

Borough Council of
King's Lynn &
West Norfolk



Investing in cheaper access channels

This council was meeting its performance indicators and, from a quantitative perspective, knew it was delivering a good service. However they wanted to measure the qualitative aspect of their service. What did customers think of the service? How could it be measured simply and effectively, without being resource intensive. They wanted the insight to inform service strategies across all access channels.

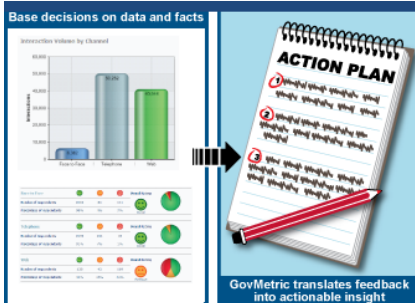


Listening

As with many organisations, King's Lynn & West Norfolk were aware that their website could be better but didn't have the facts to show this. GovMetric gathered feedback on every page of the website, helping them know how many customers were on the website and how helpful they found it.

"The GovMetric system was identified as an excellent solution and it is fair to say we have not looked back since"

Honor Howell, Council Information Centre Manager



Turning Feedback into Action



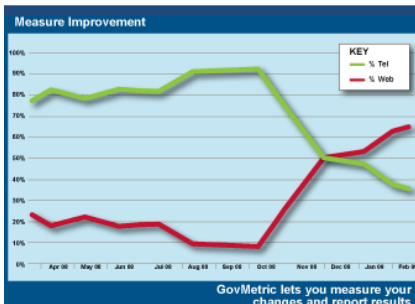
The Issues:

- Low satisfaction levels with website
- Out of date information
- Website not informative enough

The Action:

An action plan was drawn up requesting that the council appointed a new team to address the following:

- Lack of resource in the management of the website
- Lack of ownership on behalf of the web editors
- Requirement for more functionality and online forms and reporting



The Results

- The appointment of a new web team dedicated to the support and development of the website.
- Web Team prioritise improvements based on GovMetric feedback & SOCITM information.
- Improvements to the website have made resources elsewhere available – for example, improving waste collection information in order to reduce phone enquiries.

Trend Analysis: Web

