



GovMetric helps South Tyneside Council to slash average transaction costs by 58%

Faced with the simultaneous challenges of increasing demand and decreasing budget, savvy organisations are turning to channel migration for a solution. Top performing South Tyneside Council is one such authority and GovMetric is proving to deliver essential insight for successful channel shift.



South Tyneside, England's smallest metropolitan borough, has an impressive track record; the authority is one of just a handful of councils to have achieved a four star CPA rating for three years running, and was recognised by the Municipal Journal as the 'Best Achieving Council' in 2008.

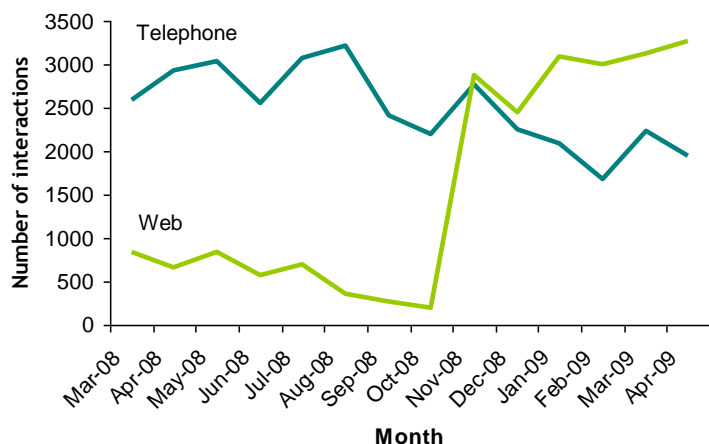
With pressure on key services rising as a result of the economic downturn, the Council embarked on a project to migrate non-critical Waste & Recycling services to the web.

Guided by over 7000 customer comments captured from GovMetric, along with customer insight information from the SOCITM web take-up survey and from customer feedback forms, the Council revamped the search and navigation in the website, making it user friendly, informative and interactive. In the area of Waste & Recycling, new e-services enabled residents to check bin collection days, order additional recycling boxes, print out waste permits and book bulky waste collection.

Without GovMetric, the project might have ended there. But the data gathered by the GovMetric service showed that despite all these improvements, usage of the website had not increased, and the anticipated drop in calls to the contact centre had failed to materialise.

The Council was able to respond rapidly, and embarked on a six-month awareness campaign. In just one month, GovMetric showed that the average number of customers using this part of the website to self-serve had rocketed from just 203 to a staggering 2809.

This trend continued in the following months, during which time GovMetric also recorded a steady drop in the number of customers calling the contact centre with Waste & Recycling enquiries.



Number of Waste & Recycling interactions recorded by South Tyneside Council on the Telephone and Web channels, showing a significant increase in web usage and a corresponding decline in telephone usage, coinciding with the publicity campaign in November 2008. Source: GovMetric

£1.72

Average saving per transaction as a result of channel migration

South Tyneside Council has calculated that this channel shift has brought the average cost of a transaction in this service area down from £2.97 in November 2008 to just £1.25 in April 2009 – a drop of 58%. It has also freed up approximately 0.25 - 0.5 FTE per annum in the contact centre – resource that can now be better employed in dealing with the increase in calls for critical services.



Irene Lucas, Chief Executive of South Tyneside Council at the time of the project, and renowned for her passion for driving improvement through consultation with citizens and communities, speaks about GovMetric:

"Technology is a powerful tool to drive innovation. Where organisations and software suppliers get it right, there can be excellent outcomes all round. That's what happened at South Tyneside Council when we introduced GovMetric.

The software has helped us respond more effectively to customer feedback, improve services, and improve the processes for employees. Our overall aim is to deliver better services for the people of South Tyneside, and with increased pressure on budgets, it is innovation like this that will make the difference in terms of reducing costs while continuing to improve customer satisfaction."

Councillor Michael Clare, the Council's Lead Member for Environment, Housing and Transport, says of the GovMetric statistics:

"They show that residents are now using our website more than traditional ways like the telephone to find out information and use our services. Many people find it quick and easy to use the internet to do things like find out when their bin day is, book a collection or order extra boxes, and we will continue to respond to what customers want."



Following the success of the Waste & Recycling project, the Council is now planning to apply the same approach to other service areas which have the potential to deliver savings through well-managed migration to the web.

With over 18,000 individual pieces of feedback captured from South Tyneside's customers since 2007, and over one and a half million interactions logged, GovMetric will be central to informing and measuring successful channel migration.

Benefits of GovMetric for Channel Migration

How many customers telephoned your contact centre last month? How does this compare to the same period last year? What proportion of customers visit you in person? Is this figure on a downward trend as you encourage customers to self-serve instead? What do your customers like about your online service – and what would they change?

These are just some of the questions that are fundamental to implementing effective channel migration and quantifying efficiency savings, and GovMetric has the answers:

- GovMetric is the only solution that captures customer interaction data across all of your primary access channels and combines it with satisfaction ratings and verbatim customer comments, giving you a complete picture of customer service across your organisation.
- GovMetric's in-built, out-of-the-box reporting facility enables you to view all of this information in near real-time, giving you the knowledge and confidence you need to deliver the right channel mix across your individual services and customer groups.

To find out how GovMetric can benefit your organisation, contact:

01572 756 565

www.govmetric.com

info@govmetric.com

