

# casestory

Using mystery shopping to successfully measure and improve staff performance and facilities

## Business Aim

- The development of Customer Service standards that all Bus Station and Travelshop staff are expected to adhere to.

## Key Steps

- Historically GMPTE measured the quality of bus station facilities using an inspection regime, but this was discontinued due to its concentration on asset management and lack of input into staff performance. The mystery shopping programme replaced it, concentrating on all aspects of the customer experience, including staff interaction, signage and information, ticketing and environment.

## Key Outcome

- The 2010 results have been particularly well received within the Bus Station Operations team, amongst bus station staff, district service managers and senior level management. Changes to the way that services are being provided are slowly but surely being changed through both small and significant steps.
- Customer Service standards were emphasised during ongoing programmes of Customer Service training for all Bus Station and Travelshop staff throughout 2010.

*“The Mystery Shopping division of GfK NOP have worked hard to recruit and train a completely new panel of mystery shoppers in Greater Manchester specifically for our Bus Station and Travelshop performance measurement programme. GfK NOP developed a questionnaire and scenarios for the shoppers to carry out successfully. All the fieldwork aspects of the project were well planned and managed. Reports were provided as requested, and in a timely manner.”*

Vicki Goldblatt, Research Officer, GMPTE

**Company:** Greater Manchester Public Transport Executive **Demonstrating:** Effective Mystery Shopping

**GfK Mystery Shopping**  
King Charles House  
Park End Street  
Oxford OX1 1JD  
Tel: +44 (0)1865 262701

GfK