



## **DP Consulting - GTR Review**

GTR have an extensive mystery shopping programme that was established from early 2016. At that time we commissioned DP Consulting (DPC) to carry out our accessibility mystery shopping and we have carried out studies on a quarterly basis since that point (typically 8 days shopping across the GTR network per quarter).

We have found that DPC, led by Danny Puresh, have been able to use a number of shoppers representing a spectrum of access needs to test the robustness of our processes and outline key trends for each of our four brands through detailed journey reports (scored and weighted across a number of criteria) and provision of a quarterly report.

DPC have worked in partnership with us to refine the methodology and their reports provide invaluable intelligence aimed at supporting our front line teams in delivering accessible services. The reports and insight also provide a basis for driving our strategic accessibility improvement work.

After each wave we review the findings with Danny Puresh and his colleague Simon Rebbeck at a face to face meeting.

DPC have also proven to be flexible to changes in the shopping programme, for example bringing forward our July wave by a month in line with a new trial at several unstaffed stations.

We have found DPC to be insightful, flexible and able to consistently deliver excellent mystery shopping reports – I would have no hesitation in recommending their services.

**Antony Merlyn**

Accessibility Manager  
16/07/18

