



## **Caring Research for CLS**

Choosing a care home for an elderly family member is a daunting task and CLS Care Services is committed to offering the very best in customer service to families enquiring about care for their relatives. Part of this service is to efficiently and empathetically respond to telephone enquiries, and Itero Marketing was called upon to carry out a Mystery Shopper exercise to evaluate telephone responses to enquiries.

Each of the 26 CLS care homes in the North West were called over a 3-day period, with the Mystery Shopper enquiring about residential care for an elderly relative. Responses formed part of a comprehensive report delivered to CLS Care Services which was used to ensure that all homes continue to handle telephone enquiries sensitively and efficiently, reflecting the warm, friendly and nurturing environment which they offer to residents and their families.

Robert Black, managing director of CLS Care Services, commented: "We were delighted with the efficient way in which Itero Marketing designed and executed the project. Their report enabled us to quickly identify which homes were struggling with enquiry handling, as well as highlighting good practice that others could learn from. We were able to use this as the basis for customer service training, and for improvements to our enquiry taking forms and processes. As a result, we believe we are now delivering a better experience for our customers."