

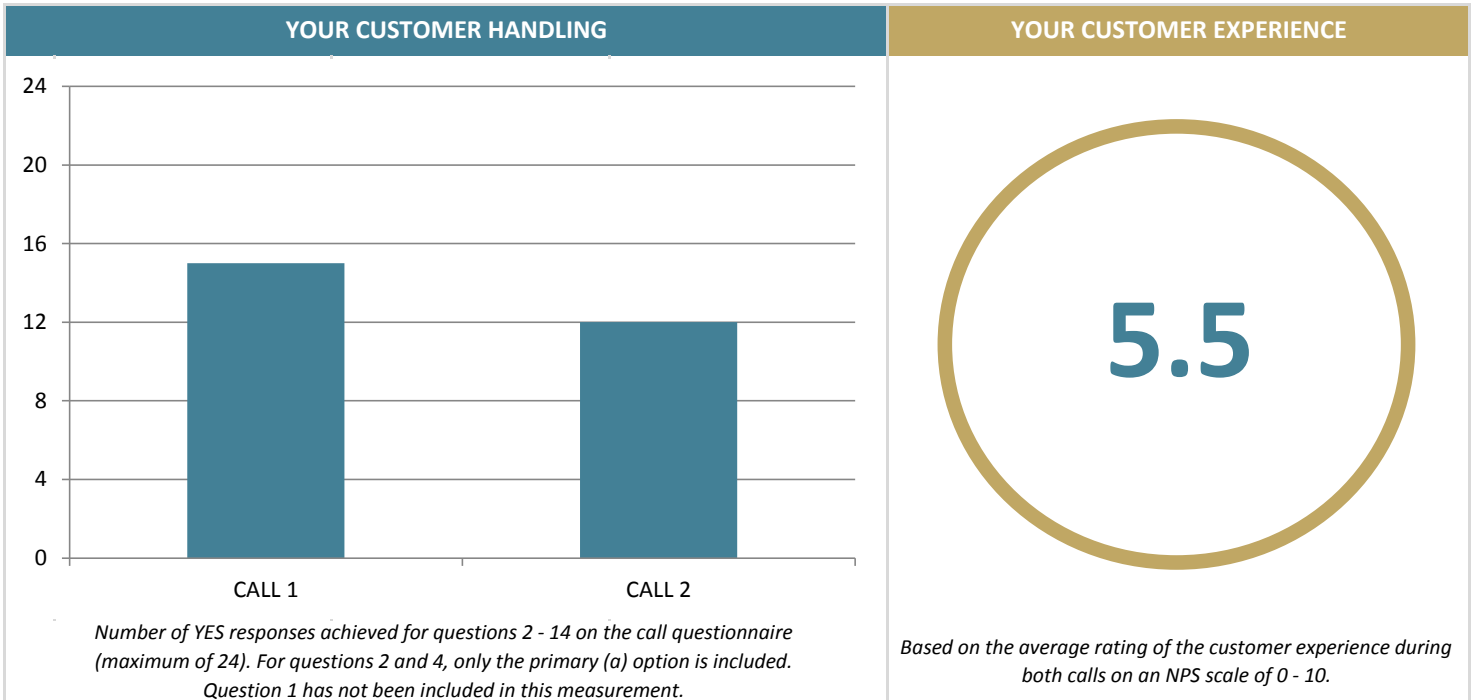
# YOUR MYSTERY SHOP SUMMARY



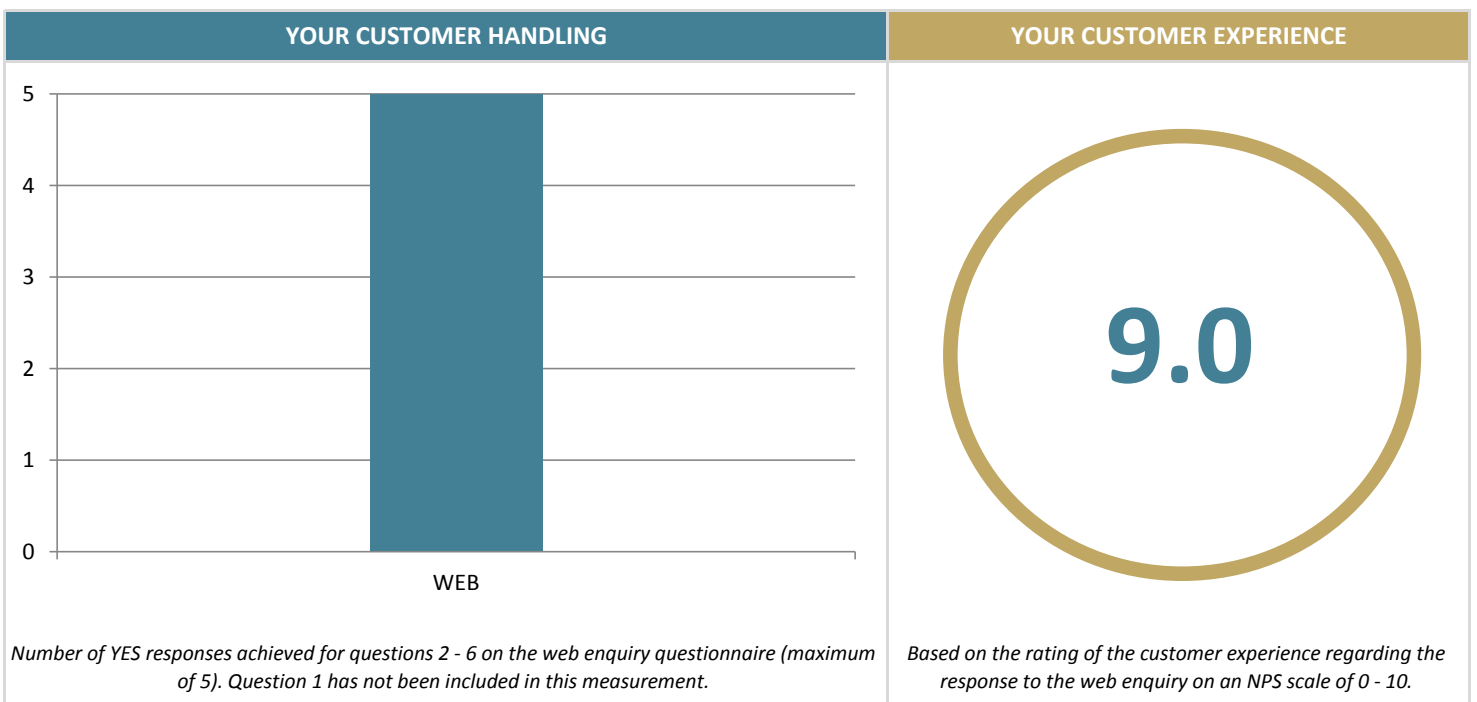
**BEST**  
ESTATE AGENT GUIDE  
2018

AGENT	ABC ESTATES
LOCATION POSTCODE	KT22 8RA
SALES or LETTINGS	SALES

## MYSTERY CALLS



## MYSTERY WEB ENQUIRY



YOU RESPONDED TO THE MYSTERY WEB ENQUIRY WITHIN	30 MINUTES
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CUSTOMER HANDLING			
1	When did you speak to a person?	a) First Attempt b) Second Attempt c) Not Answered (2 attempts)	<b>YES</b>
2	How long did it take to get through to a person?	a) Up to 10 Seconds b) 11 to 30 Seconds	<b>YES</b>
3	Did the call handler answer in an enthusiastic manner?		<b>YES</b>
4	Did the call handler answer your question?	a) Yes - PLUS Offered Further Information b) Yes - Answered My Basic Question Only c) No	<b>YES</b>
5	Did the call handler offer more information on the property/area/local marketplace?		<b>YES</b>
6	What contact information were you asked for?	(a) Name b) Home Address c) Email Address d) Phone Number	<b>YES</b> <b>YES</b> <b>YES</b> <b>YES</b>
7	Did the call handler ask which method of contact you would prefer?		<b>NO</b>
8	Were you asked about your situation?	a) Current Property Situation b) If You Will Be Buying With Anyone Else c) Your Timescales d) How you will be financing the move	<b>YES</b> <b>NO</b> <b>YES</b> <b>NO</b>
9	Were you asked about your requirements/preferences?	a) Property Type b) Size/Rooms c) Price Range/Budget d) Location/Catchment Area e) Other Requirements/Preferences	<b>YES</b> <b>NO</b> <b>NO</b> <b>YES</b> <b>NO</b>
10	Did the call handler give you their name at any point during the call?		<b>YES</b>
11	Did the call handler tell you how they would use your data at any point during the call?		<b>NO</b>
12	Were you encouraged to arrange a viewing?		<b>YES</b>
13	Did the call handler reconfirm the next steps/actions with you?		<b>NO</b>
14	Did the call handler close the call in a friendly and upbeat manner?		<b>YES</b>

