

Final Report **CIDB Mystery Shopping**

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RESEARCH OVERVIEW

RESEARCH OBJECTIVES

Based on our understanding, the study has the following objectives...

1

Measure and understand the **service level** in the service centers such as waiting and transaction time, staff's soft skills and knowledge, branch environment and accessibility and etc...

2

Identify **areas of improvement** to provide better customer service.

3

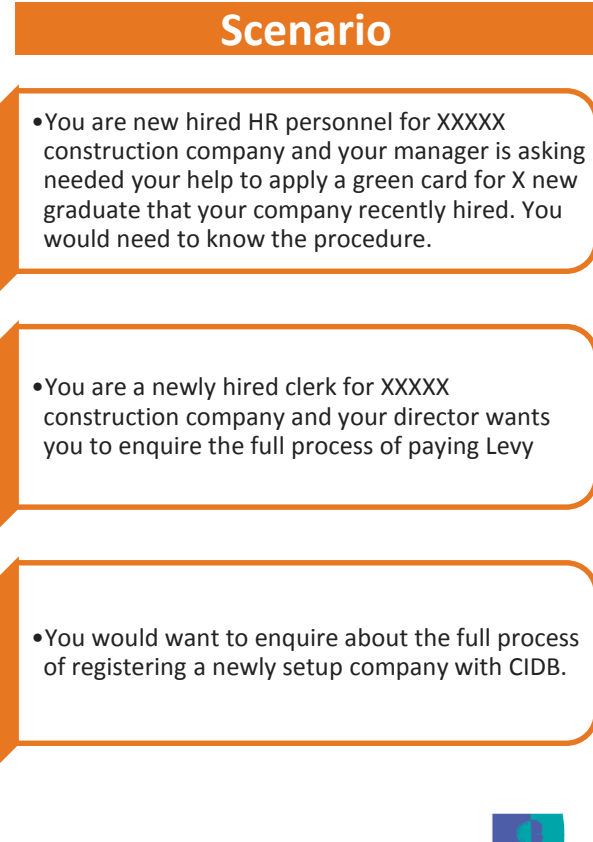
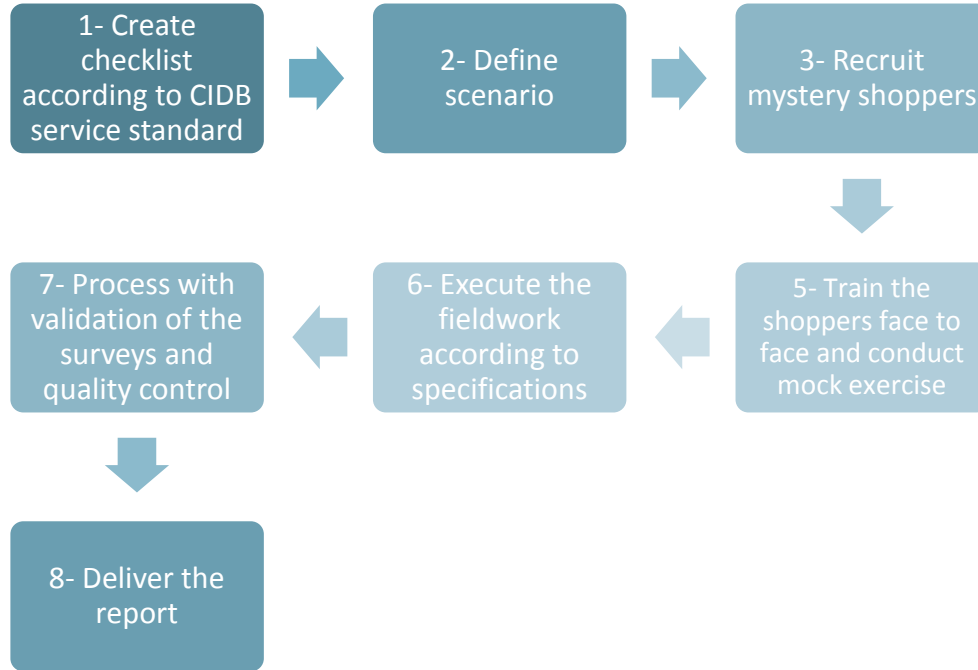
Identify **best performing service centers** and best their practices so that it can be the role model for others.

