



Mystery Shoppers

customer service specialists

British Waterways

Case Study

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1. The Client

British Waterways (BW) is the largest navigation authority in the UK, responsible for over 2000 miles of canals and navigable rivers. There are around 250 to 300 million visits to BW canals and rivers each year.

2. The Objective

Their vision is that by 2012 they will have created an expanded and vibrant waterway network which will be regarded as one of the nation's most important and valued national assets. Visitors will be delighted with the quality of the experience and as a consequence many will become active participants.

3. Methodology

Mystery Shoppers Ltd has carried out mystery shopping surveys for British Waterways since April 2008. The programme was designed in conjunction with them to provide independent and objective monitoring of British Waterway's achievement of the relevant customer service standards across each of the nine business units and centrally at Head Office.

The mystery shopping assessments focus primarily on the people and performance standards and the findings are reported back to each Business Unit on a monthly basis. The reports track British Waterways performance over the year; highlighting strengths and weaknesses and indicating areas of improvement required to achieve the 100% target.

The programme runs on a monthly basis and measures customer service standards by visits to specific locations such as visitor attractions, waterside facilities and towpaths to monitor upkeep, maintenance and safety features, and enquiries by telephone, email and letter.

A total of 324 visits, 162 towpath visits, 360 emails, 360 calls, 180 letters.

