



## Using Metrics to make a difference

Most organisations are aware that there are potential efficiency savings that can be made in service provision, but many lack data which helps them know where to start. East Hertfordshire District Council chose GovMetric as the tool that would identify areas and causes of inefficiency and help them prioritise transformation projects. Their first project, in the Parking service, allowed them to create a solution that would lead to a saving of 844 hours per year of staff time.

**Understand the 'Voice of the Customer'**

GovMetric can collect customer feedback at every contact point

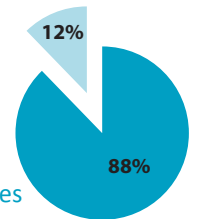
### Listening

By looking at the **volume** of queries they were receiving, and how many of these were avoidable queries, East Herts were able to quantify the scale of the inefficiencies.

### Parking Enquiries

444 Avoidable queries from customers per annum

■ Avoidable  
■ Other enquiries



**Content** analysis found that many avoidable enquiries were phone calls challenging or complaining about a Penalty Charge Notice.

**Base decisions on data and facts**

GovMetric translates feedback into actionable insight

### Turning Feedback into Action

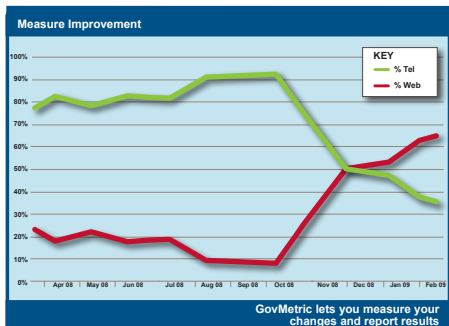
EHDC used the analysis to define 34 recommendations for improvement. This then made it easier to create a business case - and a solution.

#### The Issues:

- Inefficient use of customer time as all challenges had to be made in writing.
- Waste of council resource.
- Slow process

#### The Results:

An innovative self serve system that achieves over 70% resolution in the first month, and growing.



### A Truly Customer-Centric Service

- 844 staff hours saved per annum
- The additional resource was shared with other departments, preventing the need to employ temporary staff in busier times
- Staff availability for customers improved
- Challenges can be processed much faster, so customers happier
- Service available to customers 24/7
- Staff are happier as the number of unhappy callers has reduced

**'The GovMetric data has allowed us to see how we could change the system to the benefit of everyone!'**

David Lindill, Transformation Officer

