



Summary Report for
Southampton

Mystery Shopping programme
Summer 2007

Overall

Survey	Winning Site	Group Average	Southampton
Visits	92.86%	75.30%	80.36%
Calls	92.61%	79.04%	87.53%
Emails	95.50%	65.65%	83.50%
Overall	93.65%	73.33%	83.80%
Rank	1		36

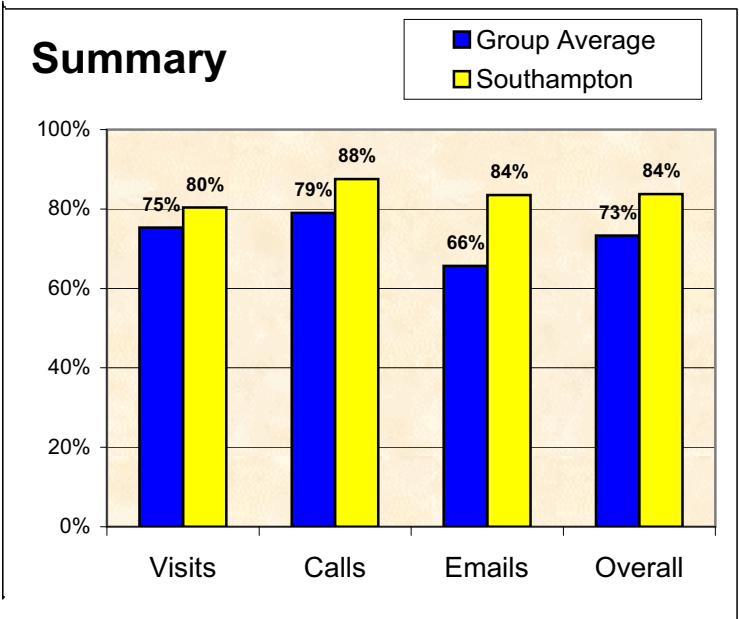
This summary covers:

- one visit
- two telephone calls
- two emails

Scores are compared with the highest-scoring site (overall) as well as with the visitBritain average score.

Please refer to the main Summary Report for details of methodology and scoring.

Rank is shown for each survey type as well as overall and is out of 223 TICs.



Visits

Question	Winning Site	Group Average	Southampton
Site Code	SUDB		STHN
Region Code	East		SOEA
A1 Rate The Signage	100%	71%	67%
A2 Entrance Easy To Find*	100%	95%	100%
A3 Approach Clean Tidy*	100%	93%	100%
A4 Exterior Good Condition	100%	95%	100%
A5 Window Display Impress	100%	89%	100%
A6 Wheel chair Access	100%	90%	100%
A7 Wheel chair Signed Bell	N/A	45%	N/A
A8 Disabled Parking	100%	75%	100%
A9 Signage Detailing Premises	100%	99%	100%
A10 Signage Clearly Visible	100%	95%	100%
A11 Signage Clear Legible	100%	99%	100%
A12 Opening Hours	100%	90%	100%
A13 Contact Telephone Number	100%	71%	100%
A14 Accom Details	100%	52%	100%
A15 Emergency Doctor Dentist	100%	51%	100%
A16 Credit Cards Accepted	100%	51%	100%
B2 How many staff #	2.00	2.35	2.00
B3 Staff Easily Identifiable	100%	81%	100%
B4 Was There A Queue* (R)	100%	74%	0%
B5 No In Queue #	N/A	2.26	1.00
B6 Wait More Than 3 Mins* (R)	N/A	61%	100%
B7 Waiting Time #	N/A	6.77	N/A
B8 Acknowledgement	100%	66%	100%
B9 Apology Appropriate	N/A	29%	N/A
B10 Greeted By Staff Member	100%	83%	100%
B11 Greeting Polite	100%	98%	100%
B12 Smile Eye Contact	100%	89%	100%
B13 Felt Welcomed	100%	88%	100%
B14 Name Badge	100%	41%	100%
B15 Staff Well Presented	100%	97%	100%
B16 TIC Clean Tidy	100%	96%	100%
B17 Interior Decor Condit	100%	97%	100%
B18 Hazards And Safety	100%	94%	100%
B19 Low Level Enquiries Desk	100%	80%	100%
B20 Hearing Aid Loop	100%	49%	100%
B21 Large Print Option	100%	44%	100%
B22 Request Audio Equipment	100%	34%	100%
B23 Foreign Language Option	100%	45%	100%
B24 Seating For Infirm	100%	61%	100%
B25 Leaflets Well Stocked	100%	99%	100%
B26 Leaflet Displays Tidy	100%	98%	100%
B27 Info Local Events Visible	100%	96%	100%
B28 Rate Postcard Range	100%	87%	100%
B29 Did They Sell Stamps	100%	63%	100%
B30 Rate Souvenirs	33%	75%	33%
B31 Public Transport Info Displayed	100%	83%	100%
C1 Staff Ask Questions	100%	68%	0%
C2 Staff Helpful	100%	86%	100%
C3 Offer Further Help	100%	67%	0%

