

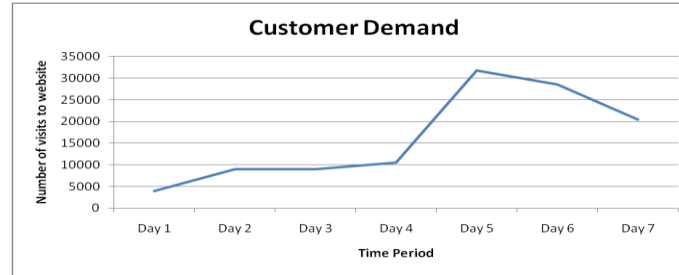


Listening to the voice of the customer in a crisis

Cumbria was hit by torrential floods causing a major emergency for the area and leaving many residents in dangerous and uncertain circumstances. The floods caused damage to the county's infrastructure and disruption to many public services, creating a huge demand on the county council. A responsive communications plan was essential to up-to-date information to people in rapidly changing conditions and it was clear that the council's website would play an important role with action taken day by day:

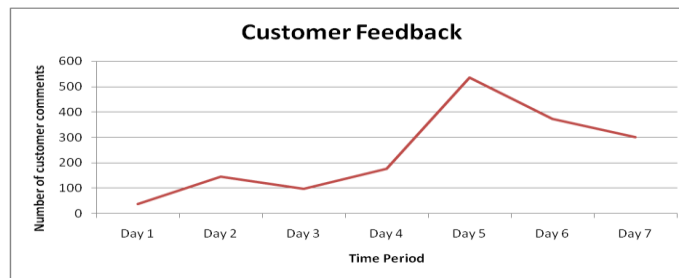
Demand

- The Council saw the number of people visiting their website increase eight-fold
- Feedback indicated that the Council needed to provide accurate information in near real-time



Feedback

- GovMetric gave customers an opportunity to tell the Council what they needed
- As demand for up-to-date web information peaked so did the feedback from customers allowing the council to act swiftly
- Specific changes were made based on specific feedback per page



Customer Satisfaction

- Satisfaction was at its lowest on Day 3
- Receiving feedback in near real-time, the council knew which areas to improve
- The quick action taken resulted in satisfaction almost doubling within 2 days; this was maintained throughout this period of crisis



“Never waste a good crisis”

Rahm Emanuel, Chief of Staff to Barack Obama

Challenging demands & stretched resources: these are familiar issues for many councils. Cumbria County Council faced such challenges.

The eyes of the nation were on them and yet, by listening to their customers, they turned crisis into success.

“Through GovMetric we responded quickly, presenting information in ways that people wanted and in ways that we ordinarily wouldn't have thought of,” says Joe Claxton, Corporate Web Development Manager. “What we did online also meant that the burden on the call centre was mitigated,” adds Customer Services Manager, Steve Tweedie.

Turn over to find out how they did it ...



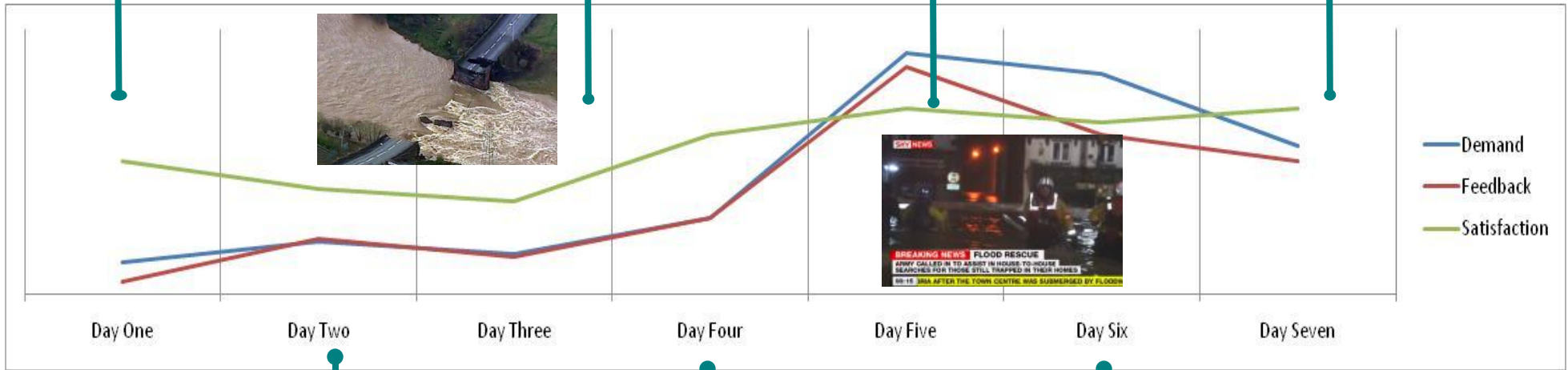
Listening to the voice of the customer in a crisis

1 Safety press release issued on Council's website warning people to be careful when travelling

3 Huge media interest and web demand as a collapsed bridge claims the life of PC Bill Barker. Vital information constantly updated on web. Feedback through **GovMetric** included messages of support to public sector bodies, which CCC forwarded on to relevant partners.

5 The website continued to be updated with press releases from across the county. Social media websites, such as Twitter, were used to publicise school closures.

7 **GovMetric** feedback on alternative access to road closures information was appreciated, with comments thanking the council for listening to their feedback.



2 Increased interaction with press. A dedicated floods section was built on website to collate all the information with links from the homepage

4 Homepage modified with updated news & graphics for quick, easy access to information. Positive feedback received in **GovMetric**, thanking the council for the simple navigation.

6 **GovMetric** near real-time feedback reported a lot of problems with the council's online maps of road closures. The council's web team forwarded these to the Roads and Transport department, who swiftly created an alternative way to access the information – with positive results.