

THE GOVMETRIC IN ACTION SERIES

BEYOND CUSTOMER SATISFACTION MEASUREMENT

In 2014 GovMetric recorded over a million customer satisfaction ratings on behalf of our clients. Yet measuring customer satisfaction is just one way that GovMetric benefits local authorities. Here we take a look at some of the others.

SERVICE TRANSFORMATION

Since 2010, local authorities have been responding to the Government's spending review, transforming services and seeking new models of service delivery. Whether our clients are adopting a whole council transformation programme, finding new ways of working, or identifying outsourcing opportunities, GovMetric can be used to measure contract compliance or adherence to corporate policies and procedures.

CHANNEL MIGRATION

GovMetric enables councils to understand the quality of service interactions that take place over web or mobile channels. Both page traffic and customer satisfaction can be measured down to the individual URL level. This enables our clients to undertake detailed and actionable analysis of the performance of their websites, both as a whole and as individual pages and e-forms.

As web take-up increases, GovMetric can be used to measure the impact at both an interaction and cost-benefit level. Taking service volumes across all channels, clients can monitor processes as they are migrated across channels and measure the impact of the change using the GovMetric costing tool.

MEASURING END-TO-END PROCESSES

As councils change their service delivery models and outsource services to both the private and third sector, GovMetric can be utilised to measure contractor performance and to better inform KPIs and remuneration. For outsourced services such as facilities

management, ICT and contact centres, GovMetric can be applied at various stages within the process to obtain a subjective view point of both the internal and external customer.

For example, by deploying GovMetric at the first point of contact and at the end of the process, you can measure not only the quality of the whole customer experience, but also the quality of the service delivered, right-first-time resolution, timescales and the behaviours of the contracted staff.

CUSTOMER JOURNEY

Local authorities can use different elements of the GovMetric service to measure the whole customer journey. This can start with measuring customer satisfaction with the contact centre, followed by exploring the quality of the interaction, the reason for the contact and the identification of channel shift opportunities, through to measuring the process during a visit or at the end of the process using a tablet device.

The flexibility of the GovMetric system infrastructure enables bespoke surveys to be developed for individual channels or services. These can be used to support channel shift, by identifying reasons for channel demand failure, or to gain a wider understanding of organisation or community need.

MYSTERY SHOPPING

GovMetric Mystery Shopper provides a new viewpoint on the customer experience. Using our team of trained mystery shoppers, it enables clients to test how easy or difficult it is for customers to access services, and to identify areas where the customer experience can be improved.

GovMetric Mystery Shopper can be used by individual local authorities or partnerships, and can be used to evaluate the performance of both in-house service delivery and outsourced services. It is completely flexible, so clients can choose which channels, locations and services they want to analyse, and when. All of the results are automatically collected and collated via the GovMetric platform. You can slice and dice the results any way you want, schedule management reports automatically, and use in-built workflow tools to assign tasks for action.

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.