

Kansas Department of Commerce

Workforce Services Division

Secret Shopper Program

Kansas Workforce Centers, located in 22 communities across the State, serve more than 176,000 customers a year. There is a constant management challenge to effectively serve this volume of clients and meet the unique employment needs of each individual. In the fall of 2016, the Workforce Services Division contracted with the Public Policy and Management Center (PPMC) at Wichita State University to conduct a secret shopper study assessing the quality of service provided to job seekers.

While secret shopper programs are most often associated with retail stores, the same concept of “undercover shoppers” can effectively evaluate customer experiences with public agencies. From October through December 2016, the PPMC coordinated 56 secret shopper evaluations with nine different shoppers at eight different Workforce Centers across the state. Shoppers represented diversity in age, race, job experience, education, as well as veterans and persons with disabilities.

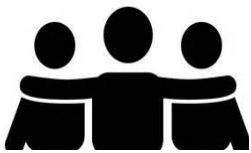
Highlights from the Evaluation



Evaluators waited less than 5 minutes to receive services on 89 % of the visits.



Over 86% of evaluators reported courtesy at the centers as “excellent” or “good.”



Nearly three-quarters of the evaluators indicated an “excellent” or “good” rating for services providing a sense of encouragement about finding a job.



Almost 80 % of the evaluators rated the workforce center’s representatives overall understanding of their problem or question as “excellent” or “good.”



Nearly 75% of the evaluators rated overall atmosphere of the Workforce Centers as positive.



Evaluators rated the assistance from staff 77% of the time as “excellent” or “good” in assisting with creating an online account.