



Mystery Shopping Terms of Reference

Aim of the Mystery Shoppers

The aim of the mystery shopping team is to work together with Broadland to help us improve our services. The Mystery Shoppers will provide a customer's perspective to how Broadland perform in terms of what works well and what could be improved in a variety of activities.

Who is eligible to be a Mystery Shopper

Any Broadland Housing customer can become a mystery shopper. There is no particular skill set or experience needed. To be able to take part you must

- Be a customer of Broadland Housing Association
- Be enthusiastic about improving our services
- Be reliable and prepared to work in partnership with Broadland staff and other customers
- Committed to promoting equality and diversity
- Prepared to sign up to the terms of reference and code of conduct

Support and training

Broadland will work with customers to give support and training. Broadland will ensure that all customers receive a thorough overview of what is expected during a mystery shop. Broadland consult on the process and programme of the mystery shops and in pulling together the findings of the assignment. Broadland will also ensure that the mystery shoppers are made aware of all changes that have been made as a result all assignments.

Expenses and reward

As a thank you for time spent on assignments Broadland will give each shopper £10 for void assignments, and £5 for calls made of LovetoShop vouchers. Broadland will also reimburse expenses for:

- Public transport travel on production of receipts
- Mileage at 45p per mile
- Subsistence will be provided when an all day or out of hours assignment takes place

- When mystery shops involve telephone calls, Broadland will provide a mobile phone for these calls as required by customer.

Assignments

A range of assignments may be used to test Broadland's services, such as:

- Assignment of void properties to test standards
- Telephone calls to customer services that occur naturally when a customer has their own repair to report or as and when needed
- Telephone calls to out of hours service
- Assignment of reception area of Broadland's offices
- Email to customer services for general enquiries

It is envisioned that overtime this list will grow in consultation with our customers.

Confidentiality

All customers who participate as a Mystery Shopper have the potential to be exposed to information about Broadland's housing services which could be of a sensitive or confidential nature. Customers will be expected to sign up to the Code of Conduct.



MYSTERY SHOPPING CODE OF CONDUCT

As a Broadland Housing Mystery Shopper, your role is to carry out detailed and robust assessment of the services provided. This involves acknowledgement of what works well and by making suggestions on how services can be improved. The following has been agreed as a code of conduct:

- Treat other customers, contractors and staff with respect and be inclusive
- Do not use language that could be deemed offensive
- Respect confidentiality of customers of Broadland Housing Association
- Treat **ALL** information you receive as confidential (unless otherwise stated by staff of Broadland Housing). You should **never** share information about Broadland staff or other customers personal identities or circumstances
- Do not share results of assignments with other Broadland customers so that confidentiality is protected
- If you ever come across anything during an assignment that worries you, you should speak to a member of staff immediately
- Do not use media to publish complaints
- Dress appropriate for assignments
- Use plain language throughout the assignment
- Work as part of a team of Mystery Shoppers
- Take responsibility and care for health and safety of yourselves
- Be specific and stick to the boundaries as agreed for area of the assignment
- Give open and honest feedback
- Declare any conflict of interest prior to assignment
- Do not list Broadland Housing as an “employer” on any form

If for any reason, you are in violation of the Code of Conduct, a thorough investigation will be carried out by a BHA Director. Should it be concluded that you are in violation of the Code of Conduct you will be asked immediately to withdraw from being a Mystery Shopper.

By signing below, I indicate that I have read, understand, and agree to follow the principles of honesty, professionalism, fairness and confidentiality that are outlined in this agreement.

Name:

Signed

Date