LOCATION AND SAMPLE SIZE

Mystery visit was done at the following CIDB service centers

State Office	No. of visits
KL (Jln Chan Sow Lin)	4
Perak	4
Melaka	4
Johor	4
Terengganu	4
Kelantan	4
Pahang	4
Kota Kinabalu	4
Tawau	4
Kuching	4
Miri	4
Kedah	4
Selangor	4
Perlis	4
Penang	4
Negeri Sembilan	4
Total	64

MYSTERY SHOPPING FLOW & SCENARIO



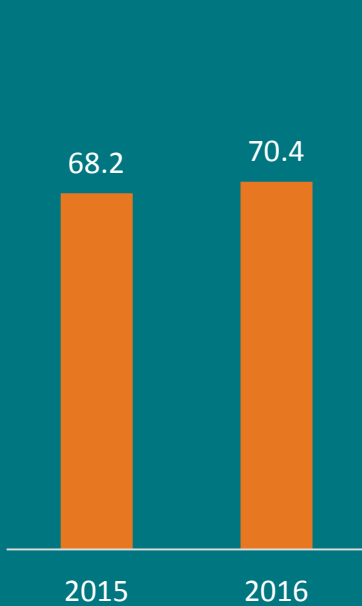
EXECUTIVE SUMMARY

GAME CHANGERS

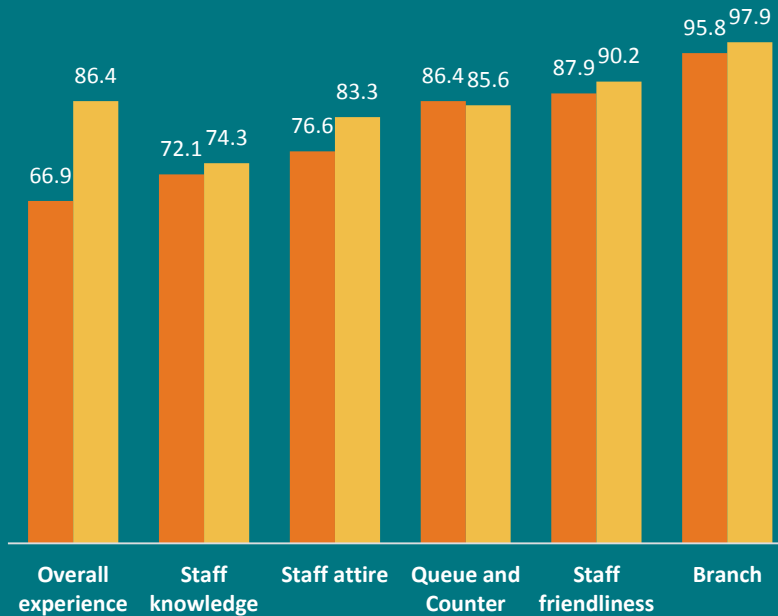


RESULT DASHBOARD

Overall CIDB score



Score by attributes (%)





Top and Bottom branches

Top 3 branches	Score (%)
Melaka	97.3%
Johor	93.0%
NS	92.9%

Bottom 3 branches	Score (%)
Perlis	79.8%
Selangor	76.4%
KL	75.8%

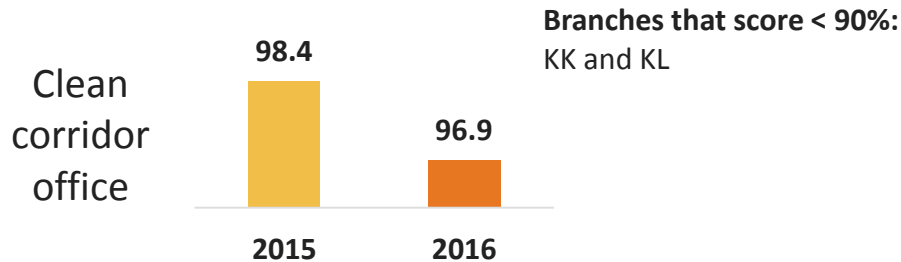
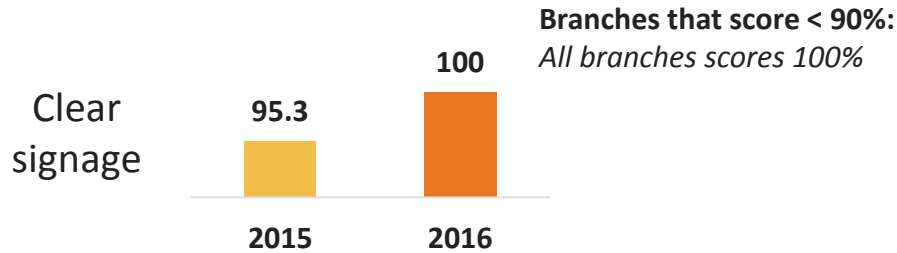
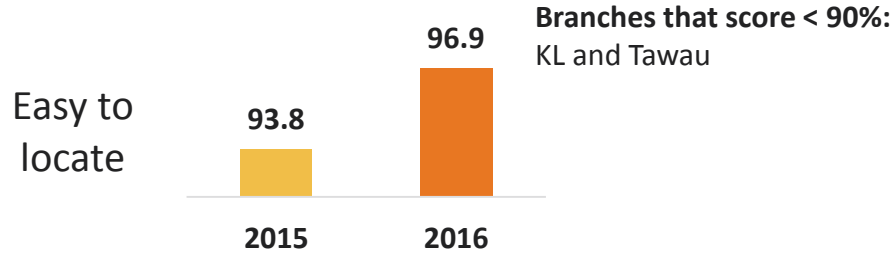
Location	Branch	Queue and counter	Staff attire	Staff friendliness	Staff knowledge	Overall Experience
Melaka	100	100	100	93.8	92.6	97.28
Johor	100	100	75	93.8	96.4	93.04
NS	100	100	100	100	64.3	92.86
Perak	100	91.7	91.7	93.8	76.9	90.82
Kelantan	100	91.7	83.3	100	77.8	90.56
Miri	100	100	91.7	75	78.6	89.06
Penang	100	83.3	83.3	93.8	82.1	88.5
Kedah	100	90	83.3	93.3	69.6	87.24
Terrengganu	100	91.7	83.3	93.8	64.3	86.62
Pahang	100	83.3	66.7	100	82.1	86.42
Kuching	100	66.7	91.7	100	71.4	85.96
KK	91.7	81.8	91.7	81.3	60.7	81.44
Tawau	91.7	83.3	75	87.5	64.3	80.36
Perlis	100	81.8	75	81.3	60.7	79.76
Selangor	100	66.7	75	68.8	71.4	76.38
KL	83.3	66.7	66.7	87.5	75	75.84

