

GovMetric supports channel migration and service excellence at Waltham Forest Council

Over the last few years, Waltham Forest Council has achieved excellent advances in its service ratings, has gone from a zero star CPA rating in 2002 to a four star authority in just six years.



As part of its strong commitment to ongoing, continuous improvement, the council implemented the GovMetric service during 2007. GovMetric employs a range of innovative technologies to **automatically collect feedback from customers about the service they receive**, after every interaction with the council – **regardless of the access channel they used**. This allowed Waltham Forest Council to understand their own performance, making comparisons between different service areas and channels, so they could:

- Prioritise areas for improvement.
- Understand the impact of investments on customer experience.
- Deliver hard evidence to support their channel migration and access to services strategies.

Opportunities for improvement

Within just a few months, it became apparent that there was considerable scope for improvement on the Council's website. Not only was it consistently the lowest rated channel by customers, an overwhelming majority reported that the reason they were unhappy was that they couldn't resolve their query when looking for information.

Thanks to GovMetric's simple but detailed reporting, managers were able to review customer comments alongside the web page they were viewing at the time.

A process was put in place to ensure that improvements were made as quickly and efficiently as possible, often in areas which simply wouldn't have been considered without the direct input from customers.

Brigit Granger, e-Government Officer, says:

“GovMetric allowed us see our website as our customers do, leading to a huge number of improvements. In some cases this was a matter of information that was simply outdated or missing, but in others we were failing to communicate in a more subtle way - for example, several people commented that they were unable to find out how to appeal against a parking fine. When we reviewed the page concerned, the information was there, but referred to “making representations” rather than appeals - terminology which had no resonance for the community and they were consequently overlooking.”

Immediate results

As a consequence of the rapid improvements to the website, the number of phone contacts seeking simple information fell, and the council were able to begin providing additional service areas through the telephone contact centre. Max Carter, Interim Head of Information and Customer Services, commented:

“We’re delighted with the impact of GovMetric. We’ve never been able to compare customers’ experiences with the different access channels before. Using the information that GovMetric provides, we’re able to ensure that those channels with a lower cost to serve encourage customers to return by delivering an excellent experience. This will make a strong contribution to our efficiency targets.”

Now that GovMetric has proved its value, Waltham’s focus for the next few months will be on visibility – promoting the service more actively to customers, and completing the cycle by feeding back to them the improvements that have been made – and looking for areas of improvement in the other access channels.

Nic Streatfeild, Sales & Marketing director for GovMetric, says “Waltham Forest have a deservedly excellent reputation for commitment to both improving their service delivery, and helping their local authority peers to improve too through knowledge sharing. We’re delighted that GovMetric has been proven to support their approach, and look forward to working with them in their next phase of improvements.”

Business Benefits

- Supports a holistic, customer centric approach to service improvement, targeting investment to the areas that customers really notice
- Reduces costs of manually collecting and analysing customer feedback
- Supports “right first time” delivery and reduces avoidable contact and the associated re-work costs
- Enables more efficient deployment of other consultation resources, with the potential to reduce the cost of these activities
- Informs the channel migration strategy and the shift to less expensive access channels
- Web-based reporting provides up-to-the-minute data about the performance of key channels

About GovMetric

Our objective is to actively engage and involve the customer in the service improvement process.

The GovMetric service is the market leading solution for public sector organisations who need to gain the deep insight into their customers’ experiences that is required for the planning, delivery and monitoring of improvements to customer services.

In developing GovMetric we have brought to bear over a decade of experience, delivering solutions which bring citizens, councils and communities together.

To find out how GovMetric can benefit your organisation, contact

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