

# Presentation of Findings:

## MYSTERY SHOPPING STUDY OF THE UTILITY SERVICE PROVIDERS



Prepared for:  
OFFICE OF UTILITIES REGULATION

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# Methodology

- A report of anonymous customers' experience using different modalities including:
  - **In store visits**
  - **Telephone calls to Call Centres**
  - **Online Chats**
- Scenarios simulated included:
  - **Enquiring about obtaining a new metre (JPS & NWC)**
  - **Bill query and payment plans (JPS & NWC)**
  - **Enquiring about Internet & number portability (Digicel & Flow)**
- Specific locations of service providers were contacted twice using each modality for a total of 143 contacts across all four (4) suppliers. Once during the peak period and again during the off-peak period.
- Period of investigation – September 2020 to January 2021.

# Quality Control

- Shoppers included males and females
- A mix of ages from adulthood 18+ to retirement age of 60s
- No single shopper was allowed to visit the same location more than one
- The tool used to record the shoppers' experience was an electronic one which pushed out all the relevant questions needed to complete the report of their experience
- Shopping was done across different days of week and times of day during the study period

# Challenges & Limitations

- Primarily due to COVID-19 and included:
  - Closure of stores to be visited during the study period
  - Increased difficulty in gaining access to the inside of the stores
  - Depending on the nature of the service required, customers were diverted to other service modalities such as online or telephone
  - Data collection had to be halted in order to adjust for the above, which led to delays in the study.

# SUMMARY OF FINDINGS

# THE PROVIDERS' PERFORMANCE IN TOTAL CUSTOMER EXPERIENCE (In Store, Call Centre & Online Chats)

	OVERALL PERFORMANCE 2020
FLOW	<b>70%</b>
DIGICEL	<b>68%</b>
JPS	<b>76%</b>
NWC	<b>80%</b>
<b>AVERAGE SCORE</b>	<b>74%</b>

THE ABOVE SCORES REPRESENT AN AVERAGE OF THE INSTORE SCORE, THE CALL CENTRE & ONLINE CHATS

# THE PROVIDERS' PERFORMANCE IN TOTAL CUSTOMER EXPERIENCE (In Store, Call Centre & Online Chats)

	TOTAL SCORE	PEAK	OFF-PEAK
FLOW	<b>70%</b>	<b>72%</b>	<b>66%</b>
DIGICEL	<b>68%</b>	<b>67%</b>	<b>66%</b>
JPS	<b>76%</b>	<b>78%</b>	<b>75%</b>
NWC	<b>80%</b>	<b>75%</b>	<b>84%</b>
<b>AVERAGE SCORE</b>	<b>74%</b>	<b>73%</b>	<b>73%</b>

THE ABOVE SCORES REPRESENT AN AVERAGE OF THE INSTORE SCORE, THE CALL CENTRE & ONLINE CHATS WITH A COMPARATIVE VIEW OF SCORES OBTAINED DURING PEAK AND OFF PEAK PERIODS.



# THE PROVIDERS' PERFORMANCE IN TOTAL CUSTOMER EXPERIENCE (IN STORE)

	TOTAL SCORE 2020
FLOW	<b>59%</b>
DIGICEL	<b>57%</b>
JPS	<b>66%</b>
NWC	<b>71%</b>
<b>AVERAGE</b>	<b>63%</b>

THE ABOVE SCORES REPRESENT TOTAL SCORE OBTAINED FOR BOTH CUSTOMER SERVICE AND THE PHYSICAL SPACE WITH A COMPARATIVE VIEW OF SCORES OBTAINED DURING PEAK AND OFF-PEAK PERIODS.



# THE PROVIDERS' PERFORMANCE IN TOTAL CUSTOMER EXPERIENCE (CALL CENTRE)

	TELEPHONE SERVICE DELIVERY
FLOW	<b>67%</b>
DIGICEL	<b>63%</b>
JPS	<b>89%</b>
NWC	<b>86%</b>
<b>AVERAGE</b>	<b>76%</b>

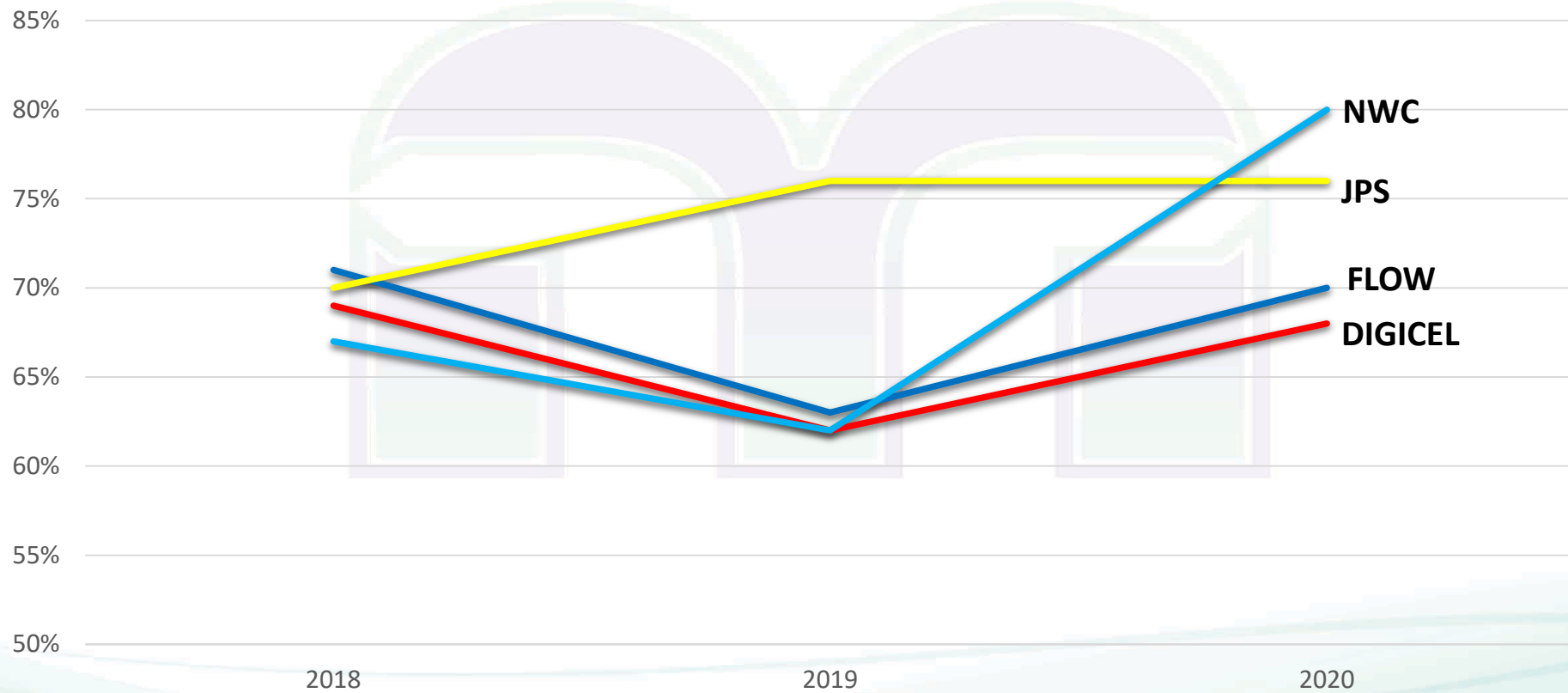
# THE PROVIDERS' PERFORMANCE IN TOTAL CUSTOMER EXPERIENCE (ONLINE CHAT)