 = 50%-79%
 = 80% and above

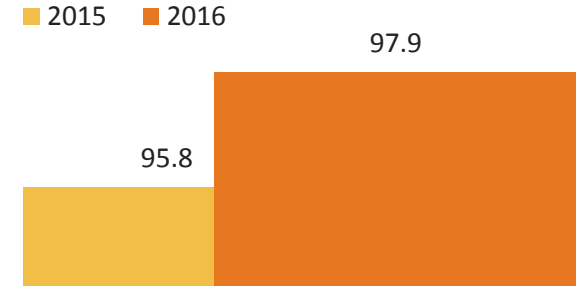


KEY FINDINGS

BRANCH

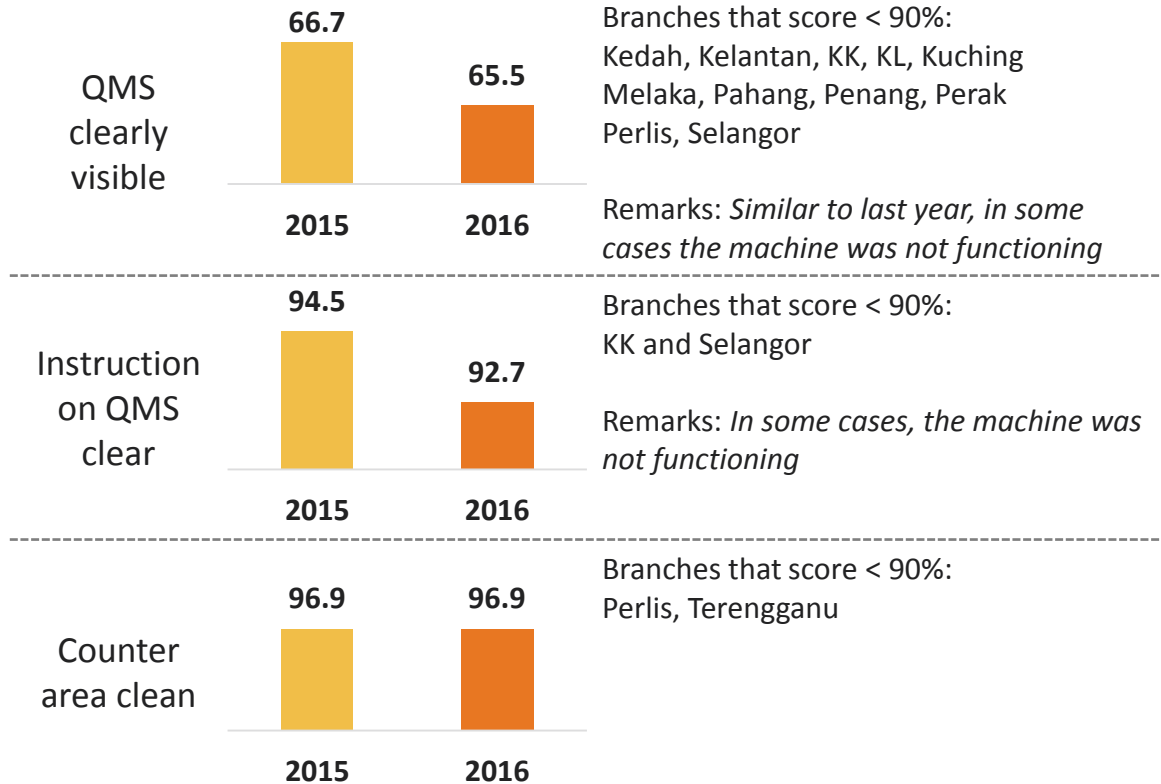


Branch Score

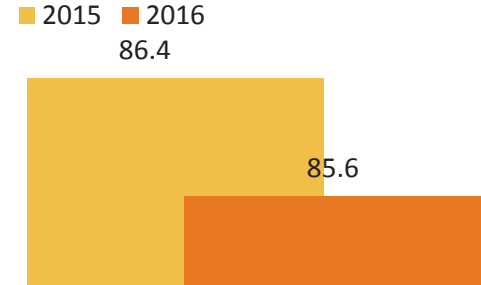


- Branch performance score improve over last year. All outlets have scored perfectly on having clear signage leading to the office.
- Some offices are perceived to be difficult to locate as the location is far from town.
- For some outlets, cleanliness of the corridor leading to the office is below expectation.