### CUSTOMER EXPERIENCE

Based on this call, how likely are you to recommend them as an Agent to deal with?

**7**

*Customer Experience measure is based on NPS measurement, 0 - 10.*

CUSTOMER HANDLING		
1	When did you speak to a person?	<ul style="list-style-type: none"> <li>a) First Attempt</li> <li>b) Second Attempt <b>YES</b></li> <li>c) Not Answered (2 attempts)</li> </ul>
2	How long did it take to get through to a person?	<ul style="list-style-type: none"> <li>a) Up to 10 Seconds</li> <li>b) 11 to 30 Seconds <b>YES</b></li> </ul>
3	Did the call handler answer in an enthusiastic manner?	<b>NO</b>
4	Did the call handler answer your question?	<ul style="list-style-type: none"> <li>a) Yes - PLUS Offered Further Information</li> <li>b) Yes - Answered My Basic Question Only <b>YES</b></li> <li>c) No</li> </ul>
5	Did the call handler offer more information on the property/area/local marketplace?	<b>NO</b>
6	What contact information were you asked for?	<ul style="list-style-type: none"> <li>(a) Name <b>YES</b></li> <li>b) Home Address <b>YES</b></li> <li>c) Email Address <b>YES</b></li> <li>d) Phone Number <b>YES</b></li> </ul>
7	Did the call handler ask which method of contact you would prefer?	<b>YES</b>
8	Were you asked about your situation?	<ul style="list-style-type: none"> <li>a) Current Property Situation <b>YES</b></li> <li>b) If You Will Be Buying With Anyone Else <b>NO</b></li> <li>c) Your Timescales <b>NO</b></li> <li>d) How you will be financing the move <b>NO</b></li> </ul>
9	Were you asked about your requirements/preferences?	<ul style="list-style-type: none"> <li>a) Property Type <b>NO</b></li> <li>b) Size/Rooms <b>YES</b></li> <li>c) Price Range/Budget <b>NO</b></li> <li>d) Location/Catchment Area <b>YES</b></li> <li>e) Other Requirements/Preferences <b>NO</b></li> </ul>
10	Did the call handler give you their name at any point during the call?	<b>YES</b>
11	Did the call handler tell you how they would use your data at any point during the call?	<b>YES</b>
12	Were you encouraged to arrange a viewing?	<b>NO</b>
13	Did the call handler reconfirm the next steps/actions with you?	<b>YES</b>
14	Did the call handler close the call in a friendly and upbeat manner?	<b>YES</b>

CUSTOMER EXPERIENCE	
Based on this call, how likely are you to recommend them as an Agent to deal with?	<b>4</b>

## YOUR MYSTERY WEB ENQUIRY

CUSTOMER HANDLING			
1	How quickly were responses received?	a) Within 30 Minutes b) 31 - 60 Minutes c) 61 - 120 Minutes d) 121 - 210 Minutes e) 211 - 510 Minutes f) No Response Within 1 Working Day	<b>YES</b>
<i>Measured in working minutes</i>			
<i>i.e. between 09:00 and 17:30, Monday to Saturday</i>			
2	Was the email correctly personalised to you?		<b>YES</b>
3	Were you thanked, or shown appreciation for your enquiry?		<b>YES</b>
4	Were you given any reassurance that the Agent could help with your enquiry?		<b>YES</b>
5	Did the email suggest the next steps/actions to you?		<b>YES</b>
6	Did the email clearly provide the full contact details for the Agent?		<b>YES</b>