	CHAT SERVICE DELIVERY
FLOW	<b>85%</b>
DIGICEL	<b>91%</b>
JPS	<b>77%</b>
NWC	<b>98%</b>
<b>AVERAGE</b>	<b>88%</b>

# COVID MEASURES IN STORE

	COVID MEASURES IN STORE
FLOW	<b>66%</b>
DIGICEL	<b>68%</b>
JPS	<b>80%</b>
NWC	<b>74%</b>
<b>AVERAGE</b>	<b>72%</b>

# Service Providers Overall Performance Three Years Trend (2018-2020)



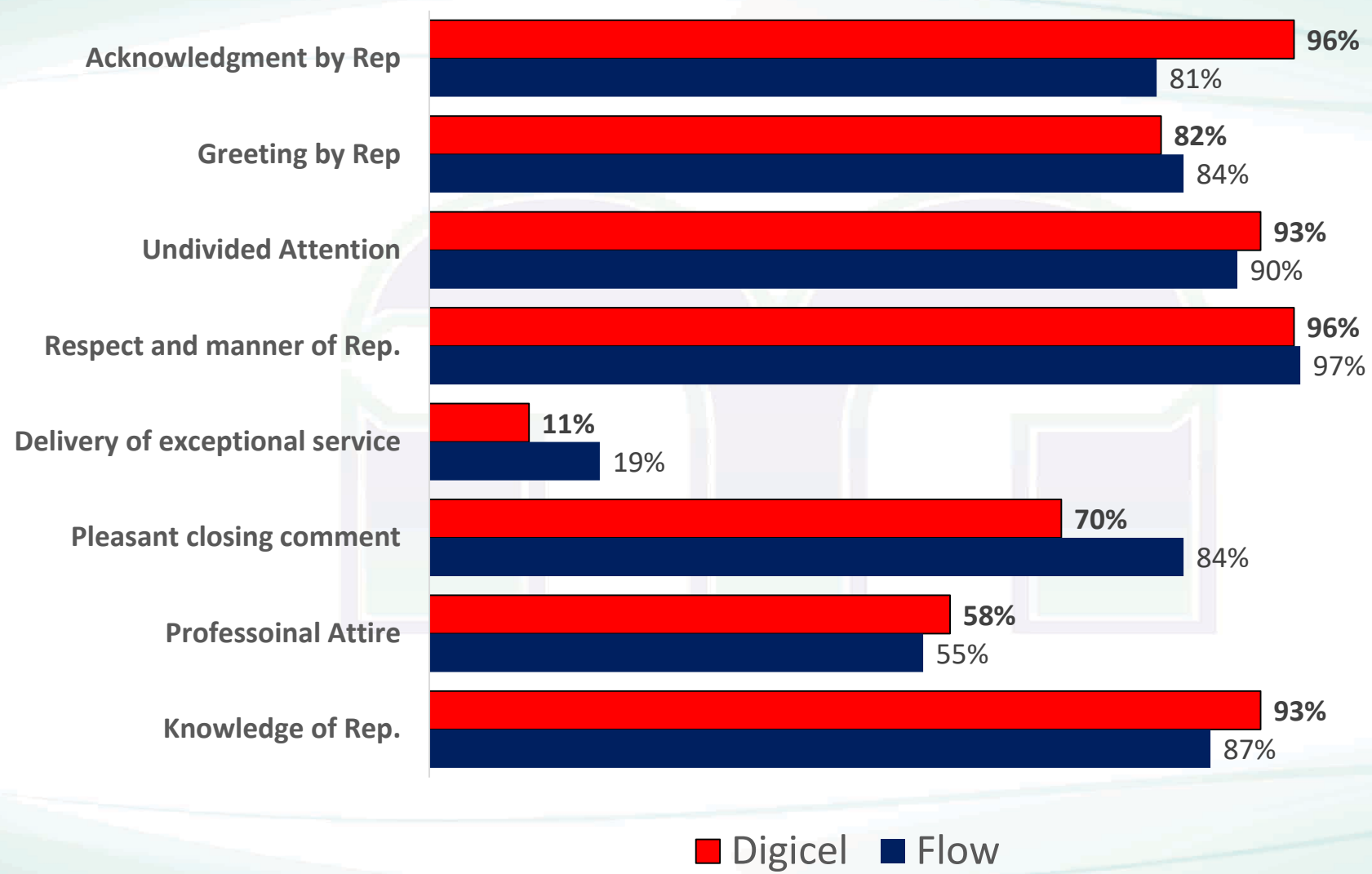


DETAILED FINDINGS:  
**TELECOMS**

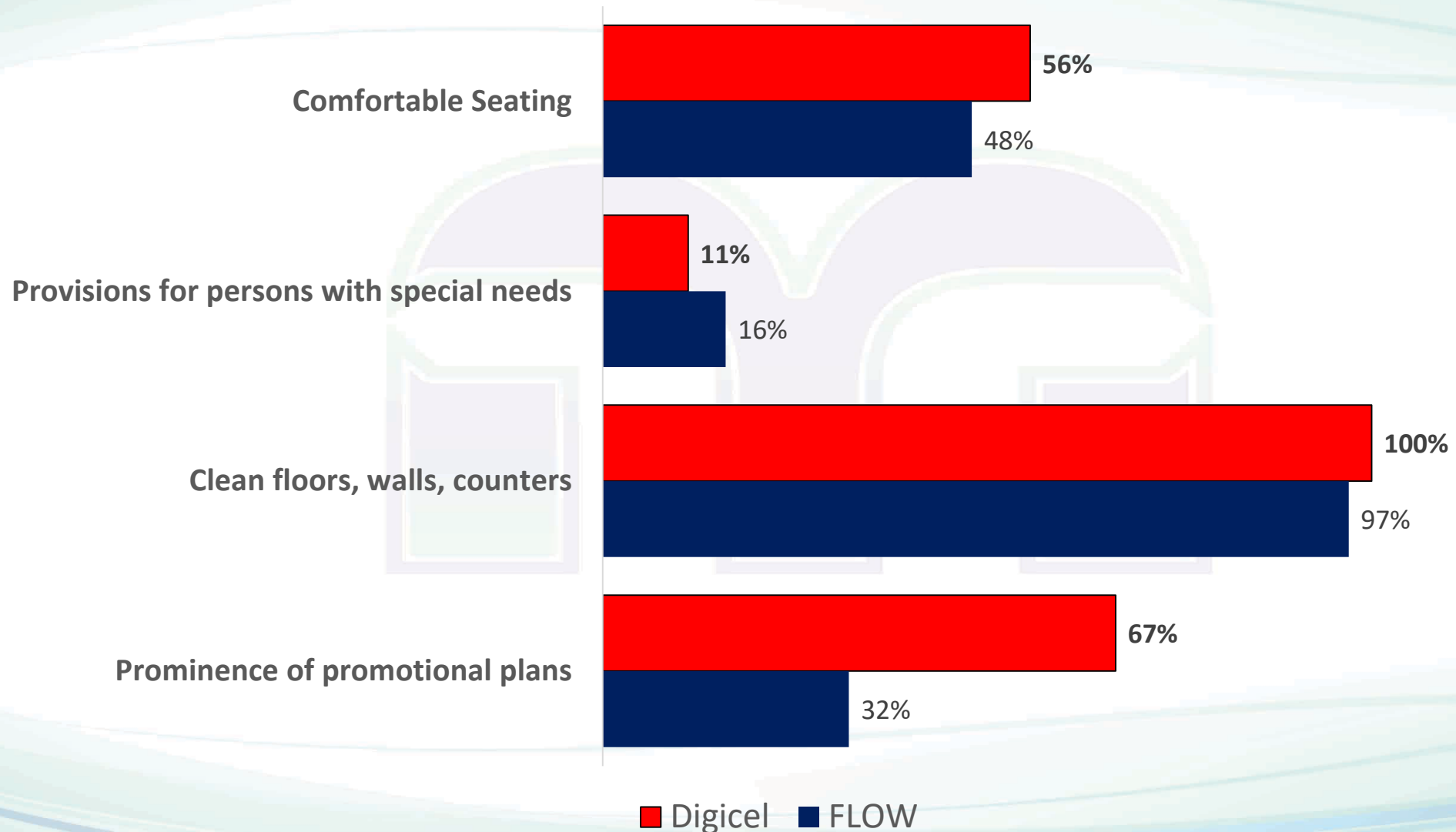
***“There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.”***