QUEUE AND COUNTER



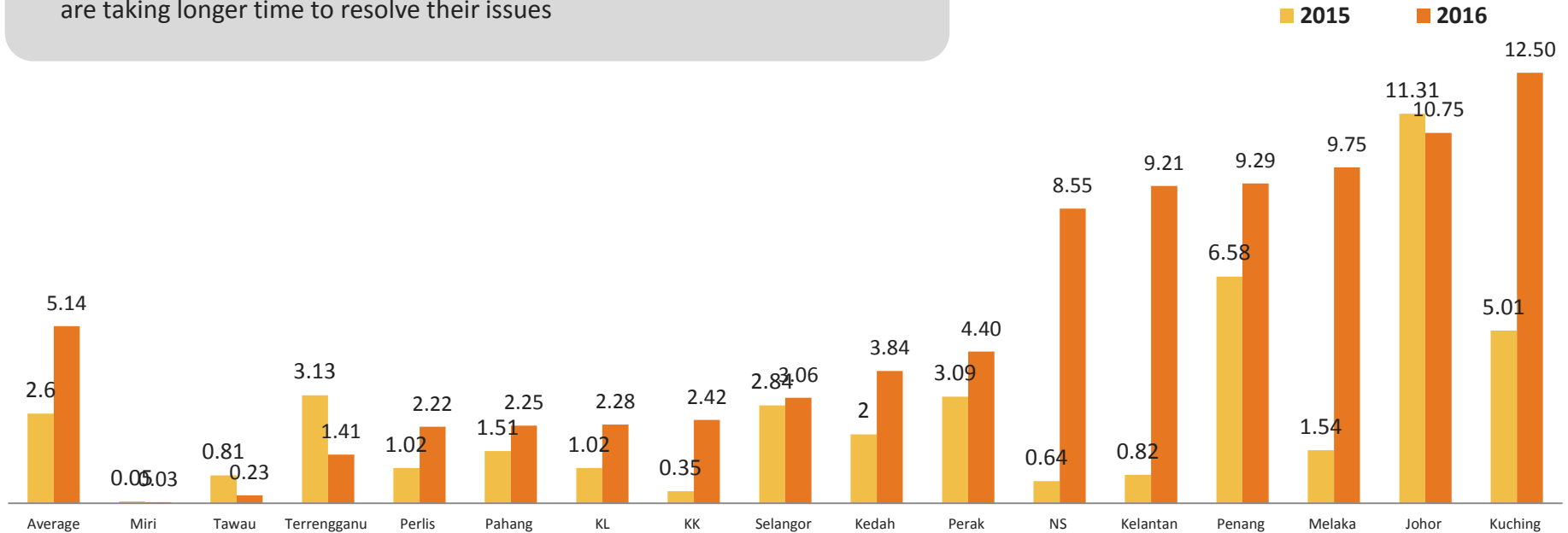
Queue and counter Score



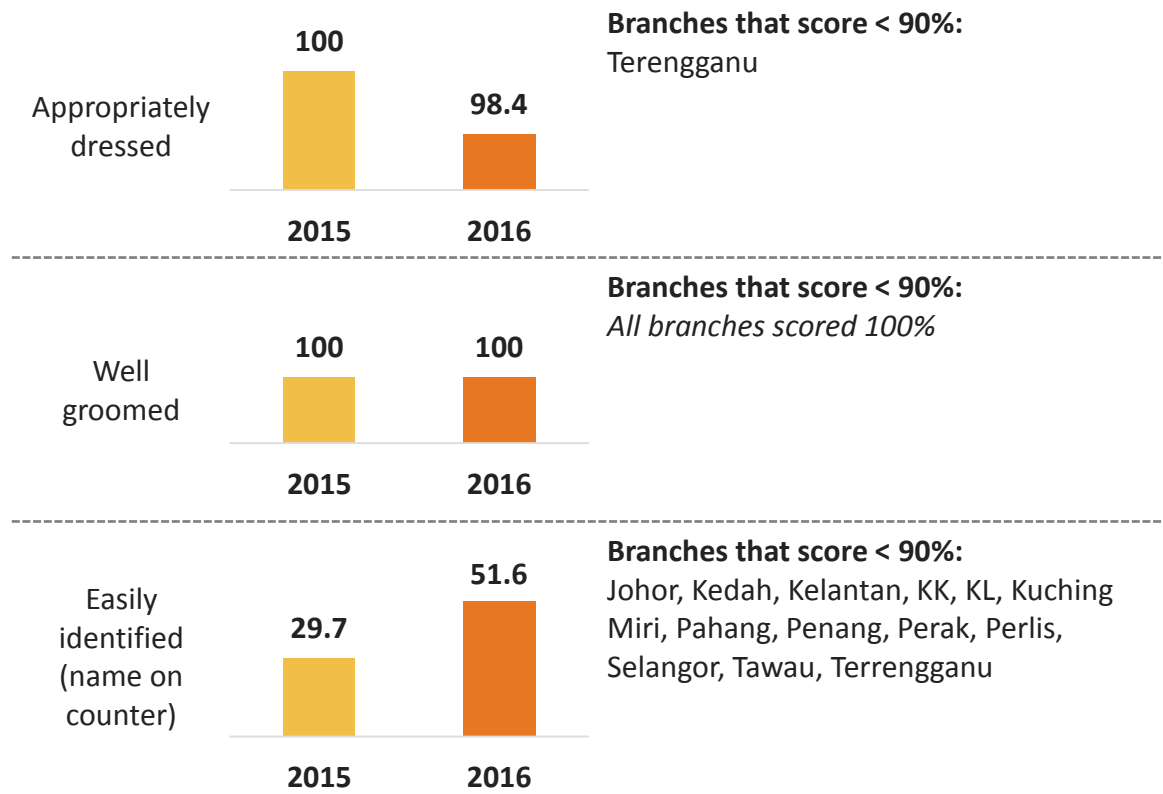
- Counter Score drop marginally over last year – particularly contributed by a drop in both QMS checks – location of QMS and instruction on QMS that is clear
- Office counter score maintained – most branches scored perfectly in this area.

WAITING TIME

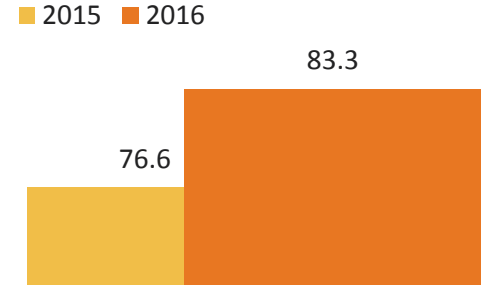
- Average waiting time have extended from 2.60 in 2015 to 5.13 in 2016
- Waiting for most of the branches across the regions have increased – people are taking longer time to resolve their issues



STAFF'S ATTIRE



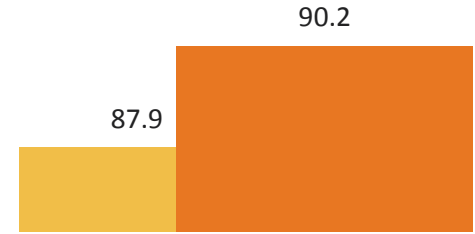
Staff's Attire Score:



- Staff's Attire score have improved over last year.
- Grooming maintained a 100% perfect compliance.
- Nametag / Identifying staff by name have also improved over last year.
- Dressing / Appropriate attire score fell short in 2016 – contributed only by one branch – the rest of the branches maintained a perfect 100%.

