Work Time Listening and Learning Brief

Mystery shopper exercise

June 2016

Intended Audience: Customer service points/Enquiry offices

Managers’ Brief

Introduction

An independent research organisation, TNS already conducts a mystery shopper exercise in Post Offices and this scheme will extend to Customer Service Points/enquiry offices.

Overview

Following the successful Prohibited and Restricted Goods training module, we are now accepting stamped mail in enquiry offices. The Civil Aviation Authority requires us to follow the correct acceptance process for mail, and it requires us to check the processes are followed. A reminder of this is included in the attached process map. This can be printed and kept as a crib sheet.

To check the processes, we are working with an independent research company, TNS, to conduct Mystery Shopper exercises in Customer Service Points/enquiry offices. They already do this in Post Offices.

A Mystery Shopper will bring a stamped item to a Customer Service Point/enquiry office. They will then observe whether the processes are followed.

A report will then be prepared by TNS and sent to Royal Mail, with information on how the offices performed. No individuals will be identified or mentioned in the report. The report will help us carry out further training at offices that did not follow the processes correctly.

We are working with the CWU and will share the information we received from TNS with the CWU.

Actions

Ensure that everyone who works in the Customer service Point/Enquiry Office has completed the Prohibited and Restricted Goods training module.

Mystery shoppers will not identify themselves so it’s important to carry out all the processes correctly with every customer.

If you are unsure about what you are expected to do, please ask your manager, who will be able to take you through the training.

Refer to previous WTLLs on the subject. They can be accessed here and here.

If you have any questions about WTLL please contact WTLL@royalmail.com
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Facilitation tips

- Review the WTLLs and explain the processes to follow
- Check whether Customer Service Points/enquiry office colleagues have carried out the training and arrange for them to do so if not
- Highlight the importance of getting the processes right every time to ensure we offer the best service to our customers.
- Ensure parcel acceptance posters are on display.