Sam Walton, Founder of Walmart

# Telecoms' Performance In Stores – Customer Service

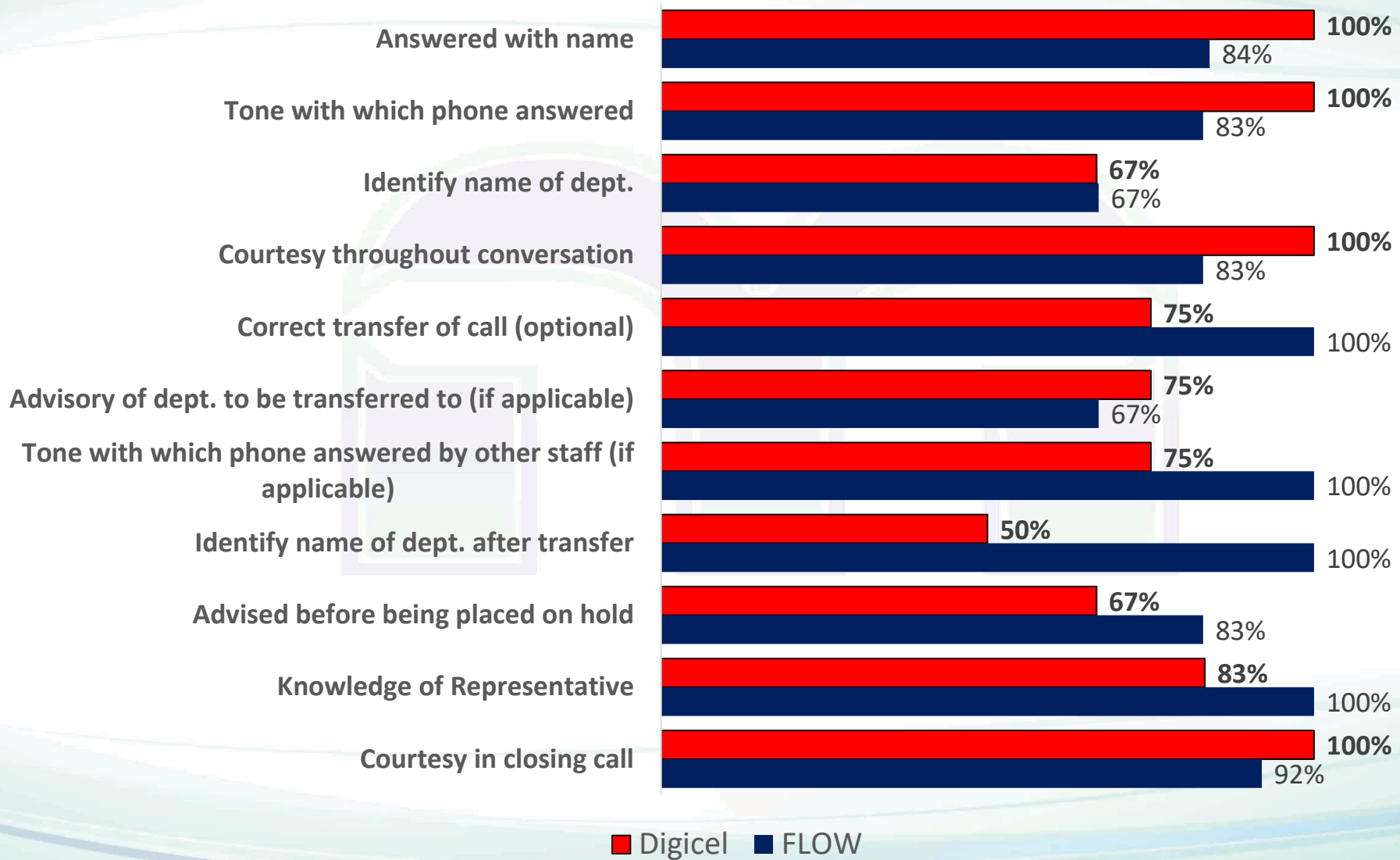


# Telecoms' Performance