

Use of "Secret Shopper"

9/14/2005

A secret shopper is a person who pretends to be a customer for the purpose of helping to evaluate customer service and gauge how well you are serving the public. The secret shopper may test the responsiveness and accessibility of staff and services for persons with disabilities; test the county's website for ease of use; or test the helpfulness of county staff to a telephone call for assistance. The ultimate goal is to use the feedback to improve service to the community.

County	Response	Respondent
Abbeville	We have not implemented it yet, but we are about to.	Doug Burns
Aiken	We do not utilize secret shoppers.	Joan Wilson Donnelly
Berkeley	We do not utilize secret shoppers.	Gloria Whitten
Charleston	I believe our Workforce Investment Act-funded One Stop Career Center has utilized a secret shopper, but I know of no other use in Charleston County.	Keith Bustraan
Chester	We have not utilized secret shoppers, but I believe the idea has merit.	Avery Frick
Clarendon	We have not utilized this. Budget is tight, and with the rise of gas prices, it is getting tighter. We would be interested in why counties using a secret shopper are doing so.	Linda Taylor
Dorchester	We have not utilized secret shoppers.	Jason Ward
Georgetown	Georgetown County has also not utilized a secret shopper.	Beth Goodale
Horry	Considering	Amelia Snipes
Laurens	Laurens County has not utilized a secret shopper.	Betty Walsh
Total: 10	Planning to use: 1 (Abbeville); Have used: 1 (Charleston); Considering: 1 (Horry)	