

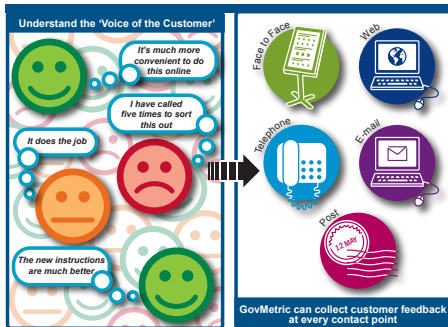


Utilising citizen commentary

Plymouth City Council (PCC) have demonstrated a really customer focussed approach to using citizen commentary as a main driver for transformation in their organisation.

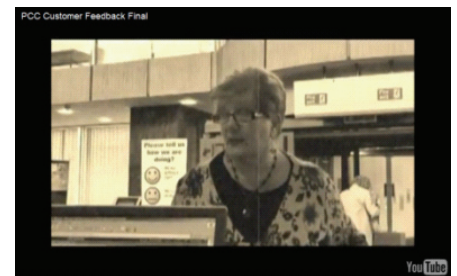
They put together a fantastic video to demonstrate how they do this. The video captures the journey of customer feedback, from originating customer to delivery of service improvement.

Click here to view [‘Hoe Hoe Hoe: The story of Customer Feedback’](#)



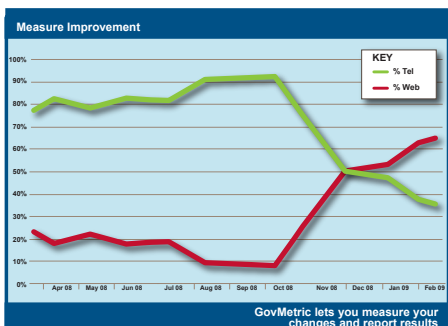
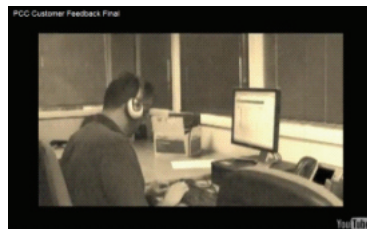
Listening

PCC actively promote the feedback service, demonstrating to customers that they are listening. The council reception features clear signage to the feedback touch screen along with plasma screens that explain the GovMetric feedback process. This was demonstrated in the video when a customer visited the council to complain that their bin had not been emptied. The customer was encouraged to leave feedback using the GovMetric touch screen.



Turning Feedback into Action

GovMetric is used in the front and back offices and the council holds frequent service interface meetings to monitor customer feedback. In this scenario, the low levels of satisfaction around waste and recycling were immediately flagged and the council quickly delivered the action required.



The Results

Customers are happier : The council have shown a 64% drop in complaints compared to last year.

PCC are the deserving winners of:

- The MJ Best Achieving Council of the Year
- GovMetric Council of the Year award.



The council measures the results through a customer mapping process that gets reviewed by team members and customers. The combination of promotion of the feedback service, regular monitoring of the feedback and efficient action has led to PCC establishing a reputation for utilising citizen commentary.