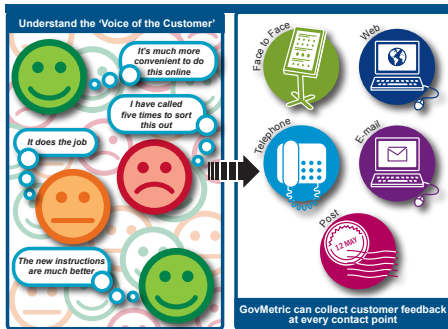




Working smarter to improve service

The Southend-on-Sea Customer Services Centre combined the ability for GovMetric to provide in-depth analysis in a quick simple manner, with intelligent application of this analysis in order to change their customer-facing resourcing and increase customer satisfaction.

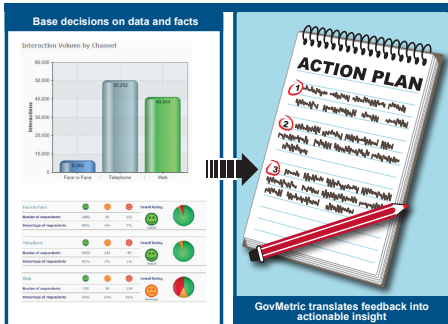


Listening

The telephony satisfaction ratings for Southend's Customer Services Centre were generally very high. However, the GovMetric reporting showed that it was the help and advice from the customer advisors that was making up for a dissatisfaction with the time it took to get through to the advisors.

'Despite the high overall satisfaction, these emotive comments provided the impetus to prioritise this service'

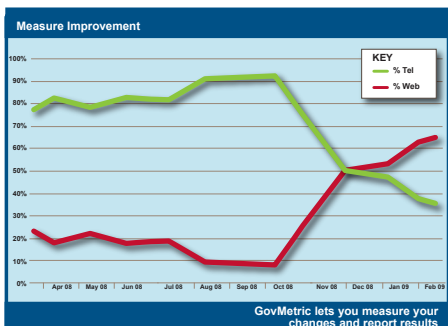
Charlotte Birkby, Customer Insights Officer



Turning Feedback into Action

Using the GovMetric daily trend analysis, the council was able to view daily and weekly peaks and troughs in customer satisfaction, and correlated this with the level of demand across the channels in their Customer Services Centre.

Using the information obtained, changes were made to the way staff resources were allocated and managed .



The Results

- Telephony and face to face resource was aligned to times of peak volume, allowing the channels to assist each other.
- The layout of the department was re-arranged, with the telephony network being extended to the face to face area, helping colleagues to meet demand without having to move floors, as was the case before.
- Immediately the customer comments improved.
- Staff workload is more consistent
- The customer are happier!

