. The solution – Team Mystery Shopper!

Using the organisation’s new customer service standards we asked participants to individually contact a range of organisations (sector and non sector) to experience service delivery and assess how well they think others performed.

Participants were asked to prepare a short presentation on their findings, working with colleagues from a different department.

Key outcomes of the event:

- Recognition of poor and excellent customer service experiences
- A deep understanding of their organisations new service standards
- A huge list of service improvement ideas for their own organisation
- Improved understanding of the customer service issues faced by their colleagues in other departments, and the “links” in the chain between the departments in delivery of external customer service
- Evidence for the auditor that service improvements were being identified and implemented
- High levels of commitment to the change ideas identified from the staff and managers who would ultimately be asked to implement the service improvements

Contact us now. martin@martingilhooly.com or call 07712 656447

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