

MINNESOTA WORKFORCE COUNCIL ASSOCIATION

2012 Secret Shopper Study

Statewide Report:
Summary of Results

June 2012



MN WorkForce Council Association: 2012 Mystery Shopping Study

Unless otherwise noted, statistics represent the percentage (%) in a response category

Arrival at WorkForce Center

1. Upon arriving at the WorkForce Center, please indicate whether the following statements are true:

	Yes	No
The WorkForce Center building was easy to find.	78%	22%
There is adequate parking near the building.	93%	7%
I easily located the suite or room in which the WorkForce Center is located.	93%	7%
There were visible signs that directed me to the WorkForce Center's entrance.	88%	12%

Reception Area/Information Center

- 2.

	Yes	No
Upon entering, was the reception area/ information center welcoming?	95%	5%
Did the receptionist/staff greet you upon entering?	65%	35%

3. Was the receptionist/staff person wearing a name badge?

Response	
Yes	64%
No	36%

4. Did the receptionist/staff person:

	Yes	No
Make eye contact with you?	89%	11%
Ask how he/she could help you?	84%	16%
Direct you to where you needed to go?	89%	11%
Ask you to complete a sign-in sheet or register with CRS?	47%	53%

5. Please rate the receptionist/staff person on the following:

	Excellent	Good	Fair	Poor
Friendliness?	55%	25%	10%	10%
How well he/she made me feel comfortable?	45%	33%	12%	10%

Resource Center Staff

6. Was there a Resource Center staff member present in the Resource Center?

Response	
Yes	54%
No	46%

7. Please indicate whether the following statements are true about your Resource Center staff member -

	Yes	No
He/she encourage me to register with Job Bank?	57%	43%
He/she gave me an overview of available services?	62%	38%
He/she followed up and asked if I had questions?	59%	41%

8. How long did you wait to get help after asking for it? (Minutes – count the time only from when you indicated needing help).

Immediately	28
Less than 5 minutes	4
More than 5 minutes	5

9. Please rate the Resource Center staff member on the following service attributes:

	Excellent	Good	Fair	Poor
Attentiveness?	50%	29%	5%	16%
Availability?	45%	39%	13%	3%
Courteousness?	58%	26%	11%	5%
Friendliness?	55%	24%	16%	5%
Helpfulness?	52%	29%	8%	11%
Level of knowledge?	47%	37%	11%	5%
Professional appearance?	53%	44%	3%	0%
How well he/she made me feel comfortable?	58%	24%	18%	0%
How well he/she explained things in a clear manner?	58%	21%	16%	5%
How well he/she treated me with respect?	58%	26%	13%	3%
How well my question was answered?	55%	29%	11%	5%

Resource Center Services

10. After spending time in the Resource Center and using the services offered, please indicate how satisfied or dissatisfied you were with the following service aspects:

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
Computers:				
Length of wait-time to use a computer?	57%	24%	5%	14%
Availability of staff for computer instruction?	46%	42%	10%	2%
Basic training provided on personal computers?	39%	44%	15%	2%
Staff's level of computer knowledge?	44%	49%	5%	2%
Library/Resources:				
Information about job clubs?	22%	56%	15%	7%
Information about workshops?	27%	51%	12%	10%
How current the printed resources such as newspapers, books, brochures, and magazines were?	40%	51%	7%	2%
How organized these resources were?	33%	59%	5%	3%
Staff's knowledge about these resources?	33%	57%	7%	3%

Please indicate whether you had access to the following office equipment:

	Yes	No
Did staff instruct you on how to use office equipment?	32%	68%
Telephone?	92%	8%
Printer?	100%	0%
Fax machine?	77%	23%
Copy machine?	73%	27%

Resource Center Environment

Chart 3. Resource room environment ratings.

11. Please rate the Resource Center on the following:

	Excellent	Good	Fair	Poor
Visual appeal?	37%	53%	10%	0%
Welcoming environment?	50%	38%	12%	0%
How well it was organized?	48%	45%	5%	2%
Comprehensiveness of the Resource Center to serve as an office in which to conduct a job search?	35%	50%	13%	2%

Impressions Based on Observations of Others

12. Please rate how well the receptionist and Resource Center staff interacted with other customers overall:

	Excellent	Good	Fair	Poor
Receptionist?	52%	27%	9%	12%
Resource Center staff?	55%	31%	10%	4%

MWCA Mystery Shopper Program 2012

Individual Site Reports

Fairmont WSA# 7



Upon arriving at the WorkForce Center, please indicate whether the following statements are true --

The workforce center was easy to find?	No
There is adequate parking near the building?	Yes
I easily located the room in which the WorkForce Center is located?	Yes
There were visible signs that directed me to the WorkForce Center's entrance?	No
I mapquested the directions and it did not bring me to the mall where it is located	

Upon entering, was the reception area/information center welcoming?	Yes
Did the receptionist/staff person greet you?	Yes
Was the receptionist wearing a name badge?	

