



Quality Management System, Part 4

Quality Control, Audience Experience Score

Contents

Step 2: Audience Experience Score..... 2

 Audience Experience Score..... 2

 AES Process Guidelines 5

Toolkit Feedback 7

Step 2: Audience Experience Score

Audience Experience Score

Introduction	<p>Audience experience scoring is our version of mystery shopping and our best chance to gather authentic insights into the F2F experience. The process involves a person facilitating a quality control process by acting as a mystery shopper.</p> <p>The mystery shopper (acting as a donor) delivers a report and score of their experience of our staff, the environment, and processes we have defined for the optimal donor experience. We are specifically measuring how well fundraisers are engaging with our audience.</p>
Goal	<p>To assess the behaviours, skills, and knowledge at random with the primary focus to report on fundraisers' compliance to the Code, F2F Values and Principles through observation and dialogue monitoring at any random given fundraising location.</p>
Outcome	<p>To regularly conduct AES via internally or externally developed resources with the view to gathering authentic insights into the F2F experience with the 'mystery' element.</p>
Process	<p>An AES is a 6 Step process each with multiple sub-Steps to complete the process. An AES has similar pre-Steps to the FSI but differs in Steps 2 to 4. Steps 5 and 6 are the same as the FSI process and mirror sub-Sep actions required.</p>

	<p>STEP 1: Pre-Steps [Manager + Facilitator] Brief Review Practice</p> <p>STEP 2: Observation [Facilitator] Pre-Observation Approach Observation</p> <p>STEP 3: Fundraiser Engagement [Facilitator] Stopping Dialogue</p> <p>STEP 4: Score [Facilitator, WITHOUT AUDIO CAPTURE] Find a Workspace Complete Form Send Form</p> <p>STEP 4: Score [Facilitator, WITH AUDIO CAPTURE] Review Analyze</p> <p>STEP 5: Report [Manager] Quantify Track</p> <p>STEP 6: Feedback [Manager] Positive Corrective KPI Track</p>
Requirement	An external mystery shopping agency or an internally developed resource
Guidance	<p><u>External v Internal</u></p> <p>AES scoring can be managed well internally or externally and through a combination of both. The mystery shoppers must constantly be changing, and you must ensure the mystery shopper is not sent to the same fundraisers twice. The mystery element is critical for genuine, authentic insights.</p> <p>AES In-house: The central questions are around budget, available resources, and scale. If your market can hire temporary workers, when there is a need, and you have a UNICEF staff member trained on the QMS process, you can do mystery shopping – training them is easy. This could probably suite smaller operations but it can also be done at scale nationally with proper planning and execution.</p> <p>AES Agency: A mystery shopping agency can bring experience and infrastructure and does not necessarily cost more when you compare the time and resources spent on managing the AES process internally. It could be an easier option to outsource. However, it will depend on the market – some markets don’t have access to external mystery shopping agencies.</p>

	<p>AES + audio and video</p> <p>You should attempt wherever possible to capture audio and / or video in the AES process. Audio and video help scoring accuracy and stop the entire process relying on the shopper’s memory recall. However, it is important to remember to always get the fundraisers consent to this process in their onboarding.</p>
Resource	AES Process Guidelines

AES Process Guidelines

#	Step	Sub-Step	Action
1	Pre-Steps	Brief	<ul style="list-style-type: none"> i. Completed jointly by the F2F Manager + AES Facilitator ii. The AES facilitator needs to complete a UNICEF Audience Experience training session(s) in the office, or remotely or another method of training the QC facilitator needs to happen before their first mystery shop with UNICEF to ensure effective visits and results (especially for AES with no audio capture which relies on the active recall abilities of the Facilitator) iii. The Facilitator must be fully briefed on any template changes or process changes before starting the AES to ensure effective interviews and results
		Review	<ul style="list-style-type: none"> i. Review the template and check understanding of each section and behaviour on the template to be able to complete it accurately ii. Review process to understand exactly how to document the findings as accurately as possible iii. Review the day structure of the fundraising team, so the visit is planned at a time when the team is actively working. AES relies on UNICEF knowing where all the fundraisers are at any time to be able to conduct random visits without warning. It is the unexpected visit that provides an accurate score (the more a fundraiser knows about a visit, the more time they have to prepare, which could give a less precise Audience Experience Score) iv. Review what objection sets will be used in this round of QC. Will they all be different or the same?
		Practice	<ul style="list-style-type: none"> i. AES Facilitator should practice the mystery shop process by engaging experienced fundraisers during their training before their first mystery shop or if they have not done a UNICEF mystery shop for a long time to refresh the UNICEF QC process ii. AES Facilitators need to practice paying close attention to what a fundraiser is saying (without covert audio capture, notes and comments can only be completed after the conversation, not during) iii. Practice taking notes and documenting what is required to complete the template iv. AES Facilitators should take note of the un-scorable questions and practice listening and awareness around any Checkpoints where they have difficulty
2	Observation	Pre-Observation	<ul style="list-style-type: none"> i. The AES Facilitator goes to the approved fundraising location to conduct the site visit ii. Find an appropriate place to observe that is close enough to allow you to watch how the fundraiser is working but not so close that they notice (meaning the mystery shop is now not a mystery, and the fundraiser could potentially be uncomfortable about being closely watched) iii. Select one fundraiser working with the team and focus your attention on the one individual (the fundraiser can be pre-selected for quality control, a scheduled follow up to track progress, or it could be a random selection by the shopper) iv. Complete the Pre-Observation Checkpoint
		Approach Observation	<ul style="list-style-type: none"> i. Complete the Approach Observation Checkpoint
3	Fundraiser Engagement	Stopping	<ul style="list-style-type: none"> i. The AES Facilitator, in a relaxed manner, start to walk towards or past the selected fundraiser ii. Offer eye contact to help trigger the fundraiser to interact and make an approach to stop iii. If the fundraiser does not interact, try another pass,

			iv. If they still do not interact, then make a note of this and talk to the fundraiser directly
		Dialogue	<ul style="list-style-type: none"> i. Let the fundraiser interact naturally and lead the conversation ii. Avoid too much prompting iii. Deliver the objection set iv. Sign up to complete the process
4	Score (without audio)	Find a Workspace	<ul style="list-style-type: none"> i. Immediately, once observation and engagement are complete, find a workspace at the fundraising location to complete the template and notes ii. Do not do move on to conduct multiple AES with different fundraisers and then complete forms later (unless using legal audio capture)
		Complete Form	<ul style="list-style-type: none"> i. If not using covert audio capture, then the template must be complete immediately at the fundraising location for the highest probability of active recall providing accurate results ii. If covert audio is possible, then completing the form later is possible, but notes are best captured at the time for the Facilitator to rate their experience and deliver comprehensive feedback
		Send Form	<ul style="list-style-type: none"> i. If there is no audio, then send the AES form to a UNICEF F2F manager while at site immediately ii. If using audio, then ideally send the completed AES form within 24 hours
4	Score (with audio)	As per FSI process , if using captured video and audio	
5	Report	As per the FSI process	
6	Feedback		

Toolkit Feedback

To help us improve both the QMS and this Toolkit, please fill out this [quick feedback form](#) which will take approximately 4 minutes to complete.

Help us to understand:

- What works?
- What does not work or needs more work?
- What did you learn?
- What did we miss?
- +
- What are your ideas to improve the QMS and this Toolkit?