

Stafford and Rural Homes

Stafford and Rural Homes is a vibrant, forward-thinking social landlord, which owns and manages 5,600 homes within Stafford Borough following the completion of a stock transfer in February 2006. During the transfer process, staff, customers and the Board jointly agreed that one of the central objectives of the newly-formed company would be to “meet the needs of its customers by putting residents at the heart of the business, transforming services and aiming for top quartile customer satisfaction”. Determined to deliver on this vision, SARH recognised that the unique customer insight provided by GovMetric would help the team to achieve its goal.



SARH introduced GovMetric across its face to face, telephone and web channels in June 2008. As soon as the service was switched on, it enabled the organisation to capture feedback from customers, and to make changes as a direct result of what the customers were saying.

The organisation was able to make its first customer-driven improvement almost immediately. Customers were enthusiastic about the online Property Shop, but were frustrated at finding that properties had often already been offered when they rang to enquire about them. As a result of the feedback, the team has started updating listings daily, rather than weekly, to ensure that only available properties are displayed.

Other customer-led improvements that SARH has implemented as a direct result of the feedback gathered by GovMetric include:

- Directing resources to delivering fast and efficient call answering services as chosen by customers
- Changing the working patterns of customer services centre staff to ensure that more staff are available to take calls during peak periods
- Improving the information on the website and the frequency that it is updated

Chief Executive Karen Armitage says: “The insight we get from GovMetric is making a real difference to the way we provide services to our customers. The roll-out of the service was extremely easy, and the GovMetric team has provided excellent support, including regular reviews and lots of material that we can use to promote the system amongst staff and customers. The user groups have also proved invaluable in terms of sharing best practice.

“We share the GovMetric results regularly with our customers, which gives them the confidence that we are listening and acting on what they tell us. This in turn helps encourage more customers to give feedback, and helps us refine our services further. The GovMetric approach really works.”

About GovMetric

GovMetric service is the market leading customer-insight solution for public sector organisations, enabling the planning, delivery and monitoring of truly customer-centric services. GovMetric is the realisation of over a decade of experience in delivering solutions that bring citizens, communities and local government together.

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