

SECRET SHOPPER GUIDELINES

Secret Shopper: _____

Location Shopped: _____

Date of Shop: _____ **Time of Shop:** _____ **to** _____

Instructions: Please put a checkmark in those boxes corresponding to statements that are true. In each case, but particularly if the statement is not true, please provide a brief comment or explanation.

ENTRY POINT

Via Phone:

The telephone was answered within three rings (*if not, how many?*)

The name(s) of the person(s) I spoke with on the phone was _____

Staff whom I spoke with on the phone were polite and friendly.

Staff whom I spoke with on the phone were knowledgeable.

Staff were able to provide directions to the one-stop career center nearest me.

Staff were able to provide me with the local one-stop system or center's web site address for on-line services and information.

Via Internet: Note: If you were not given the web site address during the telephone contact, please check the Workforce New York site at www.workforcenewyork.org and click on "Find Your Local One Stop". If there is still no web site apparent, please make note here and skip the rest of this section.

The local area/one-stop center has a web site accessible on the Internet. (*If no, proceed to next section*)

The website is very informative and comprehensive.

The website contains current information.

It is easy to find and access services to jobseekers and services to business via the website.

I need a password and user-id to gain access to some parts of the website

It is easy to navigate the website.

The website displays the Workforce New York logo.

The website reflects the local one-stop *system*, not just one particular partner program.

The website includes links to national, state and local job search, career development and other relevant sites.

Via Career Center Visit: Note: Your visit must last a minimum of one hour and a maximum of three hours.

I had no trouble finding the career center.

Off-street parking is available.

Prior to entering the career center, there are visible signs to guide me to the entrance.

Signs incorporate the Workforce New York logo.

Individuals with disabilities would have no problem entering the career center.

Upon entering the career center, signs are posted that (*check all that apply*):

State the name of the center

Welcome customers in some way

List workshops or employer visits available that day/week

Name the operator(s) and/or partner agencies on site

List hours/days of operation

Request that customers sign in

State the Mission/Vision/Values

State the rules for use of the center

Direct customers to the greeter/receptionist

Ask customers to wait in reception area

Identify each area by program (e.g., DOL, VESID, WIA or E&T, DSS)

Identify each area by function

Other

A greeter and/or receptionist are visible upon entrance to the center.

Upon arrival, I was approached or addressed immediately by career center staff. *(if you waited to be acknowledged by staff, please estimate wait time)*

Center staff wear name tags and the career center or one-stop system name.

As a first time customer, I received a “swipe” card and staff explained the purpose of the swipe card.

I received a customer feedback form and was asked to complete it before leaving.

Staff in the one-stop center talked about services rather than using acronyms and talking about funding sources.

My *first impression* of the one-stop career center was *(check all that apply)* :

- There is a lot of activity
 - Not many customers
 - Lively atmosphere
 - Quiet and subdued atmosphere
 - Visually appealing
 - Visually unappealing
 - Environment is warm and inviting
 - Environment is cold and impersonal
 - I'll get what I need here
 - I doubt I'll get what I need here
 - Other
-

With regard to orientation to center services *(check all that apply)*:

- I was allowed to utilize the resource room without going through a seated orientation.
 - I was required to attend a group orientation.
 - Services were verbally described to me by staff upon my arrival to the center
 - I received a brochure or orientation package
 - I watched a video regarding services available
 - I was directed to a pc and web site address describing available services
 - Staff provided me with a one-on-one tour and description of services
 - Other
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CAREER CENTER/SERVICES:

Physical layout of Career Center seems well organized and designed with the customer in mind.

The resource room is the focal point of the center

I was able to take advantage of self-services in the resource room.

Staff were visible and available to help me while I was in the resource room.

I experienced time when I was left alone and unsure what to do or unaware what was available to me.

I was asked to return at a different time or day for services I was seeking.

At various points of service I was asked for customer feedback.

Upon leaving the one-stop career center, I was asked for customer feedback.

CUSTOMER EXPERIENCE:

Customer Scenario Presented: _____

Services Received:

▪ _____

▪ _____

▪ _____

▪ _____

Did you experience or observe any “best practices?” (e.g., good processes or procedures, excellent customer service or customer products, outstanding staff, etc. - please describe)

Did you experience or observe any “worst practices?” (e.g., unprofessional or rude staff behavior, poor customer service, unethical behavior, bad processes, etc. - please describe)

Additional Comments Regarding Secret Shopper Experience:
