



**VisitEngland™**

**Summary Report for  
Southampton**

**Mystery Shopping programme  
Summer 2009**

**Overall**

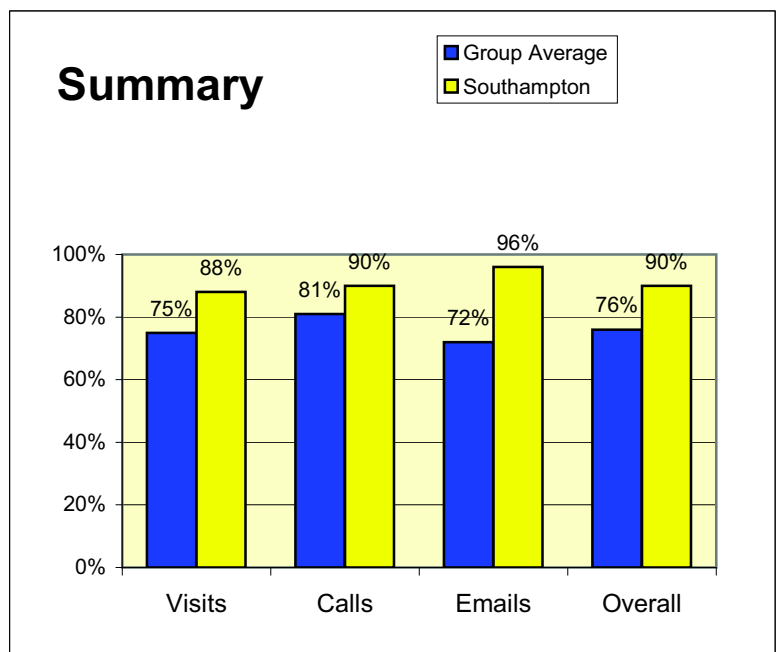
Survey	Winning Site	Group Average	Southampton
Visits	93%	75%	88%
Calls	97%	81%	90%
Emails	96%	72%	96%
<b>Overall</b>	94%	76%	90%
<b>Rank</b>	<b>1</b>		<b>14</b>

This summary covers:

- one visit
- one telephone call
- one email

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

Rank is shown for each survey type as well as overall and is out of 302 TICs.



# Visit

Question	Winning Site	Group Average	Southampton
A1 * Rate The Signage	100%	75%	67%
A2 * Entrance Easy To Find	100%	90%	100%
A3 * Approach Clean Tidy	100%	95%	100%
A4 Exterior Good Condition	100%	90%	100%
A5 Window Display Impress	N/A	79%	100%
A6 Wheelchair Access	0%	86%	100%
A7 Wheelchair Signed Bell	100%	70%	N/A
A8 Disabled Parking	100%	64%	100%
A9 Signage Detailing Premises	100%	97%	100%
A10 Signage Clearly Visible	100%	96%	100%
A11 Signage Clear Legible	100%	99%	100%
A12 Opening Hours	100%	92%	100%
A13 Contact Telephone Number	100%	77%	100%
A14 Accommodation Details	100%	60%	0%
A15 Emergency Doctor Dentist	100%	55%	0%
A16 Credit Cards Accepted	100%	35%	0%
B2 * Number Of Staff	2	2.07	2
B3 Staff Easily Identifiable	100%	86%	100%
B4 * Was There A Queue	0%	28%	0%
B5 * Number In Queue	0	0.63	0
B6 Acknowledgement	100%	62%	100%
B7 * Waiting Time	0	0.79	0
B8 Apology Appropriate	N/A	38%	N/A
B9 Greeted By Staff Member	100%	85%	100%
B10 Greeting Polite	100%	99%	100%
B11 Smile Eye Contact	100%	90%	100%
B12 Felt Welcomed	100%	86%	100%
B13 Name Badge	0%	46%	100%
B14 Staff Well Presented	100%	97%	100%
B15 TIC Clean Tidy	100%	96%	100%
B16 Internal Decor Condition	100%	98%	100%
B17 Hazards And Safety	100%	97%	100%
B18 Low-Level Enquiries Desk	0%	82%	100%
B19 Hearing Aid Loop	100%	51%	100%
B20 Large Print Option	100%	12%	0%
B21 Request Audio Equipment	0%	5%	0%
B22 Foreign Language Information	100%	16%	100%
B23 Visitor Seating	100%	65%	100%
B24 Leaflets Well Stocked	100%	92%	100%
B25 Leaflet Displays Tidy	100%	97%	100%
B26 Info Local Events Visible	100%	95%	100%
B27 Rate Souvenirs	100%	73%	80%
B28 Public Transport Info Displayed	100%	89%	100%
C1 Staff Ask Questions	100%	81%	100%
C2 Staff Helpful	100%	89%	100%
C3 Offer Further Help	100%	71%	100%
C4 Polite And Courteous	100%	99%	100%
C5 Source For More Info	100%	91%	100%
C6 Ticket Events Sales	100%	18%	0%
C7 Local Products Offered	100%	6%	N/A
C8 Further Help	100%	68%	100%
C9 Full Attention	100%	96%	100%
C10 Converse Freely	100%	95%	100%

