

Mystery Shopping

Alpha Parking helps local authorities and private sector clients measure, monitor and improve the quality of their parking service by observing how well their staff understand the demands of their role, communicate and interact with members of the public.

A Quality Triangle approach to mystery shopping has been developed by Alpha to measure performance in a non-confrontational manner, benchmark good practice and enhance the level of service offered by parking departments. This technique follows industry guidelines and involves:

- **Step 1:** Assessing the working environment and its impact on quality
- **Step 2:** Shadow monitoring each member of the parking team to ascertain how well they deal with the public
- **Step 3:** Posing as members of the public and asking technical questions, such as location of nearest car park or how to appeal against a PCN, to ascertain their knowledge of the local area and parking procedures

Alpha does not advocate the use of entrapment as part of the mystery shopping process and uses a team of qualified and experienced PA/CEO trained staff to monitor on-street activity as well as the 'back office' notice processing part of the operation

Alpha Parking is a one stop shop for all your parking needs offering a full consultancy service for both on-street and off-street parking. Make the best use of your resources by contacting us now

Contact Alpha Parking Ltd on 020 7242 2567
or at parkingenquiries@aparking.co.uk