

THE GOVMETRIC IN ACTION SERIES

MEASURING
END-TO-END
PROCESSES

For many people, GovMetric is synonymous with its trademarked “smiley faces”, which have been gathering customer satisfaction data for dozens of local authorities for nearly ten years. Less well known, but equally valuable, is GovMetric’s ability to measure the effectiveness of a complete process from the customer perspective.

A good example of how the service is being used in this way can be found at Southwark, where GovMetric measures the quality of the services delivered by the council, and also informs contractor KPIs and monitors performance against them.

The service that generates the most contact for the Southwark (and hence has the greatest influence on reputation) is Housing. In 2014, Southwark launched its Housing Self-Serve portal, which is available to Housing customers using their personal MySouthwark account. This is a genuine self-serve tool for repairs, rents, service charges and housing applications.

When a housing repair is reported as complete by one of Southwark’s contractors, an email is automatically sent to the customer from the council’s Housing Database. This email informs the customer of the completion status, and provides a link to the GovMetric survey site. The survey assesses a range of service delivery aspects including:

- Right First Time
- Non-compliance
- Adherence to corporate processes
- Quality of the repair
- Customer Service Skills
- Time (both time elapsed between the original repair request and resolution, and the time required to complete the repair)

When the customer clicks the link they are taken straight to the survey questions. The customer’s repairs details are automatically linked to the survey results behind the scenes, saving the customer from the need to spend time inputting this information.



Southwark Council Repairs Satisfaction Survey

Please state how satisfied you are with the following aspects of the repairs service

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	NA / DNK
How easy it was to order a repair	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of the repair work	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Polliteness of the contractor	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Care by contractor to keep your property tidy	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time taken by contractor to complete the work	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time taken to complete the entire repairs process (from the moment they attempt to call customer service centre, until when the repair was fully complete)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall quality of the service provided	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Next Section](#)

The survey invites the customer to rate multiple aspects of the service delivery

GovMetric is a multi-channel solution, which has enabled Southwark to replicate the survey by providing a mediated service on the telephone channel.

Daniel Rankine, Service Development Manager for Southwark, says, “We are passionate about online services delivered through MySouthwark. We are especially pleased with the functionality for the online repairs surveys. The telephone surveys we conduct for repairs, captured on the GovMetric platform, are great too.”

Southwark aims to carry out a minimum of 1600 surveys for completed repairs each month, plus a further 200 surveys for overdue repairs. Information obtained through the e-mail and the telephone surveys feeds directly into Southwark’s contractors KPI’s.

By utilising service-specific, intelligence-led questions, GovMetric can be developed to provide measurement of any outsourced or procured service.

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.

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