Staff's Friendliness Score:

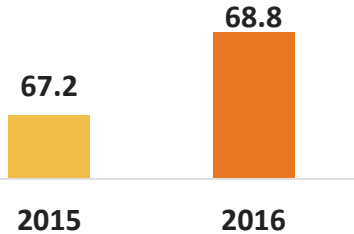
■ 2015 ■ 2016



STAFF'S FRIENDLINESS

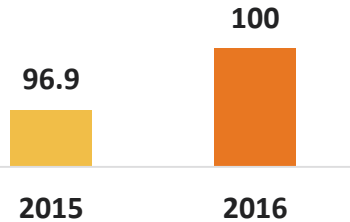
- Staff's friendliness overall score had improved over last quarter – contributed by and improved performance observed across all attributes checked.
- Being 'focus' to customer's requirement during conversation can be improved - score maintained at 98.4 over last year.

Standard greeting



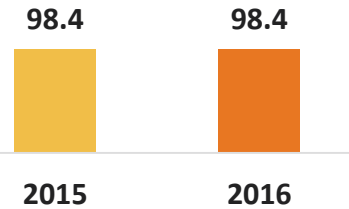
Branches that score < 90%:
 Johor, Kedah, KK, KL, Melaka
 Miri, Penang, Perak, Perlis,
 Selangor, Tawau

Attentive listening & acknowledge



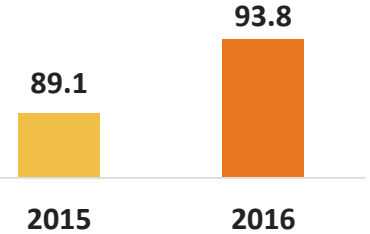
Branches that score < 90%:
All branches scored 100%

Focus



Branches that score < 90%:
 Selangor

Polite and friendly



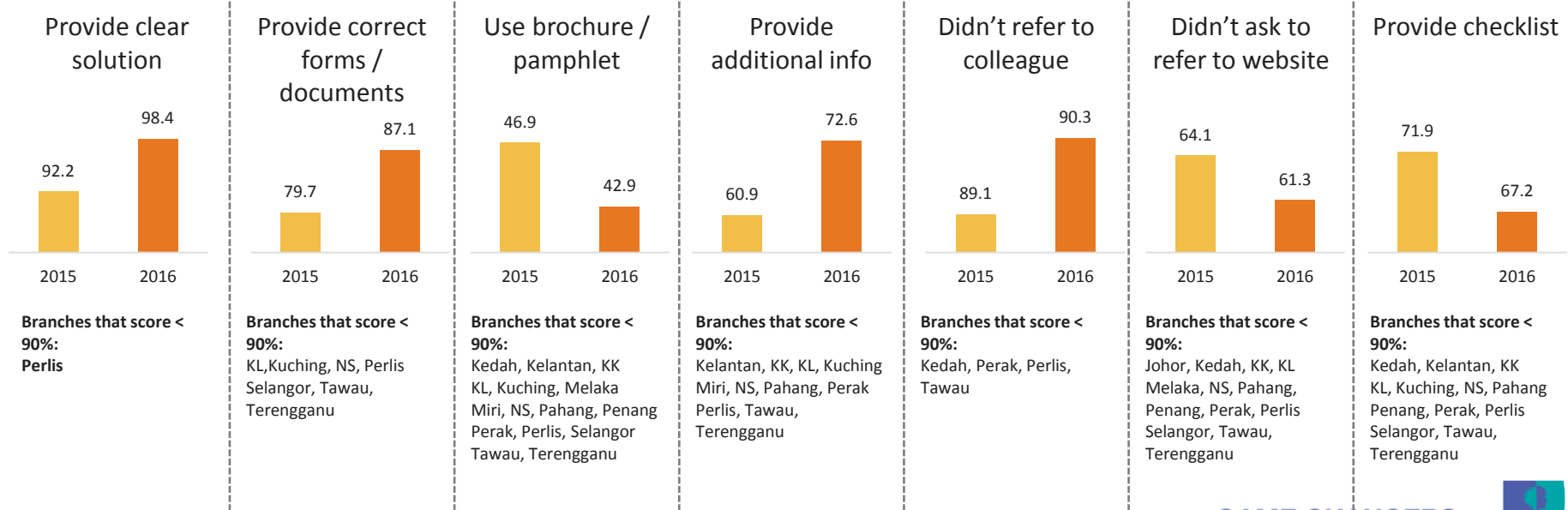
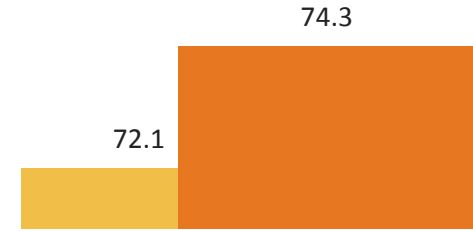
Branches that score < 90%:
 KK, Perlis, Terengganu

