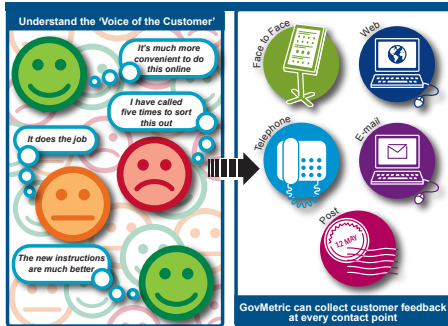




Every Service, Every Channel, Every Day

The Southend-on-Sea Customer Services Centre combined the ability for GovMetric to provide in-depth analysis in a quick simple manner, with intelligent application of this analysis in order to change their customer-facing resourcing and increase customer satisfaction.



Listening

Last year Southend introduced a feedback option that allowed customers to complete a GovMetric themed comment card. This service was offered to complement the kiosk as Southend's kiosks did not have a comment facility at this time.

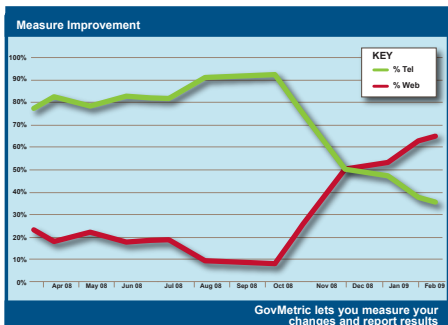
The comment cards had proved popular with customers and were overwhelmingly favourable and complimentary to the service. However, analysis of the feedback showed that the volume of favourable comments on these cards was at odds with the GovMetric service ratings made via the kiosk.



Turning Feedback into Action

The high level of positive feedback received on the comment cards led to the Council drawing up an action plan to investigate whether customers were using the cards in preference to leaving a rating on the machine, thus skewing the feedback results.

To test this, Southend redesigned the comment card to allow customers to leave a comment and rate the service. They also offered customers the choice to use the kiosk or for council staff to enter the data on their behalf. The kiosks now include a comment facility too.



The Results

Satisfaction has risen to 88%, an increase of 35% in 16 months, as can be seen in the chart.

