

# casestory

Large multi-channel national programme for government agency

## Business Aim

The main objective of the programme was to measure the standard of service across the network of offices and call centres, with a focus on:

- Ensuring members of staff are providing accurate information
- Accessibility of JCP services
- Efficient call handling
- Treatment of customers, making sure they are treated with respect, listened to and helped



Part of the Department  
for Work and Pensions

## Key Steps

- Compiling and maintaining directory of over 700 offices and over 100 contact centres.
- Developing robust scenarios to effectively measure key elements of customer service.
- Key areas for improvement highlighted through individual reports, a secure reporting website and customised management information.

## Client Quote

*"GfK have successfully delivered a mystery shopping research programme for us over a number of years. They have always worked with us to refine and develop the research undertaken – to aim it at specific areas of our business where we wanted to fully understand the service given to our customers. This has allowed us as a business to address areas for improvement and provide high quality feedback to staff."*

Lindsay Tickle, Performance Reporting Team

Company: **Jobcentre Plus** Demonstrating: **Effective mystery shopping**

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The GfK logo, consisting of the letters "GfK" in white on an orange square background.