



The only way is Up!

Nottinghamshire County Council have some excellent examples of staff motivational work to positively encourage staff to engage with customers and to raise the profile and awareness of GovMetric in their call centre. Responding to feedback has always been their top priority and using this insight, through very challenging times, continues to drive a more customer focused service.



Listening

The council had an average of 97% "good" customer satisfaction. However this was based on a low level of take up on the phone and so work got under way to increase take up in order to make the feedback more representative and to listen to more customers.

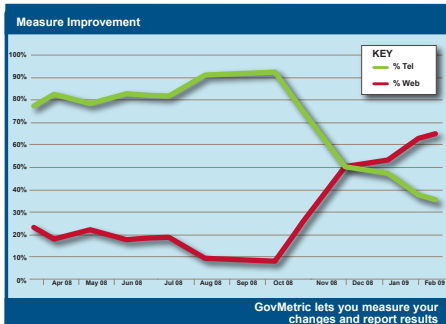
All Team Managers set goals for take up, for both individuals and teams. With call centre feedback in focus, a promotional football event was set up and customer service teams in the call centre were encouraged to score the most customer survey goals. There were a number of games arranged and awards given .



Turning Feedback into Action

As part of quality monitoring at the Council, take up figures are calculated weekly and displayed on the call floor. This keeps awareness levels raised and encourages improvement. This measurement meant that the impact of the football event could be tracked.

Feedback from customers is treated with an equally analytical approach. Each issue raised is responded to and investigated. Solutions or alternatives are offered and changes are made when ever possible to improve service.



The Results

- GovMetric figures show take up of the survey went up by 9% during the football event.
- Some teams have achieved a 27% increase in take up.
- Throughout this increase, Nottinghamshire County Council has still maintained its 97% "GOOD" customer response

"Our customer's feedback continues to drive service improvements through these challenging times."

Joanne Severn, Team Manager, Customer Service Centre