In Stores – Facilities

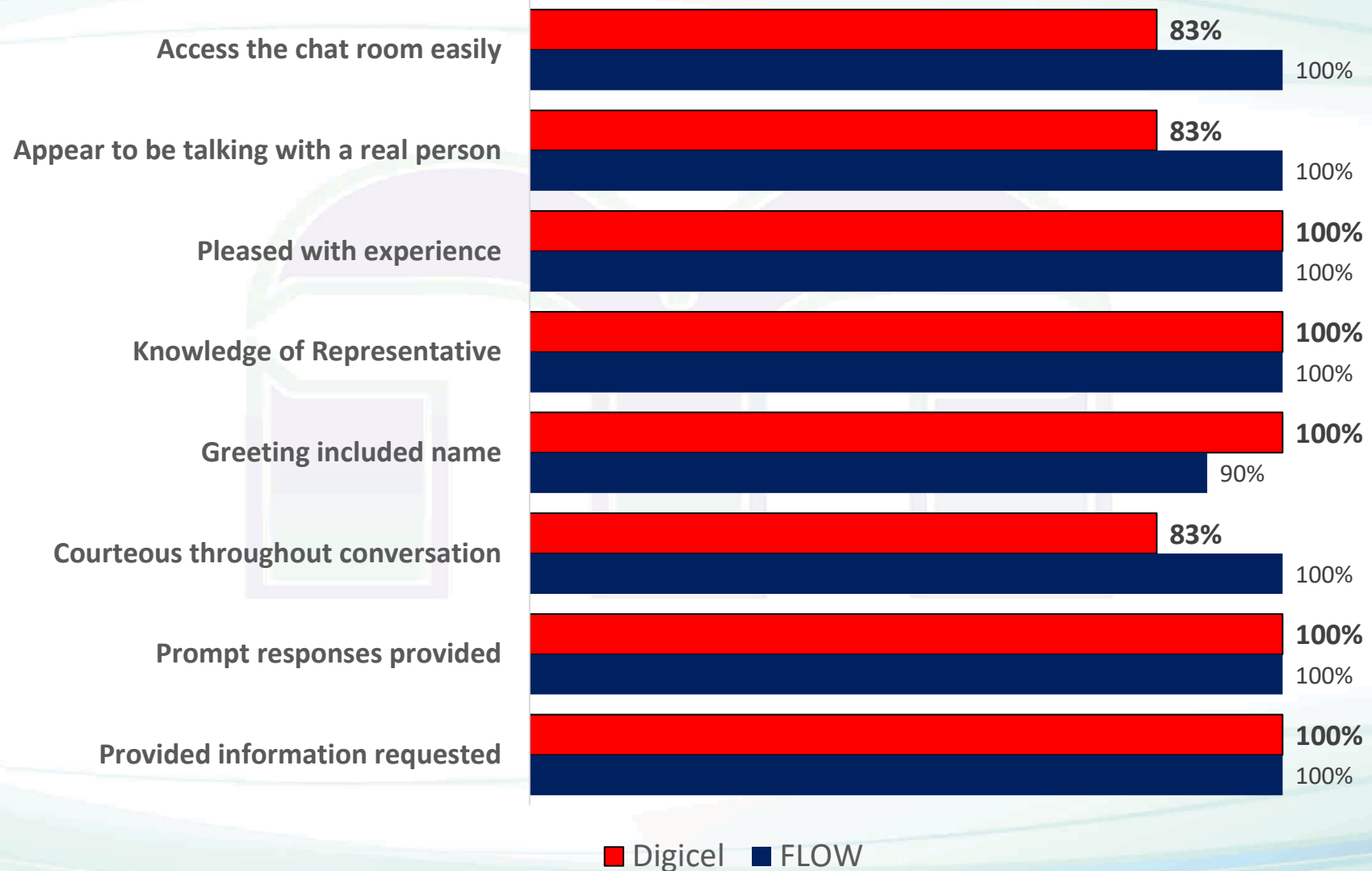




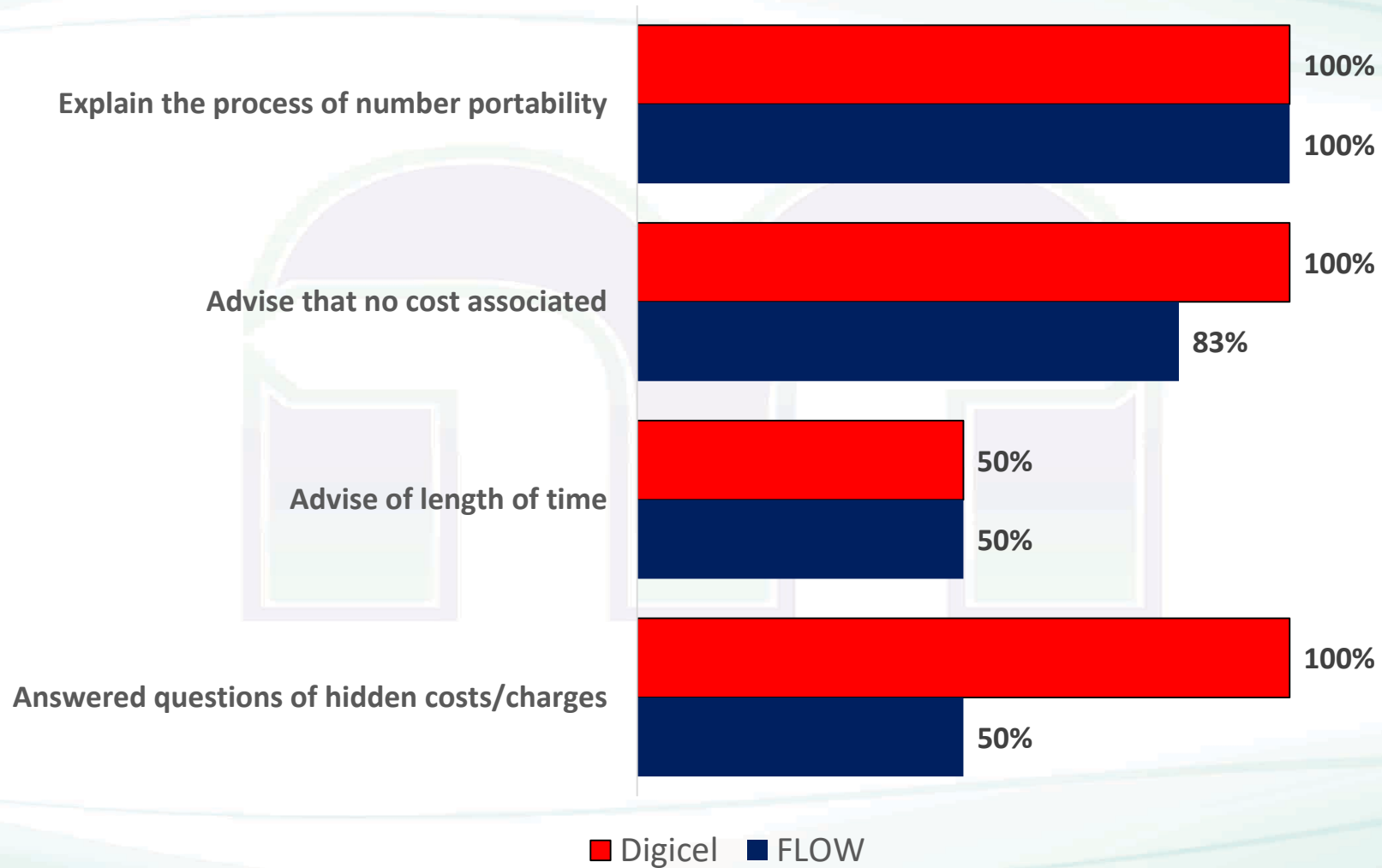
# Telecoms' Performance In The Call Centre



