



Giving victims of crime a new voice

GovMetric is helping a county police force to understand victim satisfaction and use this insight to drive evidence-based, victim-centred improvement.

THE CHALLENGE

The Force aims to provide the highest quality of service to victims of crime. To achieve this, it needed a better understanding of how victims really feel about their experiences, and to transform how this insight is shared and acted on within the organisation.

THE SOLUTION

By integrating with the CRM and telephony systems, the GovMetric CX platform has enabled the Force to completely automate its victim survey process.

At specified journey points, victims of crime are sent an SMS or email inviting them to take part in a simple, accessible digital survey. Feedback from completed surveys is automatically categorised using GovMetric's Intelligent Text Analysis, and then shared across the organisation in real-time via corporate and departmental dashboards and reports.

GovMetric helps police forces to meet the requirements of the Victims' Code by measuring how well victims **understand the information** they are given.

Giving victims a voice using GovMetric CX

One of the first issues uncovered by GovMetric was the significant number of victims who were unhappy with how infrequently they had been updated about the progress of their case. Some people reported that they had never heard back at all.

Many victims reacted to this by chasing up via different channels, causing an increase in demand which could have been avoided. Other victims had just silently given up, having lost confidence that the service would be there when they needed it.

Further investigation revealed that there was no formal standard in place for how regularly a victim should receive updates about their case.

To address the issue, the Force is introducing a new policy to ensure that victims are contacted at least every 28 days, even when there is nothing new to report.

Staff are being trained on how to meet the new standard, and adherence to it will become an important performance metric.

THE OUTCOMES

GovMetric has made a big difference to the Force's ability to make evidence-based improvements to the service it offers to victims. It has:

-  Improved the timeliness, reach and response rates for victim surveying, including hard-to-reach and minority groups
-  Raised awareness of the Voice of the Victim by making victim satisfaction data available to the whole the organisation
-  Pinpointed the factors and issues that have the biggest impact on the victim experience
-  Provided actionable insight on how victims can be better supported during and beyond the criminal justice process
-  Reduced failure demand by enabling 'quick wins' to be identified, assigned, and actioned
-  Enabled high-risk disclosures to be immediately and automatically routed directly to the control room, triggering a police response where appropriate
-  Strengthened community trust and public engagement by enabling the Force to 'close the loop' and demonstrate that victim feedback is acted on

GovMetric helps public service providers to design and deliver better services for citizens and communities.

Trusted by dozens of local authorities, housing associations, police forces and national agencies, the GovMetric CX platform is the leading customer feedback and experience improvement solution designed exclusively for the public sector.

Learn more at govmetric.com