

## Client: **Bob Parry Estate Agents, Surveyors and Valuers**

**Project:** 'The Bob Parry Experience' Research and Training Programme

**Purpose:** To enhance the levels of service quality given by staff in the companies estate agency branches.

The project involved

### 1. **A mystery shopper activity**

- Visiting all estate agency branches, using a service quality assessment tool to measure the service quality and other factors impacting on the customer experience.
- Assessing the service quality and other factors impacting on the customer experience using a service quality assessment tool

### 2. **The design and delivery of a training programme that focused on**

- enhancing the verbal and non-verbal communication of staff when in contact with customers
- identifying and maintaining consistent and equitable standards of service to all customers
- achieving a high quality first impression

### 3. **A second mystery shopper activity**

- Post training programme, with the purpose of measuring changes in the service quality levels

### 4. **Analysing changes in customer service and reporting back to organisation**

- Reporting on the changes to senior managers and identifying further options.

### **Outcomes**

- Improvements in service quality levels were reported in a second mystery shopper activity
- Managers reported measurable positive changes in staff behaviour. Staff were more customer focused and customer friendly (for example, there was an increased use of questioning and listening, and quicker response times when interacting with customers).

### **Testimonial**

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"Krista has worked with us on several occasions. She conducted a mystery shopper activity and designed and delivered trainings sessions to assist staff to develop key customer service communication and relationship building skills.

Krista is professional in her attitude and approach. She is very customer focused, designing and delivering intervention to meet our needs. She is committed to gaining positive outcomes and helping us achieve our objectives"