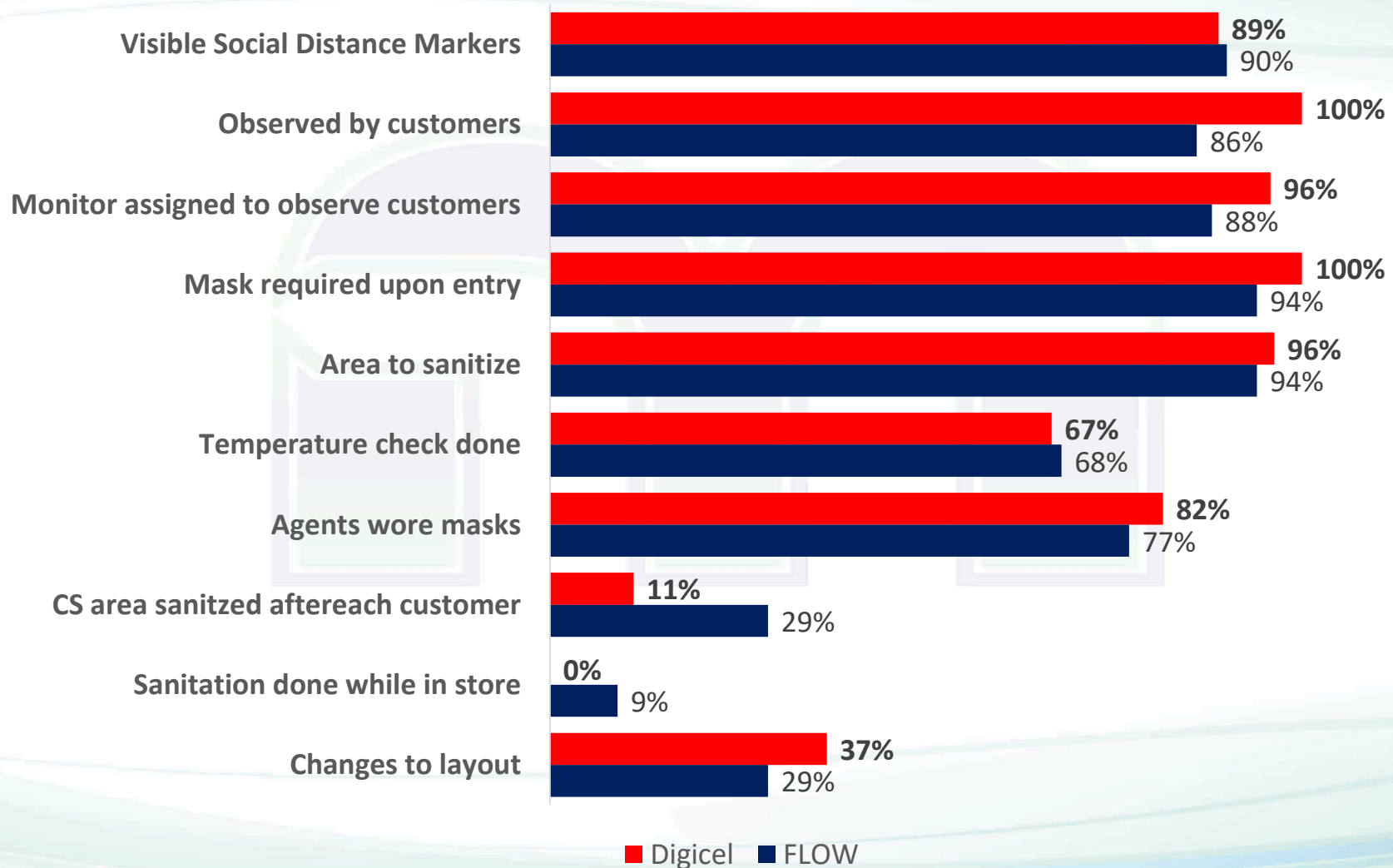
# Telecoms' Performance – Online Chats



# Telecoms' Performance – Number Portability



# Telecoms' Implementation of COVID-19 Measures