Did the receptionist/staff person --

Make eye contact with you?	Yes
Ask how he/she could help you?	Yes
Direct you where you needed to go?	Yes

Please rate the receptionist/staff person on the following --

Friendliness?	Excellent
How well he/she made me feel comfortable?	Good

Was there also a Resource Center staff member present in the Resource Center?	No
Did the Resource staff member ask you complete a sign in sheet or register with CRS?	No
How long did you wait to get help after asking for it?	Immediately

Please indicate whether the following statements are true about your Resource Center Staff member --

He/she encouraged me to register with Job Bank?	Yes
He/she gave me an overview of available services?	Yes
He/she followed up and asked if I had questions?	Yes

Please rate the Resource Center staff member on the following service attributes --

Attentiveness?	Excellent
Availability	Excellent
Courteousness?	Excellent
Friendliness?	Excellent
Helpfulness?	Excellent
Level of knowledge?	Excellent
Professional appearance?	Excellent
How well she/he made me feel comfortable?	Excellent
How well he/she explained things in a clear manner?	Excellent
How well he/she treated me with respect?	Excellent
How well my questions were answered?	Excellent

After spending time in the Resource Center and using the services offered, please indicate how satisfied or dissatisfied you were in the following service aspects --

Availability of staff for computer instruction?	Satisfied
Basic training provided on personal computers?	Satisfied
Staff's level of computer knowledge?	Satisfied
Length of wait time to use a computer?	Immediately

Please indicate how satisfied or dissatisfied you were with the following service aspects

Information about job clubs?	Satisfied
Information about workshops?	Satisfied
How current the printed resources were?	Very Satisfied
How organized these resources were?	Very Satisfied
Staff's knowledge about these resources?	Satisfied
Did staff instruct you on how to use office equipment?	No

Please indicate whether you had access to the following equipment --

Telephone	Yes
Printer	Yes
Fax machine	Yes
Copy machine	Yes

Please rate the Resource Center on the following --

Visual appeal	Excellent
Welcoming environment	Excellent
How well it was organized	Excellent
Comprehensiveness of the Resource Center to conduct a job search?	Excellent

Please rate how well the receptionist and Resource Center staff interacted with other customers overall --

Receptionist?	Excellent
Resource Center staff?	Excellent

What was your overall impression of the Workforce center?

What specifically was done well or impressed you?

What could be considered opportunities for improvement?

MWCA Mystery Shopper Program 2012

Individual Site Reports

Mankato WSA# 7



Upon arriving at the WorkForce Center, please indicate whether the following statements are true --

The workforce center was easy to find?	Yes
There is adequate parking near the building?	Yes
I easily located the room in which the WorkForce Center is located?	Yes
There were visible signs that directed me to the WorkForce Center's entrance?	Yes

Upon entering, was the reception area/information center welcoming?	Yes
Did the receptionist/staff person greet you?	Yes
Was the receptionist wearing a name badge?	No

Did the receptionist/staff person --

Make eye contact with you?	Yes
Ask how he/she could help you?	Yes
Direct you where you needed to go?	Yes

Please rate the receptionist/staff person on the following --

Friendliness?	Good
How well he/she made me feel comfortable?	Good

Was there also a Resource Center staff member present in the Resource Center?	No
Did the Resource staff member ask you complete a sign in sheet or register with CRS?	No
How long did you wait to get help after asking for it?	Immediately

Please indicate whether the following statements are true about your Resource Center Staff member --

He/she encouraged me to register with Job Bank?	Yes
He/she gave me an overview of available services?	Yes
He/she followed up and asked if I had questions?	No

Please rate the Resource Center staff member on the following service attributes --

Attentiveness?	Good
Availability	Good
Courteousness?	Good
Friendliness?	Good
Helpfulness?	Good
Level of knowledge?	Good
Professional appearance?	Good
How well she/he made me feel comfortable?	Good
How well he/she explained things in a clear manner?	Good
How well he/she treated me with respect?	Good
How well my questions were answered?	Good

After spending time in the Resource Center and using the services offered, please indicate how satisfied or dissatisfied you were in the following service aspects --

