

MINNESOTA WORKFORCE COUNCIL ASSOCIATION

2013 Secret Shopper Study

Statewide Report:
Summary of Results

April 2013



MN WorkForce Council Association: 2013 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.	70%	30%
There is adequate parking near the building.	91%	9%
I easily located the suite or room in which the WorkForce Center is located.	83%	17%
There were visible signs that directed me to the WorkForce Center's entrance.	72%	28%

Reception Area/Information Center

- 2.

	Yes	No
Upon entering, was the reception area/ information center welcoming?	93%	7%
Did the receptionist/staff immediately greet you upon entering?	59%	41%

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

Response	
Yes	51%
No	49%

4. Did the receptionist/staff person:

	Yes	No
Make eye contact with you?	93%	7%
Ask how he/she could help you?	87%	13%
Direct you to where you needed to go?	84%	16%
Ask you to complete a sign-in sheet or register with CRS?	54%	46%

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

	Excellent	Good	Fair	Poor
Friendliness?	64%	27%	7%	2%
How well he/she made me feel comfortable?	57%	34%	7%	2%

Resource Center Staff

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

Response	
Yes	65%
No	35%

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?	67%	33%
He/she gave me an overview of available services?	59%	41%
He/she followed up and asked if I had questions?	68%	32%

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	80%
Less than 5 minutes	15%
More than 5 minutes	5%

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

	Excellent	Good	Fair	Poor
Attentiveness?	61%	13%	11%	15%
Availability?	62%	26%	7%	5%
Courteousness?	74%	19%	5%	2%
Friendliness?	81%	14%	3%	2%
Helpfulness?	62%	24%	10%	4%
Level of knowledge?	60%	26%	12%	2%
Professional appearance?	76%	19%	3%	2%
How well he/she made me feel comfortable?	70%	17%	10%	3%
How well he/she explained things in a clear manner?	64%	19%	14%	3%
How well he/she treated me with respect?	79%	19%	0%	2%
How well my question was answered?	55%	33%	12%	0%

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?	90%	10%	0%	0%
Availability of staff for computer instruction?	56%	38%	6%	0%
Basic training provided on personal computers?	37%	51%	5%	7%
Staff's level of computer knowledge?	51%	42%	5%	2%
Library/Resources:				
Information about job clubs?	37%	33%	26%	4%
Information about workshops?	47%	28%	19%	6%
How current the printed resources such as newspapers, books, brochures, and magazines were?	47%	44%	7%	2%
How organized these resources were?	49%	47%	20%	4%
Staff's knowledge about these resources?	52%	37%	89%	0%

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

	Yes	No
Did staff instruct you on how to use office equipment?	44%	56%
Telephone?	86%	14%
Printer?	98%	2%
Fax machine?	84%	16%
Copy machine?	91%	9%

Resource Center Environment

Chart 3. Resource room environment ratings.

11. Please rate the Resource Center on the following:

	Excellent	Good	Fair	Poor
Visual appeal?	57%	36%	7%	0%
Welcoming environment?	55%	39%	7%	6%
How well it was organized?	50%	45%	5%	0%
Comprehensiveness of the Resource Center to serve as an office in which to conduct a job search?	56%	36%	9%	0%

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?	69%	21%	5%	5%
Resource Center staff?	76%	14%	8%	2%

MWCA Mystery Shopper Program 2013

Individual Site Reports

Fairmont WSA# 7

March 13 – 3:00 – 4:00 p.m.



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?	No
There were visible signs that directed me to the WorkForce Center's entrance?	No

The WFC is within a mall, and there were no signs from the road or on the mall that indicated this, unless I missed them somehow. While Google Maps pointed to the location, I drove by it twice because there were no signs. Finally I pulled into the parking and asked a group of teenagers and they informed me it was inside the mall. They really need more signs.

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

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?	
How long did you wait to get help after asking for it?	

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

He/she encouraged me to register with Job Bank?	No
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?	Fair
Availability	Poor
Courteousness?	Good
Friendliness?	Excellent
Helpfulness?	Good
Level of knowledge?	Good
Professional appearance?	Excellent
Professional behavior?	Good
How well she/he made me feel comfortable?	Excellent
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?	Fair

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
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Basic training provided on personal computers?	Satisfied
Staff's level of computer knowledge?	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?	Satisfied
Information about workshops?	Satisfied
How current the printed resources were?	Very 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	Yes
Printer	Yes
Fax machine	Yes
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?	N/a
Resource Center staff?	Good

What was your overall impression of the Workforce center?

Besides being difficult to find, the office itself seemed professional and helpful

What specifically was done well or impressed you?

