

Snapshot Report

Molesworths Business Breakfast - HMR Circle

Phone Call Enquiry - HMR Circle

Friday, 07 April, 2017

CONFIDENTIAL



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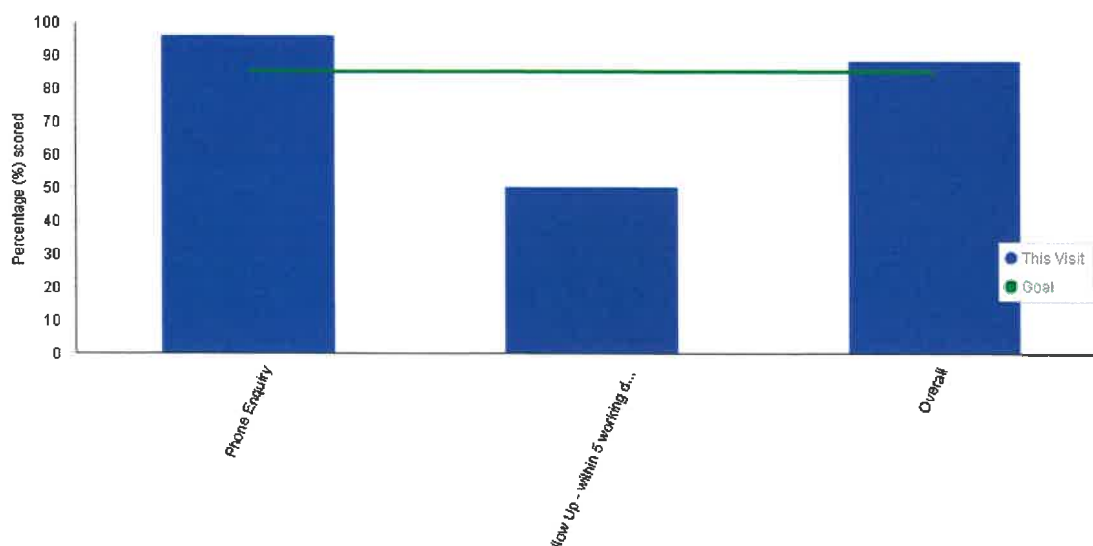
Executive Summary

Molesworths Business Breakfast - HMR Circle

Visit Details	
Date: Friday, 07 April, 2017	Time: 09:30 Experience: Phone Call Enquiry - HMR Circle

The Experience	Actual Score	Potential Score	%	Change Since Last Visit
1. Phone Enquiry	25	26	96%	N/A
2. Follow Up - within 5 working days	3	6	50%	N/A
Averages:	28	32	88%	N/A

Key Performance Indicators	Actual Score	Potential Score	%	Change Since Last Visit
Presentation	0	0	0%	N/A
Customer Service	19	20	95%	N/A
Sales Skills	9	12	75%	N/A



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Molesworths Business Breakfast - HMR Circle

Overall Impressions	
What was the most positive aspect of your experience?	Leanne was helpful, friendly and welcoming, took the time to answer all my questions and sent me an email containing further information about HMR Circle
What was the least positive aspect of your experience?	No one answered the phone the first time I attempted to call HMR Circle, and there was no facility for leaving a voicemail message
If this had been a genuine enquiry, would you have been happy to work with this business?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Was your overall treatment warm and engaging?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Was the interaction jargon free?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Did you feel that the team members attempted to add value or 'go further' for you?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Did you feel all team members were good ambassadors for the business?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Based on your experience today, how would you rate your likelihood of recommending this business to others where 10 is definitely would recommend and 0 is definitely wouldn't recommend.	
10	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
9	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
8	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
7	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
6	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
5	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
4	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
3	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
2	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
1	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
0	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

Comments:

After my telephone conversation with Leanne and the email she sent me following the phone call, I was left with a very positive impression of HMR Circle. Leanne's friendly, welcoming manner made me feel very encouraged to join the organisation and, if this had been a genuine enquiry, I would have had no hesitation in contacting Leanne again, with a view to subscribing.

I felt that Leanne was a very good ambassador for HMR Circle and I thought she attempted to add value for me by sending me an email containing further information about the organisation. I was very impressed by how promptly she sent the email, just fifteen minutes after our telephone conversation.

The least positive aspect of this experience for me was that nobody answered the phone the first time I attempted to call HMR Circle, and there was no facility for me to leave a voicemail message. This meant that I had the inconvenience of having to make a second phone call.

Based on my overall experiences, I have rated the likelihood of me recommending HMR Circle to others as 9 out of 10.

Visit Information

Shopper: Female in her Fifties

Report Information

Within this report there are 3 categories of questions.
Each represents a key performance indicator as follows:

P	Presentation
C	Customer Service
S	Sales Skills

If you would like to discuss this report, please call Chris Lowe on 07818 015317 or email chris.lowe@shopperanonymous.co.uk

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Friday, 07 April, 2017

1. Phone Enquiry			Value	Score
1.1	Date and time of call:	07/04/2016 at 09:30		
1.2	How long did it take for the phone to be answered?	On my first attempt to call HMR Circle the phone rang out 14 times, but there was no answer. On my second attempt, the phone was answered after just 1 ring		
1.3	What was your scenario?	I wanted to know more about HMR Circle and what activities they offered		
1.4	Was the phone answered within 3 rings?	C <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1	1/1
1.5	Were you connected on the first attempt?	C <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	1	0/1
1.6	Was the phone answered with a smile?	C <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	2	2/2
1.7	Was the phone answered correctly with the team members name?	C <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1	1/1
1.8	Was the phone answered correctly with the business name?	C <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1	1/1
1.9	What was the name of the team member?	Leanne Chorlton		
1.10	Was the enquiry handled in an engaging and enthusiastic manner?	C <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	2	2/2
1.11	Did the team member attempt to create rapport and build a relationship?	C <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	2	2/2
1.12	Was the enquiry dealt with in a professional manner at all times?	C <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	2	2/2
1.13	Did the team member ask questions to determine your needs?	C <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1	1/1
1.14	Did you feel the team member was knowledgeable?	S <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1	1/1
1.15	Was the team member able to deal appropriately with your enquiry?	C <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1	1/1
1.16	If appropriate, was the team member able to deal effectively with any objections or issues?	S N/A		
1.17	If you raised any objections or issues, how were they overcome? I didn't raise any objections			

