



Telephone Mystery Shopping Report & Action Plan 2017

A sample of ten libraries was selected for telephone mystery shopping. These were Culloden Library, Ullapool Library, Fort William Library, Kinlochleven Library, Nairn Library and Glenurquhart Library, Portree Library, Fortrose Library, Dingwall Library and Alness Library.

The mystery shopper telephoned libraries with the following enquiry 'I have a teenager coming to stay with me. What does the library service offer for young people? '

The mystery shopper recorded the following information for each library

- Was the call answered?
- Number of rings to answer?
- Did the person say good morning/afternoon/evening?
- Did they give the name of the library?
- Did they give their name?
- Did they have a pleasant demeanour?
- Were they polite?
- Did they manage to provide the information directly?

If not

- Did they transfer the call and tell the person the query?
- Did they transfer the call but you had to repeat the query?
- Did they offer to find out & call you back stating when they would do so?
- Did they offer to find out but didn't say when they would phone back?
- Did they phone back when they said they would?
- Did they thank you for calling and say goodbye?

Key Findings

- All libraries answered the call within the targeted 5 rings.
- All library staff said good morning/afternoon/evening and gave the name of the library.
- In eight out of ten libraries the staff member gave their name.
- All staff had a pleasant demeanour and were polite.
- Nine out of ten libraries were able to provide some information directly.
- In one library the staff member explained that there was currently a Bookbug session happening and asked if they could call the customer back later with further information. The staff member made a follow-up call to the customer after the session had ended.
- All library staff were knowledgeable about the services that are available for young people in libraries however in some libraries there was a gap in knowledge about the High Voltage Volunteer Programme.
- In some libraries the member of staff directed the customer to other local places that offered services for young people.
- In some joint facilities the staff member was able to give further information about what leisure facilities are able to offer young people.

Comments

The mystery shopper's comments included the following;

Fortrose Library- 'Friendly, welcoming and helpful staff'

Ullapool Library- 'Friendly, knowledgeable and polite'

Dingwall Library- 'Helpful and informative'

Alness Library- 'Friendly and helpful, able to tell me lots about leisure facility'

Portree- 'Helpful and knowledgeable, offered to gather further information and call me back'

Action Plan

The following action points have been raised from the areas for improvement identified in the mystery shopping report

- High Voltage Project- Increase awareness among all staff of 'High Voltage' and volunteering opportunities for young people.
- Network Librarians to ensure that both permanent and relief staff are adhering to telephone procedures.
- Increase awareness among all staff of other High Life Highland services.