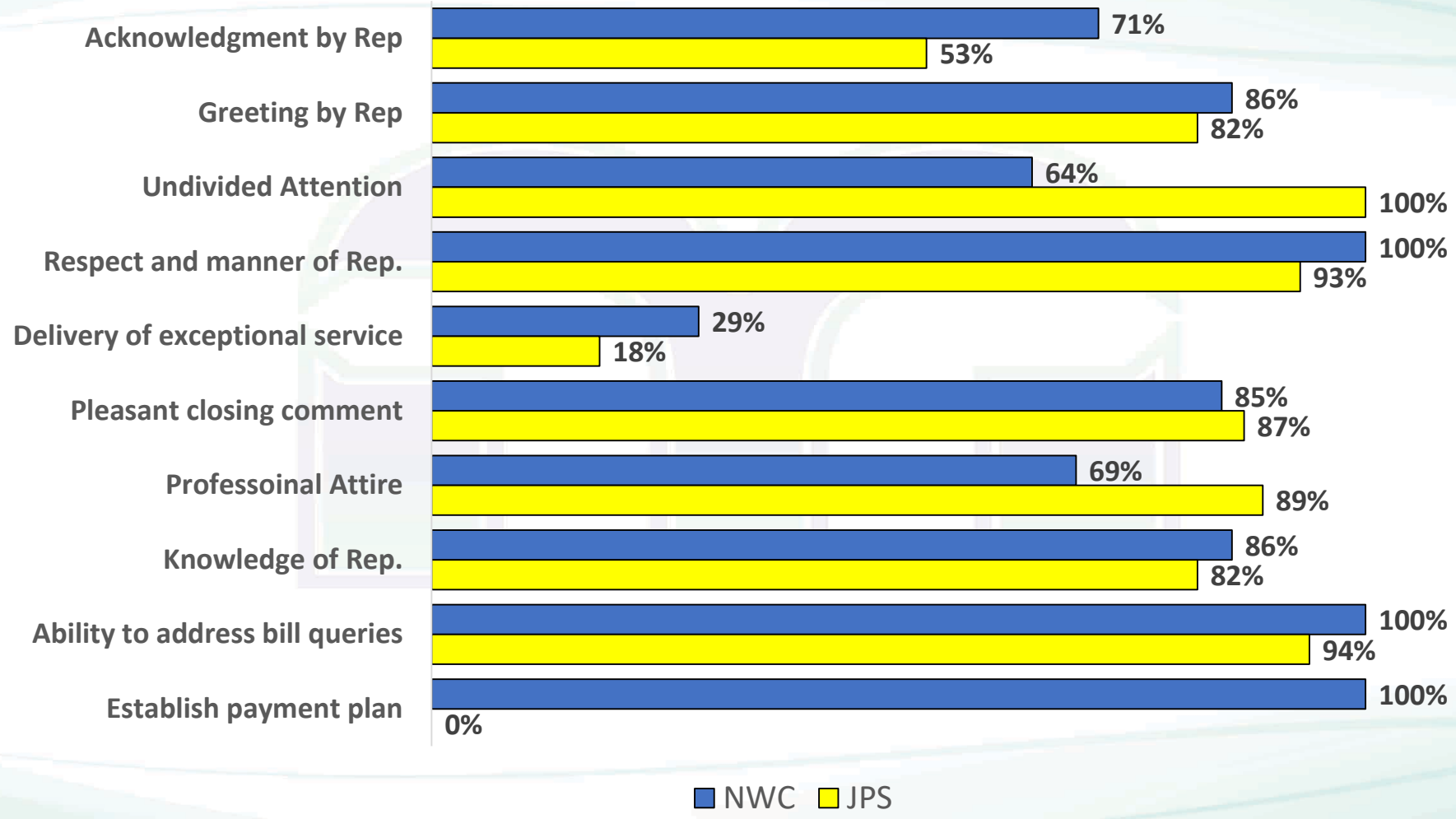


DETAILED FINDINGS:  
**UTILITIES**

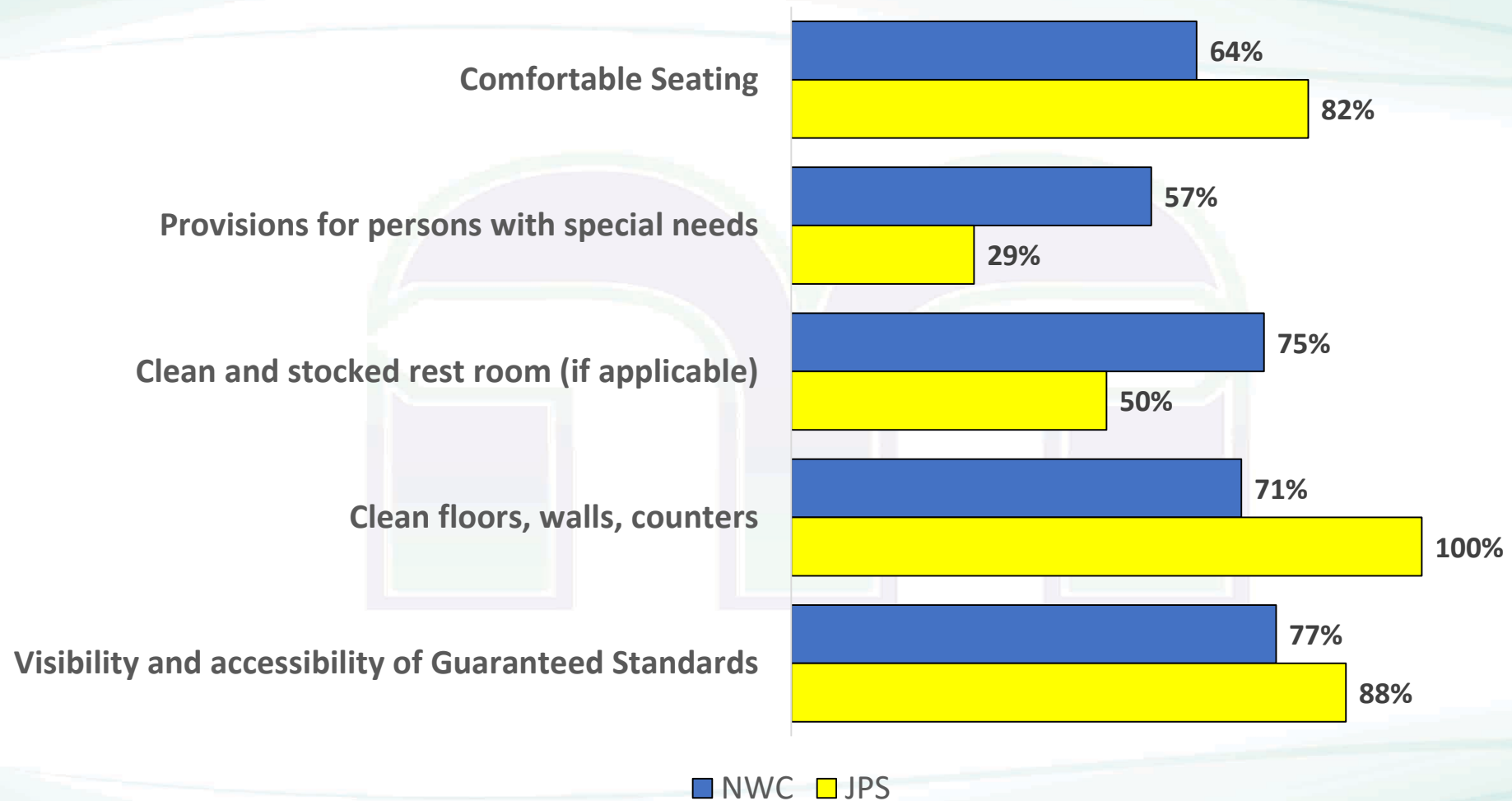
***“There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.”***