1.18	Were you told about multiple activities that you or your family member could get involved in?	S	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	1	1/1
1.19	If so, were they described in detail?	S	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	1	1/1
1.20	Were the activities, if mentioned, described with enthusiasm?	S	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	1	1/1
1.21	Was your enquiry completed without any interruptions?	C	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	1	1/1
1.22	Did a team member take your:	S				3/3
	Name?		<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	1	
	Email Address?		<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	1	
	Telephone Number?		<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	1	
1.23	Did the team member use your name?	C	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	1	1/1
1.24	Were you asked if you would like an information pack?	S	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	1	1/1
1.25	Were you thanked for your call and/or offered a genuine farewell?	C	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	1	1/1
1.26	At any point during the enquiry were you asked how you heard about the company?	S	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	1	1/1

1.27 **Comments:**

I first attempted to phone HMR Circle at 09:20 on 07/04/2017. The phone rang out fourteen times, then a recorded voice informed me that nobody was available to take my call at that time and instructed me to call back later. I found it disappointing that there was no voicemail facility, which meant that I was unable to leave a message and had the inconvenience of having to phone a second time.

I called again ten minutes later at 09:30 on 07/04/2017. This time the phone was answered by Leanne after just one ring. She gave the official HMR Circle welcome including her own name, then enquired how she could help me. I told Leanne that I was interested in finding out more about HMR Circle and what activities they offered.

Leanne requested my name, then informed me that HMR Circle was an organisation for the over fifties, and that each month approximately thirty events were held, including coffee mornings, meals out, theatre and cinema visits, outings, quizzes and bowling.

Leanne told me that the cost of becoming a member of HMR Circle was £30 for a year. She said that each month members were sent a calendar of activities, and that they could choose which events they wished to participate in. Leanne informed me that members of HMR Circle had access to a practical helper service, which enabled them to access assistance with tasks such as gardening and cleaning. Leanne said that I could join the organisation via the website if I preferred, and that I could either pay online or send a cheque. She told me that she would send me a brochure with more information about HMR Circle. I asked Leanne if she could email the brochure to me, and she said that she would email it across to me later that morning. Leanne requested my email address and contact telephone number, then enquired how I had heard about HMR Circle. I told Leanne that a lady I had been talking to on the bus had told me about the organisation. She asked me whether the lady I had been talking to was little Lillian. I replied that I didn't know the lady's name, as we had just got chatting when we were on the bus on the way back from town.

Leanne thanked me for my call, then we said goodbye. I was happy with the way she dealt with my enquiry. Leanne was friendly and welcoming, and she personalised our conversation by calling me by my name. Her enthusiasm for the activities HMR Circle offered left me feeling that I wanted to know more about the organisation, with a view to becoming a member.

SCORED 25 out of 26 = 96%

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Friday, 07 April, 2017

2. Follow Up - within 5 working days				Value	Score
2.1	Did you receive an information pack either by post or by email within 5 working days?	C	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	3	3/3
2.2	Did you receive a follow up phone call within five working days of your original enquiry? (The rest of the questions in this section relate to any phone follow up rather than to the information pack)	S	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	3	0/3
2.3	Date and time of call:		No follow up call		
2.4	What was the team member's name?		No follow up call		
2.5	Was the team member familiar with your enquiry?	C	N/A		
2.6	Did the team member attempt to build rapport?	C	N/A		
2.7	Were you clear about the next steps?	S	N/A		
2.8	Did the team member ask for your business?	P	N/A		
2.9	Did the team member act appropriately when you told them that you were not going to use their business?	C	N/A		
2.10	Did the team member thank you for considering their business?	C	N/A		

2.11 **Comments:**

At 09:45 on 07/04/2017, fifteen minutes after my telephone conversation with Leanne, I received an email from her. I have copied and pasted Leanne's message below:

"From: Leanne Chorlton

Sent: Friday, April 7, 2017 9:47 AM

To: Shopper Email

Subject: More about HMR Circle

Hello Shopper Name,

Lovely to speak with you just now...

Please find attached more information about us. I hope you find it interesting.

If you have any questions at all, please do not hesitate to contact me.

Kind regards

Leanne

Leanne Chorlton

Office Manager

Heywood, Middleton & Rochdale Circle

T: 0800 112 3440 // 01706 751 165

E: leanne@hmrcircle.org.uk

W: www.hmrcircle.org.uk".

Attached to Leanne's email was the HMR Circle April 2017 newsletter, an information leaflet about organisation, a price list and an introductory letter. I was impressed by how quickly Leanne sent me the email. The information I received left me feeling very encouraged to join HMR Circle. If this had been a genuine enquiry, I would have had no hesitation in joining the organisation.

I waited for five working days after my telephone conversation with Leanne and her subsequent email, but I did not receive any further follow up. However, Leanne had not told me that she would contact me again and in her email she invited me to get in touch with her if I had any further questions.

SCORED 3 out of 6 = 50%

