

Case Study

For

**Interaction Quality Improvement
at Retail Stores
through mystery audits**

For a leading telecom operator

Contact us:

RAG Scores

mail@ragscores.com

www.ragscores.com

+91-11-4155 4792 / +91-98733 83242

Background

This project was conducted in 2009-10, there was requirement to ensure consistency in quality of services and upkeep of infrastructure for all the exclusive retail stores selling telecom products & services for our client.

The audit is meant to highlight conformance to standards on various parameters. These audits were based upon the standards given by the client.

These audits were to help our client in identifying areas for improvement & strengths against the competition in providing service to their customers.

Mystery audits were required as the stores were located in remote area and a mechanism was required to be put in place to ensure every store delivers the quality that the brand promised.

The need of the hour was to think differently and bring up smarter ways to ensure optimal quality which is sustainable in terms of costs, logistics & operations.

Facts

Mystery audits were conducted for a continuous period of 12 months across the state covering all the stores every month.

- Total stores: 255
- Minimum coverage every month: 215 (As some stores were under renovation, in the process of opening or closing down)
- Audit cycle: 18th day of every month
- Frequency of audit:
 - One audit per franchised store per cycle
 - Two audits per company owned store per cycle
- Team deployed:
 - Auditors: 6
 - Supervisor: 1
 - MIS executive: 1

Issues

Specific to retail stores, the following were the concerns:

- Process related:
 - Consistency of information being provided
 - Hygiene issues : Open/Close timings, grooming etc.
 - Not logging of query/request/complaints
 - Inconsistent waiting time for the customer
- People related:
 - Low productivity
 - Lack of warmth and professionalism in interaction
- Infrastructure related:
 - Upkeep of the store – Exteriors, interiors
 - Signages
 - Collaterals

Approach

“Assess, Audit & Advise-On the Spot” approach was adopted in order to ensure:

- instant feedback
- cut down training costs
- faster turn-around-time
- on-spot resolution

The observations for each sample were noted under the following categories:

- Standardization
- Soft skills
- Resolution
- Infrastructure
- Statutory compliance

Results

Over a quarter these initiatives helped in:

- Overall improvement in quality scores by 32%
- Internal national quality ranking of the telecom circle went up to 3rd position from 13th