STAFF'S KNOWLEDGE

Staff's Knowledge Score:

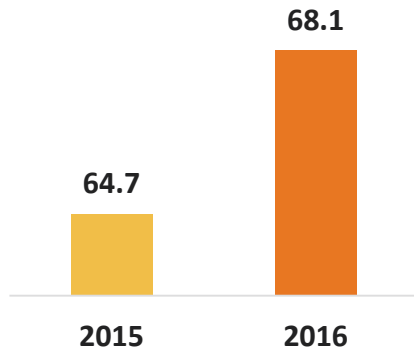
■ 2015 ■ 2016

- Knowledge have improved over last year.
- Staffs appear to be more equipped with the right knowledge when servicing our shoppers.
- However, there are areas that can be looked into in order to further improve the score for next year: Use of brochure/pamphlet, refer to the website and provide checklist



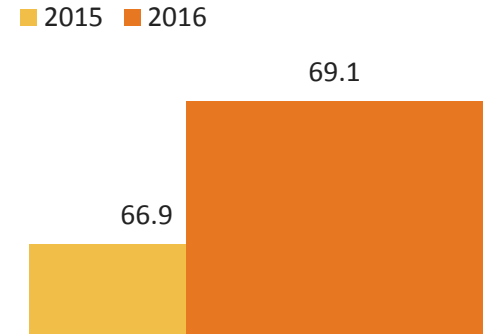
OVERALL EXPERIENCE

Overall staff performance



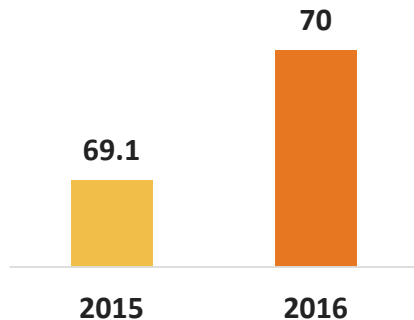
Branches that score below average:
Kelantan, NS, Penang, Perak, Perlis
Tawau, Terengganu

Overall Experience Score:



Branches that score below average:
Kelantan, KK, Perak, Tawau

Overall experience at the branch



- Overall Experience score had improved over last year – score improved by 2.2%.
- An improved score is observed across most of the branches for both staff performance as well as experience at the branch
- However, we note a low scores on both checks for Kelantan, Perak and Tawau.

CONCLUSIONS AND RECOMMENDATION

SUMMARY AND CONCLUSION:

- 2016 Overall service compliance score registered an improvement over 2015
- Highest performing branches are:
 - Melaka
 - Kuala Lumpur
 - Pahang
- Lowest Performing: Tawau, Perak & Kelantan
- We note a mark improvement in service for all service areas evaluated except for Que and counter

AREA FOR IMPROVEMENT:

- Que & Counter Score dropped from 86.4% in 2015 to 85.6% in 2016
- Branches that had pulled the que and counter score down are KL, Selangor and Kuching
- Recommended action for improvement:
 - Location of QMS & Instruction on QMS - Ensure QMS is easily visible from the entrance or have signage to the QMS if the location cannot be changed.
 - Waiting time has increased by 5 minutes – look into current service process to see where can be enhanced so customer is able to complete transaction faster allowing for a shorter waiting time for waiting customers.

Recommendations

A. Queue and Counter	B. Staff Attire	C. Staff Friendliness	D. Staff Knowledge
<p>A1. Regular compliance checks</p> <ul style="list-style-type: none"> Schedule a regular compliance check to make sure that facilities, i.e QMS machines, devices are always functioning Provide a point of contact if devices are not functioning, for a fast servicing / repairing/ maintenance. 	<p>B1. Dress Code / Dress Guideline for the Staff</p> <ul style="list-style-type: none"> Implement the dressing code/ dressing guideline for the staff, to make sure they are always presentable and well-groomed when meeting customers. 	<p>C1. CIDB's Value towards the Customers</p> <ul style="list-style-type: none"> Relive or improve the existing Employees' values when serving the customers. For example: Smile, Greet, and be Courteous Have a standardize greeting when staff meets with clients, such as "Salam, how can I help you today?" 	<p>D1. Product Knowledge and Training</p> <ul style="list-style-type: none"> To prepare staff with a product knowledge to better serve customer's enquiries. <p>D2. Refreshment Courses</p> <ul style="list-style-type: none"> To make sure that the they have to clock in certain hours of training or courses within certain period of time, so that the knowledge attained are up to-date

