

## ReAction Report For Communication Mystery Shop October 2007

This Mystery Shop was conducted to evaluate communication with our customers by testing the quality and efficiency of the Gloucester City Homes' website, our response to the request for information and general customer service. Please refer to the Communication Mystery Shop Evaluation for the full analysis. Our response to the remedial action identified as result of the exercise is as follows.

| Area for improvement                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Our response                                                                                                                                             |
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| <ul style="list-style-type: none"> <li>• <b>Policy/procedure sent out by post:</b> no explanation letter included with documents and no contact details provided should customer require further information.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                          | Customer Services Officers to be reminded that letters or compliment slips must be included with any items sent following customer requests.             |
| <ul style="list-style-type: none"> <li>• <b>Information request by email:</b> only one out of the three requests for information had initial responses within the target of one working day – one Shopper had to wait nine days. Two Shoppers were not sent the information as requested but were instead referred to the GCH website. Although the ability to view the website was a logical assumption to make by the staff member, the request to have the information sent by email was not actioned. No contact details provided should the customer require further information.</li> </ul> | Handling of emails and information requests to be reviewed with the customer services team to ensure that service standards are maintained at all times. |
| <ul style="list-style-type: none"> <li>• <b>Customer service:</b> on two occasions staff members omitted their job title or name when speaking on the telephone.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                       | Customer Services Team Leader to ensure these service standards are met at all times                                                                     |

# REACTION



If you have any further questions or comments please do not hesitate to contact us:

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