



# Mystery Shopper Volunteer Program (MSVP)

# Purpose of Briefing

- The purpose of this briefing is to update the Quality of Life Committee about the Mystery Shopper Volunteer Program.

# What is this Mystery Shopper Program?

- The Mystery Shopper Program provides volunteers the opportunity to rate their satisfaction with the level of customer service and the quality of service they receive from the City of Dallas 311 System & service delivery departments.

# Why are we asking for Citizen input?

- To get customer feedback and be responsive to our customers needs
- To partner with community and neighborhood groups
- To continue to improve city services
- Our customers are the best people to use in evaluating our services

# Mystery Shopper Volunteer Program

Original Mystery Shopper pilot program initiated in FY 04-05

- 49 people received training and showed an interest in the program; however, the actual number of evaluations completed was very low
- As a result city staff held a focus group in order to evaluate the program
- Based on participant comments staff is proposing a redesign of program

# Mystery Shopper Volunteer Program Improvement

- Focus group suggestions on improving the program included:
  - Greater partnership with Homeowners Associations and community groups.
  - Redesign of evaluation tool – narrow the focus
  - Recognize and reward volunteers

# Partnership with HOA and Community Groups

- New program recruitment began in August 2006. During the month of September 24 volunteers completed training
- Recruitment letters were sent out to Home Owners Associations and Crime Watch Groups.
- Recruitment brochures made available in English & Spanish at 2006 Budget Town Hall meetings and distributed to all City of Dallas libraries.
- Service Area Coordinator Team distributed information at Home Owners meetings and community group meetings.
- The newly revised program began October 1, 2006.

# Improvement of Evaluation Tool

Pilot Program	Improved Program
Single questionnaire to evaluate both 311 Call Center intake as well as resolution and quality of service caused confusion	Separate questionnaires that clearly identify purpose of the mystery shop as either: <ul style="list-style-type: none"><li>•dedicated to 311 Call Center Intake</li><li>•dedicated to resolution and completion of service</li></ul>
9 Page Questionnaire <ul style="list-style-type: none"><li>•Too lengthy for volunteers and cumbersome for data collection purposes</li></ul>	1 Page Evaluation Tool <ul style="list-style-type: none"><li>•Easier to read with larger font</li><li>•Easier to handle and mail</li></ul>
Training timeframe 3 hours	Training timeframe 1 hour



# Recognition & Reward

- Outside sponsors provide museum or cultural event tickets to reward volunteers for submitting 15 or more evaluations.
- Beverages have been donated for Mystery Shopper training sessions.
- An Appreciation Breakfast is planned for Mystery Shoppers in late Spring.

# Volunteer Goals

- Conduct 12 Training Sessions per year.
- Train at least 15 people per training session.
- Obtain 3 to 4 thousand evaluations by the end of the fiscal year.

# Recruitment

- Utilize the Volunteer Center to identify volunteers.
- Utilize Public City Meetings to promote the program.
- Utilize the City Website to promote the program.

# How will the results be used?

- Analyze data in order to identify problem areas within our 311 System.
- Partner with Call Center and Service Delivery Departments to make improvements to our services in both quality and approach.
- Identify and reward outstanding employees.