

## THE GOVMETRIC IN ACTION SERIES

TELEPHONE  
FEEDBACK  
MECHANISMS

Since GovMetric was first developed for local government in 2006, the ability to measure customer satisfaction via the telephone channel has been key for many of our customers.

Telephone feedback is captured by transferring the customer to the GovMetric IVR platform at the end of the call. Automated voice prompts invite the customer to provide responses to the survey questions using their keypad. There is also the capability to enable the customer to record additional feedback at the end of the survey.

In practice, there are three different approaches to managing the way that customers are transferred to the GovMetric IVR platform.

- 1) Agent Choice
- 2) Performance Management through the use of Agent Codes
- 3) Customer Choice through Automation

The most common approach within the GovMetric community is **Agent Choice**. When using this method, it is the responsibility of the contact centre staff to encourage customers to participate in the survey. This method means that agents can be selective about which customers are invited to participate; although this flexibility can be useful, it does raise the possibility that the resulting feedback does not provide a true reflection of overall customer opinion.

To overcome this issue, many councils have utilized KPIs to ensure that agents put through a minimum percentage of contacts. This has been most successful in councils where the KPI is set at 100%, thus ensuring that every single customer is offered the opportunity to participate in the survey.

This approach can be extended to provide **Performance Management through the use of Agent Codes**, which, in addition to measuring overall customer satisfaction, enables councils to evaluate the quality of individual agents' interactions with customers. In this approach, the agent enters their unique two-digit code at the point that the call is transferred to the

GovMetric IVR system. This code enables the resulting customer feedback to be linked back to the agent that handled the call.

This capability is becoming increasingly popular; agent-specific feedback provides supporting evidence for both KPI and quality criteria within monthly and annual reviews, and can be used across the organisation to measure the quality of customer interactions with both the front and back office staff. It can even be used to promote team competition within the contact centre.

The most recent development for the deployment of GovMetric within contact centres has been the ability to support **Customer Choice through Automation** of the transfer to the GovMetric IVR platform. Norfolk County Council has been leading this work since May 2015 using their telephony system, Avaya.

If the customer's query has been fully resolved, the Norfolk County Council agent asks the caller to remain on the line. The agent transfers the caller to the automated message, which includes an introduction to the survey and where the customer is asked if they would like to take part. The customer presses 1 if they wish to participate, at which point the survey starts.

This method puts the customer directly in control. It also removes the necessity for the customer service agent to spend time within the call introducing GovMetric and encouraging take up.

In July 2015, 4,155 people completed the survey, which represents 16% of their transferred call volume. This compares to an average take up of between 7-8% achieved by other councils. Due to the high volumes of traffic Norfolk are now been receiving, they have decided not to ask customers for comments if a customer chooses "Good" as their option.

Andrew McAlpine, Customer Services Operations Manager says, "Creating this solution has helped us strike a happy medium with our staff morale and the need to obtain feedback. We have also removed the ability to cherry pick which callers we put through to the survey; basically, if you say good bye to the caller and the call does not need to be transferred to anyone else, then you always transfer the call to the recorded message".

#### 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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