

Improving Customer Satisfaction



The London Borough of Barnet in partnership with CAPITA Local Government Services utilise the GovMetric tool to improve customer experience across all channels.

GovMetric insight is shaping a series of web and customer facing initiatives. The new focus on driving customer satisfaction levels is having a positive impact on our scores.

Listening

With a view to improving customer experience, early in 2016, the council started the rigorous monitoring and analysing of GovMetric feedback on its telephone, face to face, web and email channels. We are proud to say that we have listened to our customers this past year, while gathering constructive feedback effectively across all channels and specially on the web. The close collaboration between CAPITA and the London Borough of Barnet set in motion the redesign of Barnet's online survey and the new one saw the light in October 2016. Customers are now only prompted to rate a specific webpage and its content or the website in general and if required, they can leave their contact details. We apply a much more dynamic approach to gathering feedback while establishing a conducive baseline to constantly improving services and web customer experience. In tandem, the renewed emphasis on encouraging Face to Face feedback participation has also paid off. The council has responded promptly to customer feedback and continues to conduct numerous changes to its customer facing service.

Turning Feedback into Action

Feedback received is now promptly communicated to relevant departments for response. Customers are contacted directly when they leave their contact details.

Responses to GovMetric feedback are published online for both staff and customers for transparency and to help the council improve its services further. A customer feedback report is produced daily and is made available to the Barnet's Web Team, CSG Customer Experience and Leadership Team, where performance is discussed and service improvement actions are taken.

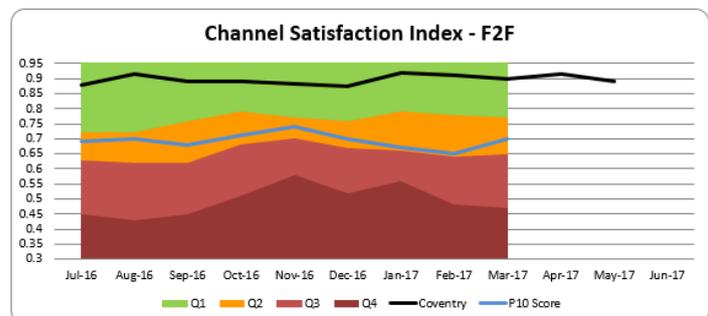
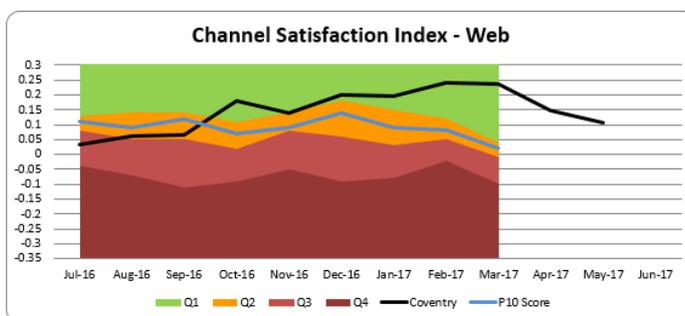
The findings of Govmetric feedback analysis are compiled into a monthly insight performance pack by the Customer Experience Team which help make informed operational improvement decisions and plans across all channels. This insight is also fed to the Senior Management Team and key stakeholders throughout the partnership to review and consolidate other and higher project level decisions.

“The insight from GovMetric has helped the Customer Experience Team to collaborate with the London Borough of Barnet on web improvement initiatives and make a positive impact on residents”

Imran Kadri - Customer Experience Team, CAPITA Local Government Services

The Results

- The establishment of a task force, combining the Customer Experience Team, Barnet IT Services and the Webmaster, to tackle all website issues to improve the service to customers, and to boost positive feedback.
- A grip on customer satisfaction has helped to mitigate risks around the performance of servers impacting the various web forms. Regular and robust testing by IT is in place which now prevents outages and ensures web forms are functioning as expected during business and out of hours. This improvement has contributed towards a 6% uplift in performance.
- The development of better and smarter webforms
- Faster and key amendments to the website in response to GovMetric feedback
- Over the last quarter we have seen an increase of 18% in web satisfaction on the Barnet website. This has resulted from using customer feedback to improve the site and reduced IT faults.
- Going from an average web GovMetric score of 0.05 to a new average of 0.18, ranking the council 3rd on the Web customer satisfaction index in October and consistently featuring in the top of the leaderboard in 2017. March 2017 was a record breaking month with the attainment of 56.6% on Good %.
- The Council has now been keeping a steady place in the top 3 of the Face to Face Customer Satisfaction Index since April 2016.



“Customer feedback is essential to our continuous improvement and the results speak for themselves – we listen to our customers, we make the improvements they request, and we see the satisfaction results improve”

Kari Manovitch, Head of Customer Strategy & Programmes, London Borough of Barnet

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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.