

Attn: Board of Aldermen

August 19, 2011

RE: Supplemental Appropriation Request by SomerStat for Mystery Customer Program

Dear Honorable Board of Aldermen:

On behalf of the SomerStat ResiStat program, I submit this request for a Supplemental Appropriation of \$218.00 for the FY2012 Mystery Customer Program. This is a zero-sum request for funds that will be paid back into City coffers via test service transactions, thus resulting in no net cost to the City.

**Program:** A key aspect of our ACE customer service initiative, the Mystery Customer program engages resident volunteers in the evaluation of City services. Their evaluations are recorded in customer surveys and reported back anonymously to department heads, SomerStat analysts, Constituent Services, and the Mayor's Office. Many services evaluated are free or are evaluated by residents who need those services and therefore residents pay the required fee for those services out of pocket. However, previous Mystery Customer surveys have left gaps in the evaluation of some services that volunteers did not require and that involve a transaction fee. To be sure that the 2012 Mystery Customer effort covers all offices and services, we are requesting funds to reimburse reliable Mystery Customers (MCs), who have completed at least three unreimbursed evaluations successfully, for assigned fee-based evaluations.

**Protocol:** MCs will only be reimbursed for transactions that are assigned by the ResiStat Coordinator and that they do not benefit from. Any products of the transaction, such as a white goods sticker, will be turned over to ResiStat. Receipts/proof of payment must be presented to ResiStat. Reimbursements via SomerStat rather than the reviewed department are necessary to maintain full anonymity of the MCs to ensure objective reviews.

**Zero-Sum funding:** Because the service payments will be made to City departments, the appropriated funds will be paid back into City coffers, resulting in no net expense to the City. For example, a resident purchases a copy of a marriage certificate. The \$30 fee is paid to the Clerks Office. The MC is reimbursed the \$30 fee after submitting a receipt and the certificate. No net cost to the City results.

**Funding amount:** The request of \$218 covers one to three evaluations each of low-fee transactions ranging from \$1 in cost (to notarize a document) to \$50 (to apply for raffle permit). No services over \$50 are included.

I thank you for your consideration of this request.

Sincerely,

Tara Acker  
Director SomerStat Department