



**WOKINGHAM
BOROUGH COUNCIL**

Improving the customer experience using real-time feedback

Wokingham Borough Council is a local authority with a vision: to be the best it can be. GovMetric is helping it deliver.

BACKGROUND

At Wokingham Borough Council, the commitment to delivering great customer experiences starts right at the top.

The council's leadership team is keen to challenge traditional expectations about the relationship between local government and citizens. This has led to an important shift in thinking, which recognises that how customers *feel* about their experience of service delivery can be as important as the effectiveness of services themselves.

This customer-centric philosophy is evident in its ambitious corporate plan, which sets a clear directive for the whole organisation: to be "*relentlessly customer-focussed*", to listen to what customers and communities are saying, and to use this feedback to shape service delivery.



"We chose GovMetric because we want to be able to listen to what our customers are telling us and use this feedback to do things better."



“GovMetric is helping us gather feedback from our customers about the experiences they have when they interact with us.

We are also using it to alert us to things that are happening in real-time, where perhaps we need to fix something. The insight and intelligence are informing improvements in customer experience across the organisation.

The support we get from the whole team is fantastic, they really know their stuff, and take the time to understand our business. They are great partners to work with and have been proactive in connecting us with like-minded organisations so we can share learning.”

Jackie Whitney

Head of Customer Excellence
Wokingham Borough Council

THE CHALLENGE

As a unitary authority, Wokingham Borough Council is a complex organisation that delivers a huge range of services across multiple functions and channels.

The customer excellence team knew that communications to customers could sometimes be confusing and bureaucratic, which occasionally led to cross-channel failure demand and unnecessary complaints.

The team understood that making knee-jerk changes to processes without properly understanding the root cause of the issues could risk making problems worse. Better data was needed, but existing approaches to collecting customer feedback were inconsistent and limited in scope.

The council required a new, unified view of the customer experience across the entire organisation to plan, manage, and measure improvement in customer experiences.

THE SOLUTION

The council wanted a single customer insight solution that could be rolled out quickly and easily across different channels, with the flexibility of bringing services on board incrementally in line with the evolving priorities of the organisation.

It was important that the reporting was simple and intuitive enough for different service areas to use without much training, yet powerful enough to provide the corporate dashboards and action management tools that would be necessary to drive improvement.

Following a procurement exercise, the council chose GovMetric CX as the solution that was best able to meet its needs. Within just seven weeks of project kick-off, the distinctive GovMetric ‘smileys’ were capturing feedback on the council’s website, rapidly followed by phone and email.

THE OUTCOMES

GovMetric CX provides vital customer insight that enables the council to take positive action to improve the customer experience. Its impact can be seen in many different areas:

-  Enables frontline teams to understand and action customer pain points in real time, reducing failure demand and complaints
-  Provides a 'red flag' early warning system for more significant problems, directing attention to areas of concern before problems escalate
-  Encourages accountability and provides an audit trail for action resolution
-  Helps shape the internal customer excellence learning programme, providing focus for an empathetic, customer-centric mindset
-  Provides motivating positive feedback used in the training and development of frontline teams, while also helping to identify skills gaps and areas for improvement
-  Provides hard evidence to support data-driven decision making and to ultimately feed into formal KPIs

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](https://govmetric.com)

An essential early warning system that can help save money

When the council launched its new digital Council Tax offering, a sharp increase in negative customer feedback reported by GovMetric CX quickly signalled to the team that they had a problem.

An analysis of the call logs revealed that call volumes had increased by more than 20%: in their frustration with the online service, customers were turning to more expensive delivery channels to get help.

This early warning from GovMetric CX enabled the council to react quickly, examine the underlying processes, and track down and address the root cause of the problem.

1,400

Average volume of customer feedback per month

12

Service teams using GovMetric CX to understand the customer experience