

Borough Council of  
King's Lynn &  
West Norfolk



## Listening, Learning & Adapting

King's Lynn & West Norfolk Council, like many councils, has experienced an increased benefits caseload brought on by the recession. Their use of GovMetric meant that they were able to quantify the increased demand, along with evidence of the negative effect this was having on customer service. This evidence helped the Council take action to adapt and succeed.

**Understand the 'Voice of the Customer'**

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

GovMetric can collect customer feedback at every contact point

Face to Face, Web, Telephone, E-mail, Post

### Listening

The average waiting time had increased significantly in a three month period due to an increased benefits caseload brought on by the recession. GovMetric reports allowed the council to view the increased volumes as well as the decreasing satisfaction levels of customers.



**Base decisions on data and facts**

Interaction Volume by Channel

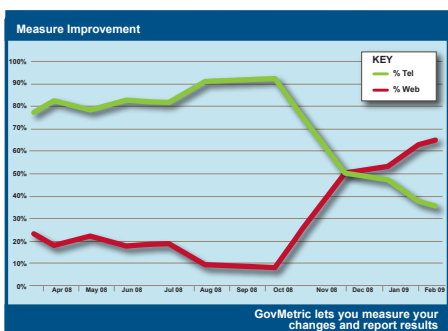
GovMetric translates feedback into actionable insight

**ACTION PLAN**

1. Analyse customer feedback trends
2. Identify areas for improvement
3. Implement changes to improve customer service

### Turning Feedback into Action

GovMetric feedback formed part of a business case that the customer services team used to justify a request for extra resource. This resource would help the team cope with the increased demand and to maintain the high levels of service that the councils' customers had come to expect.



### A Truly Customer-Centric Service

The team were provided with an additional post to assist them with the busy period.

Waiting times went down.

Happy Customers!