CUSTOMER EXPERIENCE	
Based on this experience, how likely are you to recommend them as an Agent to deal with?	<b>9</b>

*Customer Experience measure is based on NPS measurement, 0 - 10.*

## YOUR MYSTERY CALL VS NATIONAL AVERAGE

CUSTOMER HANDLING		CALL # 1	CALL # 2	NATIONAL AVERAGE	
1	When did you speak to a person?	a) First Attempt	YES	89.5%	
		b) Second Attempt		YES	7.4%
		c) Not Answered (2 attempts)			3.1%
2	How long did it take to get through to a person?	a) Up to 10 Seconds	YES	75.4%	
		b) 11 to 30 Seconds		YES	24.6%
3	Did the call handler answer in an enthusiastic manner?		YES	NO	94.1%
4	Did the call handler answer your question?	a) Yes - PLUS Offered Further Information	YES		52.3%
		b) Yes - Answered My Basic Question Only		YES	34.3%
		c) No			13.4%
5	Did the call handler offer more information on the property/area/local marketplace?	YES	NO	27.6%	
6	What contact information were you asked for?	(a) Name	YES	YES	59.5%
		b) Home Address	YES	YES	35.9%
		c) Email Address	YES	YES	40.7%
		d) Phone Number	YES	YES	55.5%
7	Did the call handler ask which method of contact you would prefer?	NO	YES	8.2%	
8	Were you asked about your situation?	a) Current Property Situation	YES	YES	43.0%
		b) If You Will Be Buying With Anyone Else	NO	NO	8.3%
		c) Your Timescales	YES	NO	27.4%
		d) How you will be financing the move	NO	NO	20.5%
9	Were you asked about your requirements/preferences?	a) Property Type	YES	NO	23.8%
		b) Size/Rooms	NO	YES	27.7%
		c) Price Range/Budget	NO	NO	32.3%
		d) Location/Catchment Area	YES	YES	28.4%
		e) Other Requirements/Preferences	NO	NO	17.7%
10	Did the call handler give you their name at any point during the call?	YES	YES	59.5%	
11	Did the call handler tell you how they would use your data at any point during the call?	NO	YES	13.5%	
12	Were you encouraged to arrange a viewing?	YES	NO	67.9%	
13	Did the call handler reconfirm the next steps/actions with you?	NO	YES	73.1%	
14	Did the call handler close the call in a friendly and upbeat manner?	YES	YES	88.7%	

CUSTOMER EXPERIENCE	CALL # 1	CALL # 2	NATIONAL AVERAGE
Based on this call, how likely are you to recommend them as an Agent to deal with?	7	4	4.67

Customer Experience measure is based on NPS measurement, 0 - 10.



## YOUR MYSTERY WEB ENQUIRY VS NATIONAL AVERAGE

CUSTOMER HANDLING		WEB	NATIONAL AVERAGE
1	How quickly were responses received?	a) Within 30 Minutes	20.3%
		b) 31 - 60 Minutes	12.7%
		c) 61 - 120 Minutes	10.0%
		d) 121 - 210 Minutes	5.9%
		e) 211 - 510 Minutes	10.8%
		f) No Response Within 1 Working Day	40.3%
<i>Measured in working minutes i.e. between 09:00 and 17:30, Monday to Saturday</i>			
2	Was the email correctly personalised to you?	YES	84.9%
3	Were you thanked, or shown appreciation for your enquiry?	YES	70.2%
4	Were you given any reassurance that the Agent could help with your enquiry?	YES	22.6%
5	Did the email suggest the next steps/actions to you?	YES	45.7%
6	Did the email clearly provide the full contact details for the Agent?	YES	92.1%

CUSTOMER EXPERIENCE	WEB	NATIONAL AVERAGE
Based on this experience, how likely are you to recommend them as an Agent to deal with?	9	2.74

*Customer Experience measure is based on NPS measurement, 0 - 10.*