

Company	Demonstrating
Becta – Home Access	Effective mystery shopping.



Driving increased service through mystery shopping.

Business aim

- To check that customer service and operational standards meet the levels specified, and to provide feedback to direct improvements to the programme, during its life.



GfK

Key steps

- Grant Administration Centre Calls
- Supplier Calls
- Retailer Visits
- Online Customer Survey
- Results delivered through customised summary reports & in-depth presentations.



Key outcome and client quote

- The programme has provided essential data measuring on all aspects of the customer journey. The greatest achievement has been in improving customer service at point of sale.

▪ Sally Beswick, Home Access Marketing Insight

Manager comments:

“I have very much enjoyed working with the GfK team, and felt the MS study added real value to the Home Access programme, delivering improved customer service to grant recipients. Thank you for your professionalism during the project”.

▪ Andy Bruen, Home Access Commercial Marketing Manager comments:

“The work and output returned from the first wave of Mystery shops proved invaluable in providing credible feedback to our suppliers. The final analytical digest and client presentation was second to none”