

THE GOVMETRIC IN ACTION SERIES

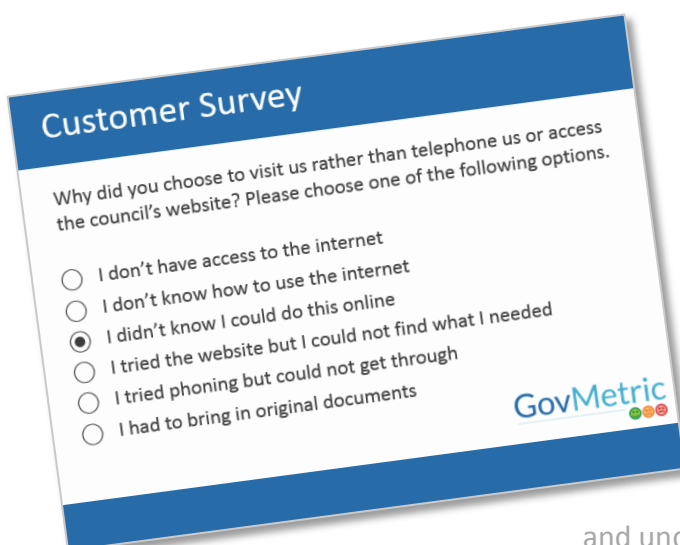
SUPPORTING
SERVICE
TRANSFORMATION

From shared services and partnership working to integrated information and digital delivery, councils across the country are changing the way they work in order to drive significant improvements and realise efficiency savings. How to measure the impact of this transformation on the customer experience is a challenge common to all. For many of our clients, GovMetric is a key part of the solution.

Once a service has been identified for review or for channel shift, our clients consider the success criteria of the project and identify the required outcomes. From this, a set of questions can be constructed that will measure success from a customer perspective.

Next, these questions are translated into a GovMetric survey. Survey questions can be designed to explore customer satisfaction, service quality, channel behaviours or any other qualitative or quantitative aspects of the customer experience.

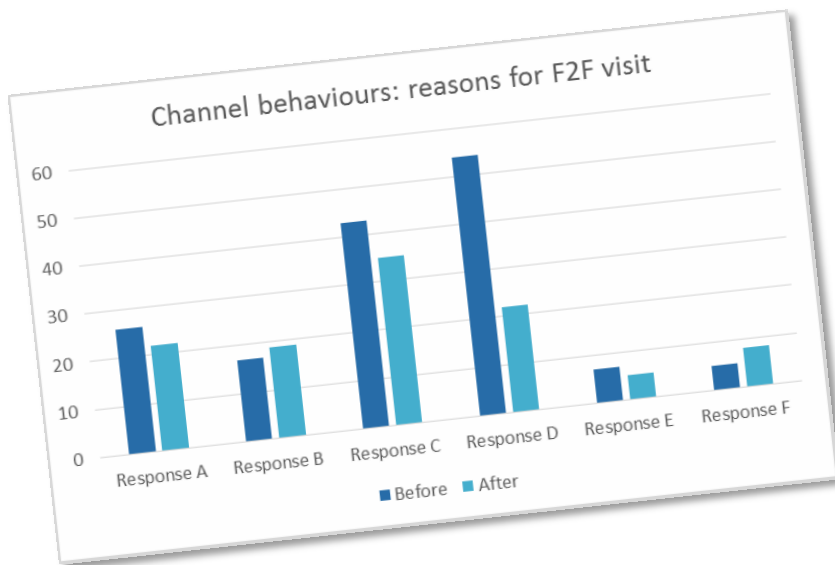
GovMetric supports all of the standard question types, such as multiple choice, dropdown and free text. Individual questions can be applied to the whole survey, or weighted and presented to the customer on a rotational basis.



In practice, this means that Customer A might see questions 1 & 2, whilst Customer B might see questions 3 & 4 and so on. This approach keeps the survey time for each customer to a minimum, which in turn reduces the drop-out rate, whilst ensuring that all of the questions receive responses.

You can use GovMetric to explore and understand customer channel behaviours

Typically our clients will run the survey before transformation, to establish a baseline, and then again once the transformation has been completed. The results can then be downloaded for analysis, including before-and-after comparisons for each question.



Results can be viewed and compared using a range of different chart options

GovMetric is a multi-channel solution, which means that the same survey can be run on multiple channels simultaneously. Alternatively, a survey can be adapted to create versions that are subtly tailored to the different channels.

Surveys can also be designed for individual services, and multiple surveys can be run concurrently on whatever combination of channels are required. This means that you can be running a quick exit survey on a kiosk in your one-stop shop that focuses on customer service quality at the same time as conducting an in-depth telephone survey about housing repairs, while also running a web survey about recycling services – all delivered using the GovMetric platform.

So whether you are planning changes to an individual process, an entire service area or a whole council transformation, GovMetric can help you to measure and manage the impact of the change on your customers.

FIND OUT MORE

Here at GovMetric, we have been delivering customer experience solutions to Local Government for a decade. We understand the financial challenges that public sector organisations face and the need for value-for-money products that offer real business benefit. We can use our experience of working with dozens of Local Authorities to put together a service that is the perfect fit for your objectives and your budget.