

**Appendix 1 - Summary of findings/recommendations following Mystery Shopping Report:  
Customer touch points (June 2019) - Service Improvement Action Plan**

Mystery Shopping - Finding/recommendations	Rosebery's response and action to be taken	Timeframe for delivery and progress	Lead officer (s)
<b>Tenant Portal - 'My Rosebery'</b>			
<p>Shoppers suggested a feature to upload photos in the messaging section of the portal would be useful.</p> <p>A few shoppers found all their messages/cases in the portal were being closed immediately after a staff member responded. This was unhelpful as they had to raise a new ticket to carry on the conversation.</p> <p>One shopper raised a repair on the portal, but it vanished. She did not see the repair until someone contacted her</p> <p>Shoppers suggested more etiquette/corporate guidelines needs to be established with written responses when using 'My Rosebery', there was no consistency in staff members, stating their names and job titles. Most just offered their team names, shoppers felt this was not very personally. There were spelling/grammar mistakes and no greeting.</p>	<p>We are delighted that shoppers liked using the 'My Rosebery' tenant portal and found it easy to use and helped to improve their communications with Rosebery.</p> <p>We accept the feedback received on how the tenant portal user experience can be improved and our IT department will work with our product developer, to incorporate all the suggested changes.</p> <p>Staff will be reminded of Rosebery's writing style guide to ensure consistency in corporate greeting and endings for all written communications and telephone use</p>	<p><b>Completed - October 2019</b></p> <p>Photos can now be uploaded when raising repair requests.</p> <p>Work is being developed to also upload photos within the messaging section</p> <p><b>Completed - September 2019</b></p> <p>A revised style guide for written and verbal communications for staff that communicate with residents has been distributed</p>	<p><b>Head of IT</b></p>        <p><b>Head of Marketing &amp; Communications</b></p>

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<b>Response times and quality of communications</b>			
<p>Shoppers were disappointed that they did not receive a response to 32.5% of their queries'</p> <p>Shoppers were frustrated with the customer service received from the Neighbourhood Team, in terms of lack of responses received to their emails</p> <p>.</p>	<p>We are disappointed to learn that we have failed to meet our published service offer for responding to letters and emails. Each of the cases where we have failed to meet our target of five working days, will be subjected to a robust investigation to understand the reason for the delay and how this can be improved.</p> <p>We are pleased to note that this did not offer a negative impact on shopper's overall experience and most of our responses met their expectations and shoppers were happy with the service provided.</p> <p>This outcome of this has seen an upward trend in shopper's overall satisfaction, compared to the mystery shop of our touch points, completed in June 2018</p>	<p><b>Completed – September 2019</b></p> <p>A detail analysis has been carried out and a fix has been put in place, to ensure emails are responded to within target time. We have also introduced a rota duty officer to support the management of general enquiries</p>	<p><b>Customer Experience Team Leader</b></p> <p><b>Neighbourhood Team Leader</b></p>
<b>Standard of customer service and quality of experience</b>			
<p>Shoppers agreed that once contact was made with Rosebery, the customer service provided by all staff met their expectations all were treated with respect, friendly and polite.</p>	<p>This is excellent news and we are very pleased to receive this feedback. Our aim is to achieve excellence in customer service and this supports the training and development that is offered to all Rosebery staff.</p>		

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Shoppers were particularly in impressed with the customer service provided by the Customer Experience, Income and Repair Teams. In terms of their efficient and professional responses, that were quick and concise.	The findings of the mystery shopping report will be circulated internally to all staff.	<b>Completed – August 2019</b>	<b>Head of Housing &amp; Customer Experience</b>
Shoppers reported that were inconsistencies with receiving auto-acknowledgements from service teams' mailboxes.	Noted and this will be reported to our IT Team to investigate and resolve	<b>Completed – October 2019</b> Action has been implemented to resolve this issue	<b>Head of IT</b>