## Visit (continued)

Question	Winning Site	Group Average	Southampton
C11 Info Without Prompt	100%	89%	100%
C12 Clear Jargon Free	100%	99%	100%
C13 Wished Farewell	100%	83%	100%
C14 Farewell Polite	100%	98%	100%
C15 Fully Answered	100%	84%	100%
C16 Answered Efficiently	100%	90%	100%
C17 Sell The Area	100%	75%	100%
C18 More Positive To Area	100%	75%	100%
C19 Could Leave Feedback	100%	50%	100%
C20 Rate Visit Overall	100%	71%	100%
<b>A - Outside and Entrance</b>	<b>92%</b>	<b>77%</b>	<b>75%</b>
<b>B - First Impressions</b>	<b>87%</b>	<b>73%</b>	<b>90%</b>
<b>C - Enquiry</b>	<b>100%</b>	<b>77%</b>	<b>95%</b>
<b>Overall</b>	<b>93%</b>	<b>75%</b>	<b>88%</b>
<b>Rank</b>	<b>7</b>		<b>36</b>

*TIC's individual score is highlighted where lower than group average*

# Call

Question	Winning Site	Group Average	Southampton
A1 Attempts	67%	96%	100%
A2 First Person	100%	97%	100%
A3 5 rings	100%	85%	100%
A4 * Secs to answer	6	8.72	3
A5 * secs to person	0	5.35	10
A7 * Opening Times	N/A	57%	N/A
A8 * Message Offer	N/A	55%	N/A
A9 * Call Back Offer	N/A	44%	N/A
B1 Greeting	100%	97%	100%
B2 Salutation	100%	88%	100%
B3 TIC Name	100%	94%	100%
B4 TIC In Full	100%	97%	100%
B5 * Gave Name	100%	44%	100%
C1 Established Needs	100%	73%	100%
C2 Courteous	100%	99%	100%
C3 Helpful	100%	92%	100%
C4 Fully Answered	100%	87%	100%
C5 Listening Skills	100%	96%	100%
C6 Rapport	100%	82%	100%
C7 Clear	100%	98%	100%
C8 Offered Future Help	100%	76%	100%
C9 Professional	100%	96%	100%
C10 Offered Info	33%	64%	33%
C11 Offered Tickets	100%	10%	0%
C12 Offered Add-Ons	100%	13%	100%
C13 Ended Politely	100%	95%	100%
C14 Rang Off After You	100%	57%	100%
C15 Further Help	100%	71%	100%
C16 Full Attention	100%	97%	100%
C17 Converse Freely	100%	95%	100%
C18 Gave Info Freely	100%	88%	100%
C19 Jargon Free	100%	97%	100%
C20 Efficiency	100%	93%	100%
C21 Staff Sold Area	100%	83%	100%
C22 Invited To Visit	100%	35%	0%
C23 Rate Call Overall	100%	73%	80%
<b>A - Contactability</b>	<b>89%</b>	<b>93%</b>	<b>100%</b>
<b>B - Response</b>	<b>100%</b>	<b>94%</b>	<b>100%</b>
<b>C - Customer Service Style</b>	<b>97%</b>	<b>77%</b>	<b>87%</b>
<b>Overall</b>	<b>97%</b>	<b>81%</b>	<b>90%</b>
<b>Rank</b>	<b>4</b>		<b>47</b>

TIC's individual score is highlighted where lower than group average

# Email

Question	Winning Site	Group Average	Southampton
A3 Ack 15 mins	0%	25%	0%
A6 * Interim Reply Recd	0%	13%	0%
A9 * Final Response Recd	100%	94%	100%
A12 Speed Of Final Response	2	12.73	5
A13 Final Response Recd Within	100%	86%	100%
B1 Name Given	100%	87%	100%
B2 Job Title Given	100%	62%	100%
B3 Telephone Number Given	100%	81%	100%
B4 Opening Times Given	100%	63%	100%
B5 Full Address Given	100%	75%	100%
B6 Clear Easy To Understand	100%	93%	100%
B7 Use Name	100%	79%	100%
B8 Name Correct	100%	95%	100%
B9 * Attachments	0%	27%	100%
B10 Attachments Informative	N/A	88%	100%
B11 Links Given	100%	85%	100%
C1 Layout Professional	100%	90%	100%
C2 Language Professional	100%	92%	100%
C3 Tone Courteous	100%	94%	100%
C4 Offered Tickets	100%	23%	100%
C5 Offered Add-Ons	100%	35%	100%
C6 Offered Further Help	100%	88%	100%
C7 Clear No Jargon	100%	94%	100%
C8 Fully Answered	100%	67%	100%
C9 Staff Sold Area	100%	59%	100%
C10 Invited To Visit	100%	45%	100%
C11 Rate Email Overall	100%	64%	100%
<b>A - Response</b>	<b>50%</b>	<b>55%</b>	<b>50%</b>
<b>B - Content</b>	<b>100%</b>	<b>80%</b>	<b>100%</b>
<b>C - Quality</b>	<b>100%</b>	<b>68%</b>	<b>100%</b>
<b>Overall</b>	<b>96%</b>	<b>72%</b>	<b>96%</b>
<b>Rank</b>	<b>18</b>		<b>8</b>

*TIC's individual score is highlighted where lower than group average*