

Disruptive
Innovators
Network

DIN's Mystery Shopping Offer



In partnership with



Big Picture
TRAINING

DIN delivery partner

switchee

We all expect great customer service in our everyday lives, but is that what your tenants get from your organisation?


With changing customer expectations about the speed and efficiency of service from that initial moment of contact, now's the time to find out.



At DIN we're offering an expert insight into the experience tenants get via your contact centre and website, which are often their very first points of contact for queries about repairs, rent, support services and more.

Ensuring these interactions are positive and effective is crucial for tenant satisfaction and building trust. Mystery shopping offers an external and impartial real-time assessment of the quality offered to tenants, highlighting strengths and pinpointing areas for improvement.

DIN's Mystery Shopping Offer



We've teamed up with industry expert Jo Leckie at Big Picture Training, to offer a mystery shopping package, all delivered off-site, designed to deliver an accessible, affordable, quick and impartial test of your customer experience.

We'll delve into your customer interactions through your contact centre or website and give an unbiased and detailed assessment of their quality, speed, care and consistency, helping you make improvements and enhance service delivery to not just meet, but exceed resident expectations.

DIN's Mystery Shopping Offer

Tailored mystery shopping

- Specially tailored calls that reflect the most important and common enquiries such as repairs, rent queries, applications and anti-social behaviour reports
- Diverse scenarios based on tenant demographics, property types and regions to give you a holistic view of customer service

Detailed reporting with recommendations

- In-depth reports with analysis of each interaction
- Identification of training gaps and suggested actions to improve your customer service
- Benchmarking against consumer standards and codes

Review of calls and digital interactions

- An appraisal of phone, email, live chat and social media discussions, to give you a full view of performance across all channels
- Evaluation of key aspects such as response time, empathy, communication skills, accuracy of information and the controls followed

Performance tracking over time

- Further mystery shopping to track improvements
- Quarterly or bi-annual follow-ups to give a longer-term view

As an individual offer shaped to your business, our approach is delivered off-site but also scalable, so whether you want to test through five calls, 30 calls or sign up to a 12-month programme to build a timeline of data and trends, we can deliver to meet your aims.

What are the benefits?

Enhanced customer experience

We'll help you spot and correct service issues before they impact resident satisfaction.



Increased trust

By showing a commitment to transparency and service improvement.



Continuous improvement

We'll track performance over time so you can be sure positive change is happening.



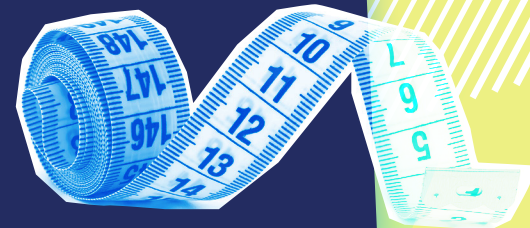
Actionable feedback

We'll give clear, constructive feedback, with recommendations you can use to plan improvements.



Tailored solutions

We can shape the package specifically to your organisation.



What does it cost?

A mystery shop of the customer contact centre telephone service

- Five telephone calls over one week, at various times of the day.
- Evaluation of key aspects of the customer experience including response time from the start of the call to a conversation with a member of staff, the call waiting and handling experience and the cost to your tenant.
- A report analysing each interaction, including scores on each aspect measured.
- Identification of training gaps and practical recommendations to improve service.
- Further mystery shopping assessments at one, three and six months.

£1,375 + VAT

A mystery shop via your website

- Five contact enquiries submitted via the 'contact us' form on your website.
- Evaluation of key aspects of the customer experience including the quality and timeliness of the automated response, an evaluation of the formal written response, including wording, tone and the information provided, as well as whether it met the timescales outlined in the initial response.
- A report analysing each interaction, including scores on each aspect measured.
- Identification of training gaps and practical recommendations to improve service.
- Further mystery shopping assessments at one, three and six months.

£950 + VAT

This is a bespoke and affordable service that's delivered remotely and tailored to your organisation, so just contact us for a chat to find out more, or discuss exactly what you need and we'll then confirm a cost.

Want to know more?

If you are interested and would like to know more,
please get in touch with Andrea Jolly at
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