Availability of staff for computer instruction?	Satisfied
Basic training provided on personal computers?	Satisfied
Staff's level of computer knowledge?	Satisfied
Length of wait time to use a computer?	Immediately

Please indicate how satisfied or dissatisfied you were with the following service aspects

Information about job clubs?	Satisfied
Information about workshops?	Satisfied
How current the printed resources were?	Satisfied
How organized these resources were?	Satisfied
Staff's knowledge about these resources?	Satisfied
Did staff instruct you on how to use office equipment?	No

Please indicate whether you had access to the following equipment --

Telephone	
Printer	
Fax machine	
Copy machine	Yes

Please rate the Resource Center on the following --

Visual appeal	Good
Welcoming environment	Good
How well it was organized	Good
Comprehensiveness of the Resource Center to conduct a job search?	Good

Please rate how well the receptionist and Resource Center staff interacted with other customers overall --

Receptionist?	Good
Resource Center staff?	

What was your overall impression of the Workforce center?

Overall clean, organized, and welcoming.

What specifically was done well or impressed you?

Staff was friendly. Plenty of computers for the amount of customers. Materials seemed to all be up to date and organized.

What could be considered opportunities for improvement?

A little more focused on the customer. They were friendly and helpful, but seemed to want to do the minimum rather than really inquire about what I was looking for and how they could help. The discussion with staff didn't seem individualized, but more like a routine speech. As I watched staff assist other customers, it seemed to be the same. Also, they did not instruct me on the available office equipment.

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Individual Site Reports

New Ulm WSA# 7



Upon arriving at the WorkForce Center, please indicate whether the following statements are true --

The workforce center was easy to find?	Yes
There is adequate parking near the building?	Yes
I easily located the room in which the WorkForce Center is located?	Yes
There were visible signs that directed me to the WorkForce Center's entrance?	Yes

Upon entering, was the reception area/information center welcoming?	Yes
Did the receptionist/staff person greet you?	Yes, immediately
Was the receptionist wearing a name badge?	No.

Did the receptionist/staff person --

Make eye contact with you?	Yes
Ask how he/she could help you?	Yes
Direct you where you needed to go?	Yes

Please rate the receptionist/staff person on the following --

Friendliness?	Excellent
How well he/she made me feel comfortable?	Excellent

Was there also a Resource Center staff member present in the Resource Center?	Yes
Did the Resource staff member ask you complete a sign in sheet or register with CRS?	No
How long did you wait to get help after asking for it?	Immediately

Please indicate whether the following statements are true about your Resource Center Staff member --

He/she encouraged me to register with Job Bank?	Yes
He/she gave me an overview of available services?	Yes
He/she followed up and asked if I had questions?	Yes

Please rate the Resource Center staff member on the following service attributes --

Attentiveness?	Excellent
Availability	Excellent
Courteousness?	Excellent
Friendliness?	Excellent
Helpfulness?	Excellent
Level of knowledge?	Excellent
Professional appearance?	Excellent
How well she/he made me feel comfortable?	Excellent
How well he/she explained things in a clear manner?	Excellent
How well he/she treated me with respect?	Excellent
How well my questions were answered?	Excellent

After spending time in the Resource Center and using the services offered, please indicate how satisfied or dissatisfied you were in the following service aspects --

Availability of staff for computer instruction?	Very satisfied
Basic training provided on personal computers?	Very satisfied
Staff's level of computer knowledge?	Very satisfied
Length of wait time to use a computer?	Very satisfied

Please indicate how satisfied or dissatisfied you were with the following service aspects

Information about job clubs?	Very satisfied
Information about workshops?	Very satisfied
How current the printed resources were?	Very satisfied
How organized these resources were?	Very satisfied
Staff's knowledge about these resources?	Very satisfied
Did staff instruct you on how to use office equipment?	No

Please indicate whether you had access to the following equipment --

Telephone	Yes
Printer	Yes
Fax machine	Yes
Copy machine	Yes

Please rate the Resource Center on the following --

Visual appeal	Excellent
Welcoming environment	Excellent
How well it was organized	Excellent
Comprehensiveness of the Resource Center to conduct a job search?	Excellent

Please rate how well the receptionist and Resource Center staff interacted with other customers overall --

Receptionist?	Excellent
Resource Center staff?	Excellent

What was your overall impression of the Workforce center?

Clean, organized, helpful, calm

What specifically was done well or impressed you?

Printed Mnworks jobs at the table, info posted

What could be considered opportunities for improvement?

I was overall impressed, especially with such a small office. The only thing I would say, is that the staff conversations in back was distracting at times.