



MYSTERY SHOPPER REPORT FOR YOUR BUSINESS



BRIEF

- We test your end to end lead and sales process
- We understand the responsiveness of your Contact us forms, web chat and sales agents
- We test for follow up activity from your sales team
- We test the effectiveness of the sales on boarding process
- We evaluate your overall customer experience

The following dashboards can be created to summarise the experience of FAB solutions when dealing with your business.



Fully met expectations



Partially met expectations

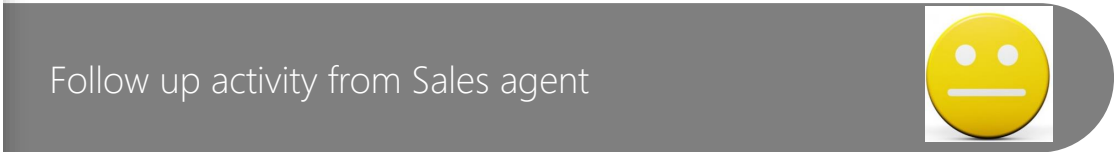
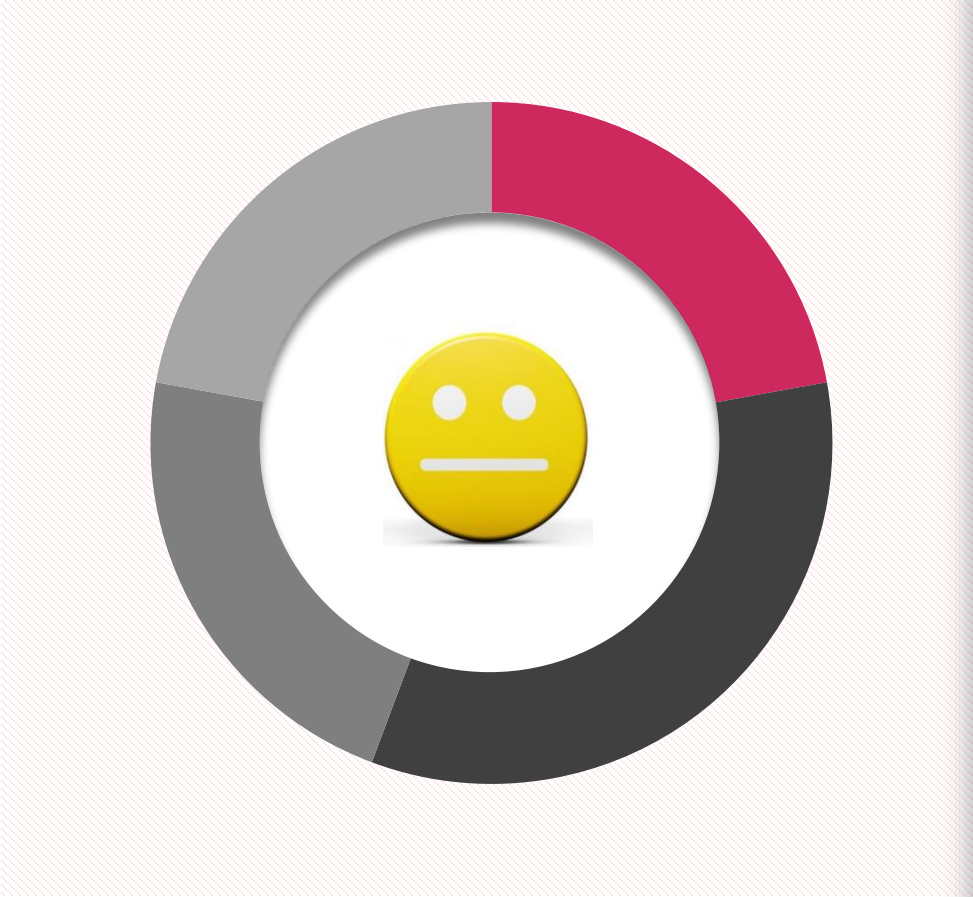


Not met expectations

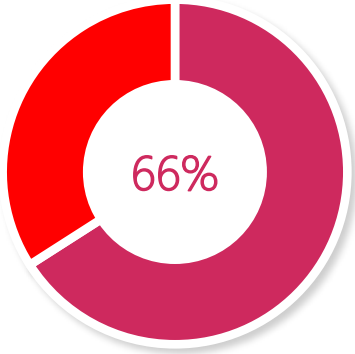


A TYPICAL DASHBOARD OF YOUR BUSINESS

Overall experience



A DETAILED SUMMARY OF OUR EXPERIENCE



Lead generation

This area focused on how easy it was to get contact with a rep using contact us page and Webchat.