South

	Melaka	Johor	NS
Strength	<ul style="list-style-type: none"> • Branch • Queue and Counter • Staff Attire 	<ul style="list-style-type: none"> • Branch • Queue and Counter 	<ul style="list-style-type: none"> • Branch • Queue and Counter • Staff Attire • Staff Friendliness
Weakness	<ul style="list-style-type: none"> • Staff knowledge • Staff Friendliness 	<ul style="list-style-type: none"> • Staff Attire 	<ul style="list-style-type: none"> • Staff Knowledge
Recommendation	<p>More rooms for improvement on the:</p> <ul style="list-style-type: none"> • A1. Regular compliance checks • B1. Dress Code / Dress Guideline for the Staff • C1. CIDB's Value towards the Customers • D1. Product Knowledge and Training • D2. Refreshment Courses 	<ul style="list-style-type: none"> • B1. Dress Code / Dress Guideline for the Staff 	<ul style="list-style-type: none"> • D1. Product Knowledge and Training • D2. Refreshment Courses

North

	Perak	Penang	Kedah	Perlis
Strength	<ul style="list-style-type: none"> Branch 	<ul style="list-style-type: none"> Branch 	<ul style="list-style-type: none"> Branch 	<ul style="list-style-type: none"> Branch
Weakness	<ul style="list-style-type: none"> Staff Knowledge 	<ul style="list-style-type: none"> Staff Knowledge Queue and Counter Staff Attire 	<ul style="list-style-type: none"> Staff Knowledge 	<ul style="list-style-type: none"> Staff Attire Staff Knowledge
Recommendation	<ul style="list-style-type: none"> D1. Product Knowledge and Training D2. Refreshment Courses 	<p>More rooms for improvement on the:</p> <ul style="list-style-type: none"> A1. Regular compliance checks B1. Dress Code / Dress Guideline for the Staff C1. CIDB's Value towards the Customers D1. Product Knowledge and Training D2. Refreshment Courses 	<ul style="list-style-type: none"> D1. Product Knowledge and Training D2. Refreshment Courses 	<ul style="list-style-type: none"> B1. Dress Code / Dress Guideline for the Staff D1. Product Knowledge and Training D2. Refreshment Courses

East Coast

	Terengganu	Pahang	Kelantan
Strength	<ul style="list-style-type: none"> Branch 	<ul style="list-style-type: none"> Branch Staff Knowledge 	<ul style="list-style-type: none"> Branch Staff Friendliness
Weakness	<ul style="list-style-type: none"> Staff Knowledge 	<ul style="list-style-type: none"> Staff Attire 	<ul style="list-style-type: none"> Staff Knowledge
Recommendation	<ul style="list-style-type: none"> D1. Product Knowledge and Training D2. Refreshment Courses 	<ul style="list-style-type: none"> B1. Dress Code / Dress Guideline for the Staff 	<ul style="list-style-type: none"> D1. Product Knowledge and Training D2. Refreshment Courses

Central

	Selangor	Kuala Lumpur
Strength	<ul style="list-style-type: none"> • Branch 	N/A
Weakness	<ul style="list-style-type: none"> • Queue and counter • Staff Attire • Staff Knowledge 	<ul style="list-style-type: none"> • Queue and counter • Staff Attire • Staff Knowledge
Recommendation	<ul style="list-style-type: none"> • A1. Regular compliance checks • B1. Dress Code / Dress Guideline for the Staff • D1. Product Knowledge and Training • D2. Refreshment Courses 	<ul style="list-style-type: none"> • A1. Regular compliance checks • B1. Dress Code / Dress Guideline for the Staff • D1. Product Knowledge and Training • D2. Refreshment Courses

East Malaysia

	Miri	Kuching	KK	Tawau
Strength	<ul style="list-style-type: none"> Branch Queue and Counter 	<ul style="list-style-type: none"> Branch Staff Friendliness 	N/A	N/A
Weakness	<ul style="list-style-type: none"> Staff Friendliness 	<ul style="list-style-type: none"> Queue and Counter Staff Knowledge 	<ul style="list-style-type: none"> Staff Knowledge 	<ul style="list-style-type: none"> Staff Attire Staff Knowledge
Recommendation	<ul style="list-style-type: none"> C1. CIDB's Value towards the Customers 	<ul style="list-style-type: none"> A1. Regular compliance checks D1. Product Knowledge and Training D2. Refreshment Courses 	<ul style="list-style-type: none"> D1. Product Knowledge and Training D2. Refreshment Courses 	<ul style="list-style-type: none"> B1. Dress Code / Dress Guideline for the Staff D1. Product Knowledge and Training D2. Refreshment Courses

Thank You.

