

Voice of customer informs strategy

Borough Council of
King's Lynn &
West Norfolk



The Leisure and Tourism department at Kings Lynn & West Norfolk Council used website feedback to change the strategy on the promotion of the Bodyworks Facility and Leisure Cards. Listening to the voice of the customer via GovMetric led to changes that saw sales of gym memberships rise whilst increasing customer satisfaction.

Understand the 'Voice of the Customer'

GovMetric can collect customer feedback at every contact point

Channels: Face to Face, Web, Telephone, Email, Post

Customer Feedback: "It's much more convenient to do this online", "I have called five times to sort this out", "It does the job", "The new instructions are much better"

Listening

In respect of the Bodyworks Fitness Centre, the campaign strategy was to put minimal information on the website, with the intention that customers would call up to find out more, helping staff to sign them up on the phone. However, GovMetric customer feedback highlighted that this wasn't what the customers wanted:

"We had received many negative comments and requests for the web pages to hold more information"

Honor Howell, Council Information Centre Manager

Base decisions on data and facts

GovMetric translates feedback into actionable insight

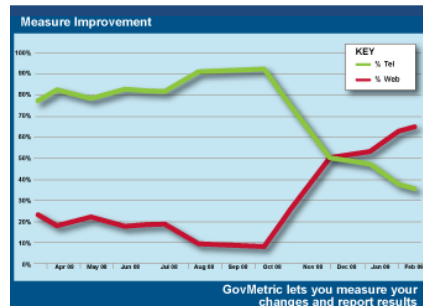
Chart: Interaction Volume by Channel (Face to Face, Telephone, Web)

Action Plan: A spiral notebook with a red pencil and handwritten notes.

Turning Feedback into Action

Using GovMetric, the Council Information team were able to demonstrate that rather than turning an initial enquiry into a sale, customers were more likely to look to another service provider for their Leisure requirements and to register dissatisfaction with the service.

On this evidence, the campaign strategy was changed to offer more information online.



A Truly Customer-Centric Service

The Council have been able to influence a change in strategy to meet customer needs and to improve take up of the service.