Positive attributes

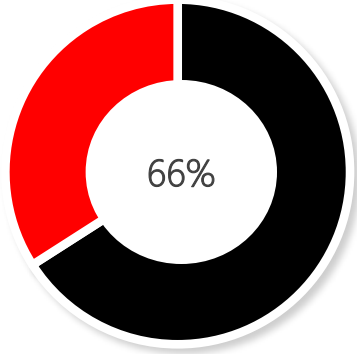
- Web chat appears on every page
- Page is very responsive and loads quickly
- Web chat is easily visible and prompted chat is efficient
- Minimal information needed to complete contact us so quick to use
- Good use of testimonials post submission of contact us request

Areas to improve

- Was engage in a webchat conversation when clicked on learn more to go to contact us page and web chat activity disappeared mid chat
- Web chat responses varied from 40 seconds to 98 seconds consider reviewing canned responses for quicker load times
- When you move pages your webchat history disappears and you can't get answers to your questions – webchat resets
- No Instruction to get back to home page – home button or icon would help
- Webchat icon starts off as "Annie" but when engaged in the chat the Picture changes to someone else –would aid consistency and help build trust for same picture person etc to remain in the chat
- No receipt of enquiry once contact us form is submitted – this would help and would be better to suggest how long before contact to be made etc
- Freephone or low cost number would be better for lead gen rather than 0161



DASHBOARD



Responsiveness

This was judged on the speed of response into the contact centre and the speed of response to the contact us request



Positive attributes

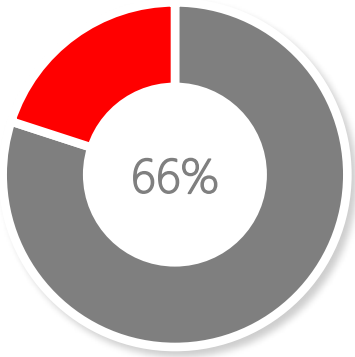
- Contacting sales centre answered the phone in 8 seconds so good Service levels in place - dialled at 10:23 on 14th May and 18th May both time answered in less then 20 seconds
- From Contact us page - Sales agent responded to enquiry at 11:18 on the same day – arranged a follow up for the afternoon
- Agent sent a follow up e-mail after they had missed my calls which was professional

Areas to improve

- Opening hours are not advertised on site
- No Saturday availability
- Dialled on Saturday 18th May at 15:50 and no voicemail options and no message on the line so line went dead
- Webchat does prompt but does not appear to be manned on waited 3 minutes only to be told send an e-mail – no response from mailbox to say e-mail has been received and no suggested call back response time (appendix I)
- Call into the contact centre at 10:23 was answered quickly suggesting capacity to respond to contact us enquiries more real time



DASHBOARD



Follow up Activity

This is based on the activity undertaken by the sales agent post the initial response to the follow up to the contact us page



Positive attributes

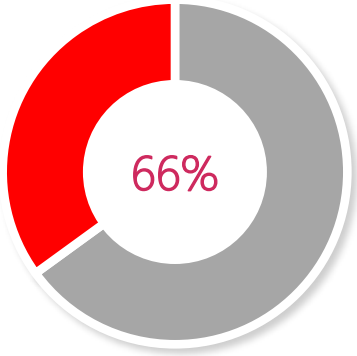
- Agent sent a follow up e-mail after they had missed my calls which was professional see appendix II
- Follow up from initial contact was completed 1hr 4 minutes after the initial call
- Second follow up was completed on time 16th May at 3:17pm and was again missed and voicemail left and follow up e-mail.
- E- mail exchange agreed to call back on the 17th May at 10.30 – this was actioned on time.

Areas to improve

- Agent wasn't specific about timing for call back at first contact - didn't close me down for a specific time in the afternoon – agent tried again at 3pm and left a voicemail and a follow up e-mail (appendix II).
- Ownerships of the prospect appears to be assigned to one agent – opportunity here to use a dialler or outbound pool until contact has been achieved.
- Following missed call on the 16th FAB solutions called back at 4:30 and was greeted by another agent who did not take ownership of the enquiry itself but passed message on for agent to call be back after 5 – this was not completed – potential lost business.
- Potential to review the ownership rules of enquiries as if it hasn't been completed any agent should be able to assist – may be a CRM adjustment or look up required.



DASHBOARD



On Boarding process

This is rated on the actual Sales call and agent handling of the enquiry when completing the sale



Positive attributes

- Agent was professional on the call and understood his market and some of his competitors Real time on boarding using screen sharing technology
- Call length was reasonable length c26 minutes including demo.
- Agent integrated technology into the call with screen sharing and emo of the platform

Areas to improve

- The set up of the demo could have been better and more structured this is a key selling point for employers.
- Call structure was a little erratic needed to be split into more sections including more about my business and my needs to help set up more for the close – feel like this is left to the Account managers not the onboarding teams
- Needed to be clearer on what the unique selling points of the business and what the benefits are of the business are over traditional recruiting methods.
- The Agent could have been stronger with his closing techniques and onboarded me there and then but offered to send everything via e-mail rather than sign me up over the phone for the referral into the account managers.
- More clarity needed on how the success fee works and how to guide employers into the setting of commission and agency fee.



RECOMMENDATIONS

1. Revisit Web chat process
 1. Timings
 2. Canned responses
 3. Availability of icon
 4. Scheduling times
2. Consider publishing opening times on the web and Freephone telephone number (including out of hours service/Message)
3. Distribution of Leads from contact us page – real time dialling and follow up based on capacity
4. Ownership of leads and follow up from Inbound enquiries off outbound connections – why can't anyone handle these if the lead hasn't been contacted
5. Sales process – more robust structure around the sales process for the onboarding team
 1. Real time on boarding using screen sharing technology
 2. More structure around discovering needs and factfinding business – feels this is left to the Account managers not the onboarding team
 3. Clearer messages for unique selling points of the business
 4. Stronger set up needed for closing e.g. agent didn't sign me up there and then for referral into Account manager
 5. Needed clearer set up – who we are, why us and what the benefits are of using your business over traditional recruiting
 6. Leverage the technology more – screen sharing was dropped in with no real structure or explanation of the key points in the demo – sell the platform.



THANK
YOU