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# Utilities' Performance In Stores – Customer Service

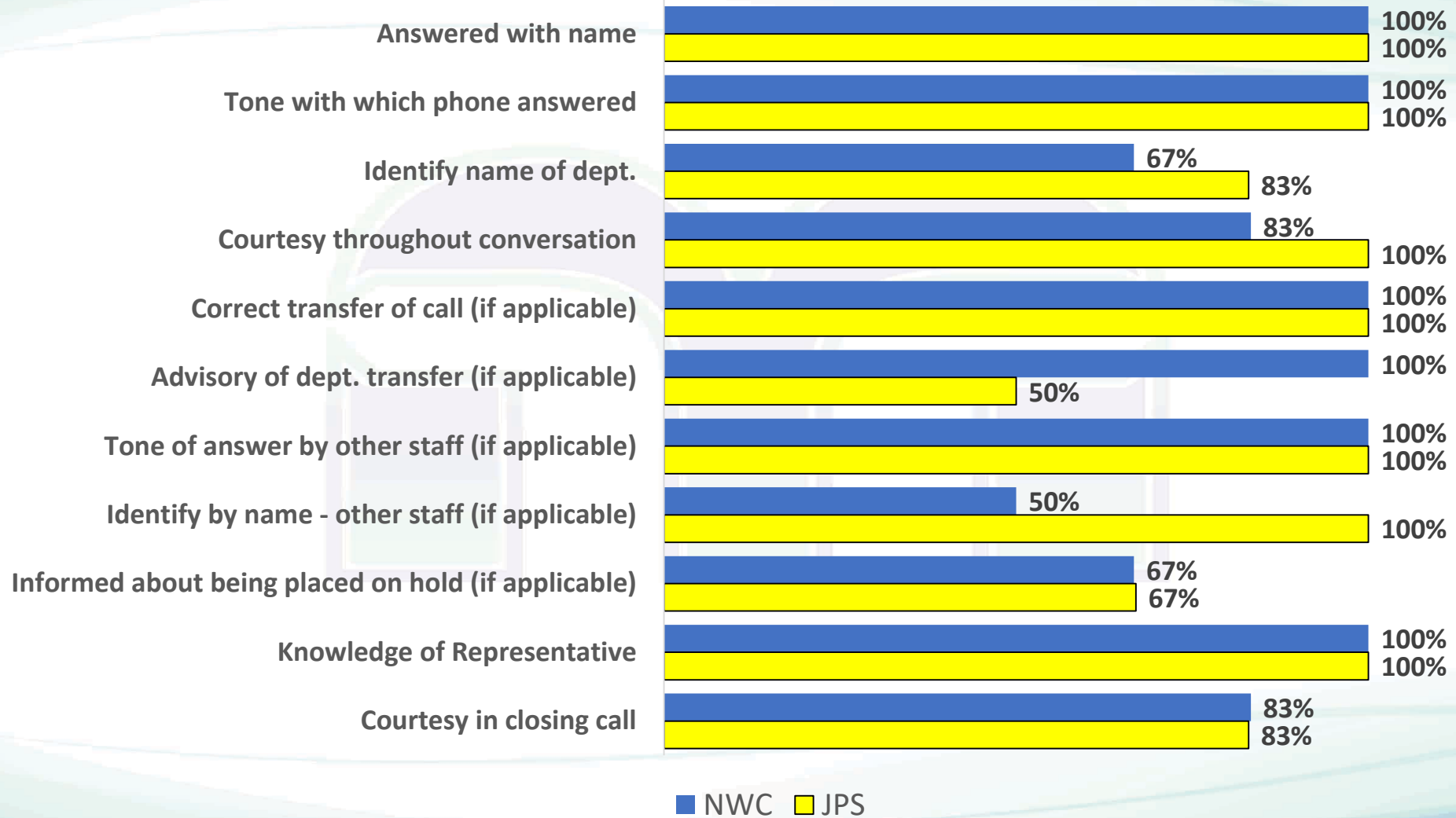


# Utilities' Performance In Stores – Facilities

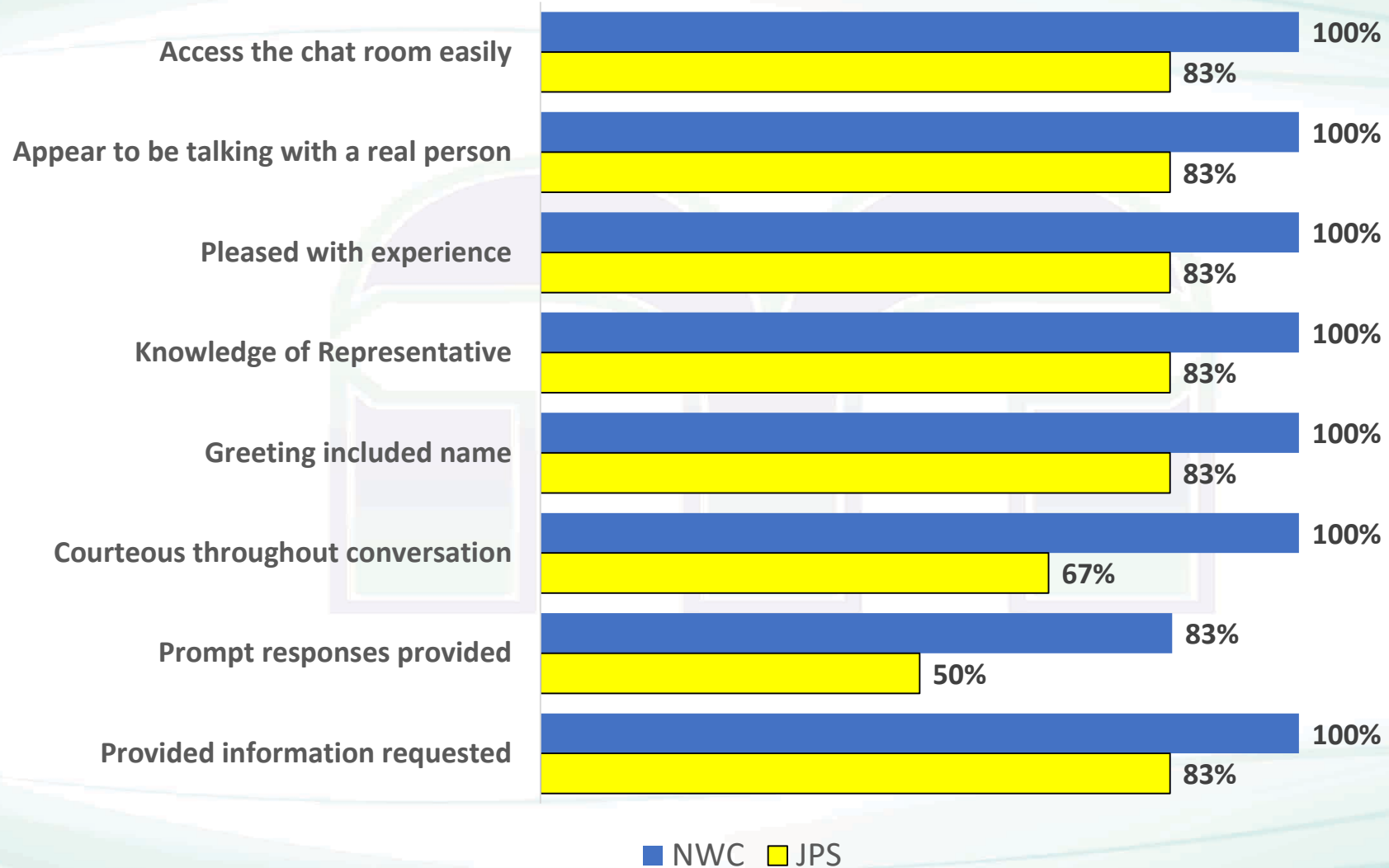




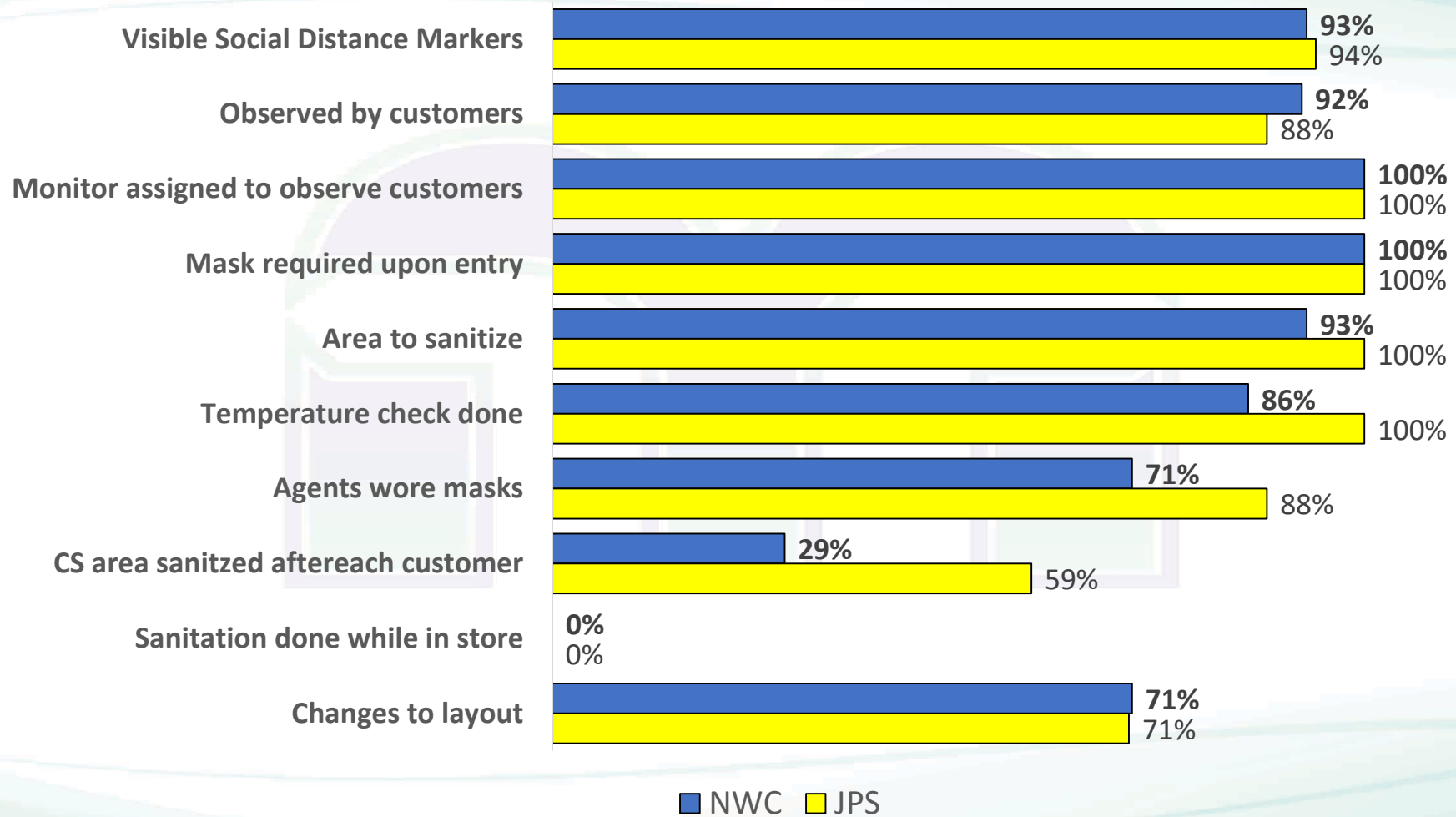
# Utilities' Performance In The Call Centre



# Utilities' Performance – Online Chats



# Utilities' Implementation of COVID-19 Measures



# CONCLUSION & RECOMMENDATION

# Conclusion & Recommendations

- All service providers reported an improvement in performance between 2019 and 2020
- All service providers performed best in the online chat service modality.
- Service providers' performance in this area was the most responsible for the improved scores reported
- There needs to be some attention given to the service delivery in stores where just about all service providers were weakest
- With regards to telecoms, their service delivery in terms of internet should be the main area of focus. In particular equipping their CSRs to answer questions regarding the time frame for the availability of service
- In the case of the utilities, access to managers and supervisors when needed, ought to be the main area of focus
- Performance in the area of offering payment plans to customers by the utilities also underperformed when compared to other areas.
- Services for the disabled need to be looked into by all service providers however the utilities especially underperformed in this area.
- Performance by the utilities in terms of their Call Centre delivery recorded an improvement over 2019 and ought to be maintained.