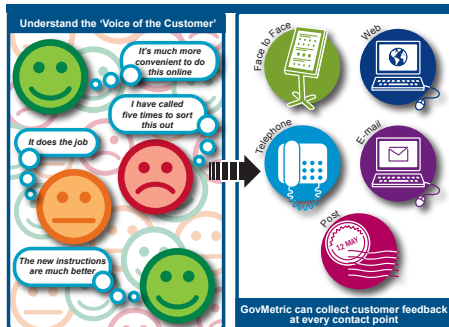


Working Smarter



This council's application of GovMetric to identify avoidable contact clearly demonstrates the power of 'actionable insight'. They have identified specific examples of avoidable contact and, using customer comments, have been able to make simple changes that have demonstrated to customers that they are being listened to - whilst also reducing costs for the council.



Listening

GovMetric's simple reporting means that it is quick and easy to categorise and review large numbers of customer comments. Southend made good use of this data to identify numerous examples of where customers were suggesting smarter ways of working.

'GovMetric helps us pin point functions where changes may be worthwhile investigating to reduce the need for the customer to call.'

Charlotte Birkby, Customer Insights Officer



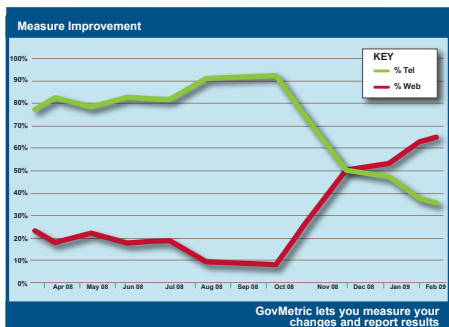
Turning Feedback into Action

Southend were able to make quick, specific changes that demonstrated externally and internally, their ability to turn feedback into action and to make improvements for all.

For example:

Insight: A customer commented on a council tax reminder letter, stating that it did not explain the figures very well, causing customers to have to phone for clarification.

Action: Southend re-worded the letter to include more explanation, reducing the number of query calls and improving the service.



The Results

As well as many specific examples like the one above, the council have found that using GovMetric in this way has also made a wider contribution to their Efficiencies programme:

- GovMetric has allowed the council to identify opportunities for cost effective channel migration.
- The changes made have eased unnecessary demand on the customer service centre.
- Customers are happy as they are getting the information they need, "right first time".