Question	Winning Site	Group Average	Southampton
C4 Polite And Courteous	100%	98%	100%
C5 Source For More Info	100%	91%	100%
C6 Ticket Events Sales	0%	17%	0%
C7 Local Products Offered	0%	6%	0%
C8 Future Help	100%	67%	0%
C9 Full Attention	100%	92%	100%
C10 Converse Freely	100%	93%	100%
C11 Info No Prompt	100%	76%	0%
C12 Clear Jargon Free	100%	99%	100%
C13 Wished Farewell	100%	89%	0%
C14 Farewell Polite	100%	97%	N/A
C15 Could Leave Feedback	100%	25%	0%
C16 Fully Answered	100%	77%	33%
C17 Answered Efficiently	100%	88%	100%
C18 Sell The Area	100%	64%	0%
C19 More Positive To Area	100%	74%	100%
C20 Rate Visit Overall	100%	69%	67%
% Section A	100%	79%	97%
% Section B	97%	76%	97%
% Section C	90%	72%	47%
Overall Score	95%	75%	80%
VB Rank	1	0	100

Site score is highlighted where lower than group average

Calls

Question	Winning Site	Group Average	Southampton
Site Code	CONG		STHN
Region Code	NOWE		SOEA
Aborted Calls	0		0
A1 Attempts	100%	100%	100%
A2 First Person	100%	100%	100%
A3 Five Rings	100%	100%	50%
A4 Secs To Ans*	3.5	5	3
A5 Secs To Pers*	N/A	N/A	25
Voice mail/ Answer phone	0	0	0
A6 Opening Times*	N/A	N/A	N/A
A7 Message Offer*	N/A	N/A	N/A
A8 Call Back Offer*	N/A	N/A	N/A
B1 Greeting	100%	100%	100%
B2 Salutation	100%	100%	100%
B3 TIC Name	100%	100%	100%
B4 TIC In Full	100%	100%	100%
B5 Gave Name*	100%	50%	100%
C1 Established Needs	100%	100%	100%
C2 Courteous	100%	100%	100%
C3 Helpful	100%	100%	100%
C4 Fully Answered	100%	67%	100%
C5 Listening Skills	100%	100%	100%
C6 Rapport	100%	100%	100%
C7 Clear	100%	100%	100%
C8 Offered future Help	100%	100%	100%
C9 Professional	100%	100%	100%
C10 Offered Info	100%	0%	100%
C11 Offered Tickets	100%	0%	0%
C12 Internet Access	0%	100%	0%
C13 Internet Cost	N/A	0%	N/A
C14 Offered Add Ons	50%	0%	0%
C15 Ended politely	100%	100%	100%
C16 Rang Off After You	100%	100%	100%
C17 Further Help	N/A	N/A	100%
C18 Full Attention	100%	100%	100%
C19 Converse Freely	100%	100%	100%
C20 Gave Info Freely	100%	50%	50%
C21 Efficiency	100%	100%	100%
C22 Staff Sold Area	100%	50%	100%
C23 Feel More Positive	100%	50%	100%
C24 Invited To Visit	100%	50%	100%
C25 Overall	100%	67%	83%
Section A (Contactability)	100%	100%	84%
Section B (Response)	100%	100%	100%
Section C (Customer Service Style)	95%	72%	86%
Total	97%	79%	88%
Rank	56		30

Site score is highlighted where lower than group average

Emails

Question	Winning Site	Group Average	Southampton
Site Code			STHN
Region Code			SOEA
A3 Ack 15mins	100%	11%	100%
A6 Interim Recvd NS	0%	4%	0%
A9 Final Resp	100%	87%	100%
A12 Speed Mins	1.33	3.55	7.83
A13 Speed	50%	68%	0%
B1 Given Name	100%	87%	100%
B2 Given Job Title	100%	49%	100%
B3 Given Tel No	100%	77%	100%
B4 Given Open Times	100%	54%	100%
B5 Given Address	100%	70%	100%
B6 Clear Easy to Understand	100%	100%	100%
B7 Use Name	100%	82%	100%
B8 Name Correct	100%	98%	100%
B9 Attachments NS	100%	22%	50%
B10 Informative	100%	91%	100%
B11 Links Given NS	100%	71%	100%
C1 Layout Professional	100%	91%	100%
C2 Language Professional	100%	99%	100%
C3 Tone Courteous	100%	98%	100%
C4 Offered Tickets	100%	27%	50%
C5 Offered Add Ons	50%	30%	50%
C6 Further Help	100%	79%	100%
C7 Clear No Jargon	100%	100%	100%
C8 Fully Answered	100%	56%	67%
C9 Staff Sold Area	100%	45%	50%
C10 Feel More Positive	100%	61%	50%
C11 Invited To Visit	100%	38%	0%
C12 Overall	100%	52%	67%
Section A (Response)	94%	75%	88%
Section B (Content)	100%	67%	100%
Section C (Quality)	96%	57%	70%
Overall Score	97%	66%	84%
Rank	1		50