Knowing customers by name

What could be considered opportunities for improvement?

It seemed like they were under-staffed or maybe it was just that particular time. Also just signs to indicated location of the office.

MWCA Mystery Shopper Program 2013

Individual Site Reports

New Ulm WSA# 7

March 8 – 11:00 a.m. – 3:00 p.m.



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?	No
There are a bunch of doors in the hall where you can enter different businesses. The WorkForce Center is only marked by a handwritten/paper sign	

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?	No
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?	Yes, no name badge
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?	1 minute

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?	Excellent
Availability	Good
Courteousness?	Excellent
Friendliness?	Excellent
Helpfulness?	Good
Level of knowledge?	Excellent
Professional appearance?	Excellent
Professional behavior?	Excellent
How well she/he made me feel comfortable?	Excellent
How well he/she explained things in a clear manner?	Good
How well he/she treated me with respect?	Excellent
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?	Very satisfied

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

Information about job clubs?	Dissatisfied
Information about workshops?	Very 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	Yes
Printer	Yes
Fax machine	No
Copy machine	No

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?	Fair

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

Receptionist?	Good
Resource Center staff?	Excellent

What was your overall impression of the Workforce center?

It was a very friendly WorkForce Center and the changes I would recommend are very minor and simple.

What specifically was done well or impressed you?

I really enjoyed some of the resources they had available for customers. That I actually took some to see about using them at our location as well, or for job search classes.

What could be considered opportunities for improvement?

an Updated sign in the workforce center, be sure to wear name tags, as well as make a simple sign that says "Fax and Copy Machine" Available for Job Search Use...Please ask.

MWCA Mystery Shopper Program 2013

Individual Site Reports

Mankato WSA# 7

March 14 – 12:30 – 2:15 p.m.



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?	No
There were visible signs that directed me to the WorkForce Center's entrance?	No

I used Mapquest for directions. I ended up on the top of the hill in Mankato. Luckily, I was familiar enough with Mankato and was able to locate it. Once I found the address, parking was adequate, but seemed to be a bit far away if you might have and physical challenges. You also had to walk along a fairly busy 'service road'..I say service road because two delivery trucks (pop distributors and another service) were parked there to unload to nearby restaurants. When I got in the mall area, a sign was on the wall, but no indication of left or right. I had to search it out.

Upon entering, was the reception area/information center welcoming?	Yes
Did the receptionist/staff person greet you?	Not immediately, helping another customer
Was the receptionist wearing a name badge?	No

Did the receptionist/staff person --

Make eye contact with you?	No
Ask how he/she could help you?	Yes
Direct you where you needed to go?	No

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?	No
He/she gave me an overview of available services?	No
He/she followed up and asked if I had questions?	Yes

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

Attentiveness?	Fair
Availability	Good
Courteousness?	Good
Friendliness?	Good
Helpfulness?	Fair
Level of knowledge?	Good
Professional appearance?	Excellent
Professional behavior?	Excellent
How well she/he made me feel comfortable?	Good
How well he/she explained things in a clear manner?	Fair
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?	Very satisfied
Basic training provided on personal computers?	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?	Dissatisfied
Information about workshops?	Dissatisfied
How current the printed resources were?	Dissatisfied
How organized these resources were?	Dissatisfied
Staff's knowledge about these resources?	Dissatisfied
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?

Overall--it was nice, spacious with a comfortable work space.

What specifically was done well or impressed you?

One thing that struck me was how another customer's VERY loud and lengthy cell phone use was handled. The same customer was on her cell phone for about 10 min. and then started to print a document. I heard/counted a good 20 pages coming through the printer. Someone from behind the desk got up and approached the customer. The WFC staffer first collected the pages from the printer, and asked that the customer either keep her phone call down or please take it out to the hallway. She then looked at each printed page and informed the customer that these pages were not work-related and that she was not allowed to print anything non-work. At this time, the WFC staffer asked me if she could help me with anything. (I'd been there about an hour at this point) About 15 min later, as I prepared to leave, the same customer started printing again and I heard many pages coming through the printer. When I left, the same staffer was there to gather pages before the customer picked them up. I am going to assume the same message of "not work related, not ok" was given! It provided me with a technique on how to handle this in our office!

What could be considered opportunities for improvement?

i was a little surprised to have been left to my own devices for over an hour. We know our "regulars" and we greet them, ask if they need anything in particular as they arrive. But if someone comes in that the receptionist doesn't know, she makes a point to get up and 'make rounds' in the computer area to see if people need anything, ask what they are looking for, etc.