

Embedding the Voice of the Customer



Customer feedback is part of the culture at Plymouth City Council. GovMetric forms part of many of the council's business processes. This focus on the customer has led to recognition from a variety of stakeholders and includes the council achieving Customer Service Excellence accreditation.



Listening

Listening to customers is something that the council see as being key to embedding a continuous cycle of service improvements.

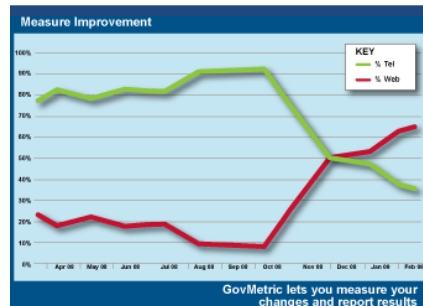
Plymouth City Council incorporated GovMetric into a number of its business processes, including their business plan and monthly performance reports. It also holds monthly GovMetric feedback meetings to ensure that direct feedback has been linked into the corporate processes.



Turning Feedback into Action

This forward-thinking council set up a number of customer-centric processes, including a customer mapping process that tracks customer experience and a 'You Said, We Did' promotion campaign that lets customers see how the council is putting their feedback into action.

"GovMetric was an excellent tool in providing consistent, quantifiable and auditable data"
Dave Saunders, Customer Services Operations Manager,
Plymouth City Council



The Results

- Reducing avoidable contact
- Auditing improvements by adopting a "You Said, We Did" culture by directly acting on customer feedback and measuring improvements
- Maintaining its CSE annual accreditation by including GovMetric as part of its annual consultation strategy
- Motivating staff by ensuring feedback that names individuals is shared with those individuals
- Embedding the customer-led culture in back office by adopting processes allowing back office staff to incorporate comments in service redesign.

