

GovMetric CX

G-Cloud 13 Service Definition

Before we begin—why *citizen* experience?

Everyone knows that the C in CX stands for Customer. So why do we talk about the **citizen** experience? Because we believe that the relationship between government and its citizens is fundamentally different to that between a business and its customers, and that treating citizens as consumers risks misunderstanding—and undermining—the wider role of public service in building strong communities.

Businesses serve the need of the individual; knowing that consumers will vote with their feet—and their wallets—they deploy customer experience management as a means to an end, building competitive advantage in the form of customer loyalty.

But public service isn't just about meeting individual demands—it's about delicately balancing the diverse needs of entire communities. Many government services are a monopoly, and citizens often have little or no choice about how, when and where they access them. Use of some services is mandatory and may even be exercised against the will of the citizen. So, does the *quality* of the individual's experience really matter?

In a word—yes. Championing the citizen experience in service design and delivery brings big benefits at a practical level; it is one of the most effective ways of stimulating change, identifying and diagnosing failure demand, and delivering more efficient services that offer better value to the taxpayer.

But it is also much more than that. Citizen experience matters because making life better for real people is why we do what we do. We believe that when we listen to citizens, and act on what they tell us, we help to build a sense of participation and collective responsibility that leads to happier, healthier and more resilient communities—for all of us.

Nic Streatfield

Founder & Director
GovMetric

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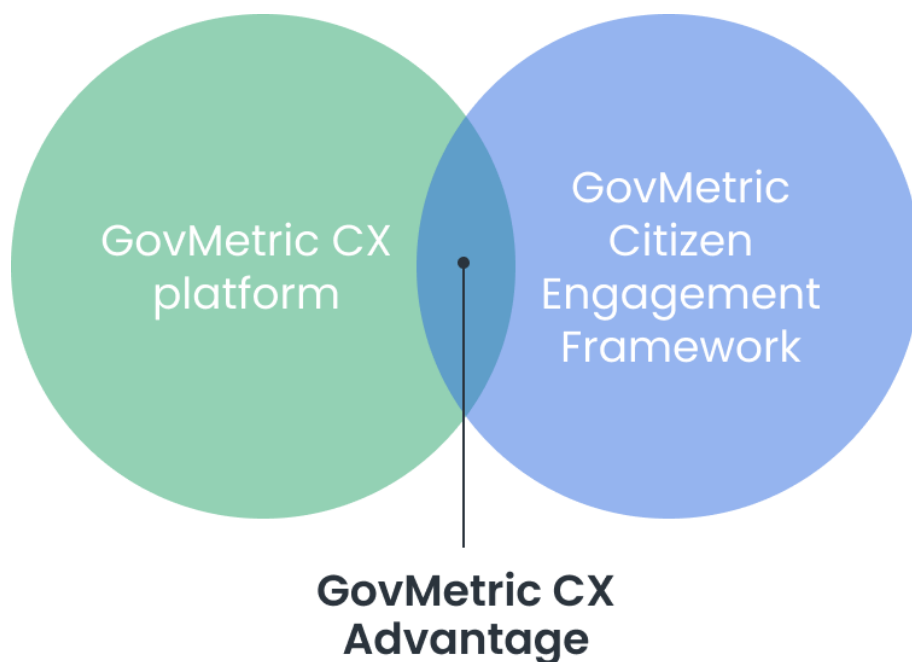
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Introducing GovMetric CX

The GovMetric team has been helping public service providers to design and deliver better services for their citizens and their communities for over twenty-five years.

Since its launch in 2006, the GovMetric CX platform has become the leading citizen feedback and satisfaction solution for the public sector, capturing millions of pieces of feedback every year.

GovMetric CX is more than just a technology platform—it is also a proven framework for citizen engagement. We build long-lasting, collaborative partnerships with like-minded organisations, working together to deliver widely adopted citizen experience programmes that help inform more effective and efficient public services.



Who we work with

We work with a broad range of organisations including local authorities, housing associations, national transport agencies, county police forces, government agencies and other public bodies. Our growing list of around 100 clients in the UK and Europe includes National Highways, Hampshire Constabulary, Birmingham City Council, Hertfordshire County Council, The London Borough of Camden and Eindhoven Council.

We have also established long-term partnerships to support joint service delivery with organisations such as Capita, Publica and Agilisys.

“GovMetric has provided a high quality and excellent level of support, enabling Hambleton District Council to easily obtain a high level of customer feedback through the telephone, face to face and web channels. This feedback has enabled us to make service improvements and provide customers with a better service moving forward.

The team at GovMetric are extremely approachable and supportive. We continue to work closely with them in order to obtain the best return on our investment. Their positivity and motivated approach have been of great support to us.”

**Customer Services & Communications Manager,
Hambleton District Council**

A complete solution for understanding the Citizen Experience

GovMetric CX delivers a simple, flexible, and powerful citizen experience management platform. We provide a complete end-to-end solution, from capturing in-the-moment citizen feedback and sentiment all the way through to helping you take evidence-based actions that improve outcomes, address failure demand, and reduce the cost of service delivery.



Capture

GovMetric CX captures the Voice of the Citizen in their own words, at any point on the customer journey. Engage with your citizens at the right moment, on the right channel, using WCAG 2.1 AA accessible surveys. Achieve high response rates with concise, citizen-centred questions. Measure sentiment using NPS, CES, CSAT, Likert—or your own custom metrics.



Analyse

GovMetric CX uses Intelligent Text Analysis to automatically unlock the insight in free-form comments at scale. Identify and prioritise high-value feedback and categorise it based on key topics and sentiment.



Understand

GovMetric CX provides powerful data visualisation tools that enable you to deep dive into citizen feedback data from multiple sources in a single place. Create role-based dashboards that engage the whole organisation with the voice of the citizen.



Act

GovMetric CX helps you to make evidence-based decisions that are centred on the needs of your citizens. Alerts deliver the most critical insights straight to your inbox so you can respond swiftly to negative feedback. Task management enables you to assign and track actions to the right person in your organisation and close the loop with your citizens.

Unrivalled benchmarking opportunities

Our strategic alignment with the public sector coupled with the breadth of our customer base means that we are uniquely positioned to offer citizen experience benchmarking. Clients who opt-in to the GovMetric CX benchmarking group get an insider's view of CX performance against other organisations comparable to their own.

"We place huge importance on receiving the GovMetric monthly benchmarking report. We receive very positive comments from our senior managers, who monitor the satisfaction with our team by checking our position and comparing our results with other local authorities."

Customer Services Manager, Hinckley & Bosworth Borough Council

Front-line feedback for Voice of the Employee

Your front-line staff understand your citizens' needs, expectations, and frustrations better than anyone. They know what you do best, and where your points of failure are. GovMetric CX can be used as a secure, structured platform for capturing the voice of the employee, enabling their unique perspective and first-hand experience to be analysed alongside citizen feedback.

Government-grade infrastructure & technology

The GovMetric CX platform is built on the public AWS Cloud Infrastructure, the worldwide leading provider of cloud-based infrastructure. Outstanding security, performance and availability come as standard. We are fully ISO 27001 and Cyber Essentials Plus accredited and a Crown Commercial Service approved supplier.

Designed for interoperability

Interoperability is at the heart of GovMetric CX. A rich API supports data sharing with leading solutions in the CRM and business intelligence ecospheres, including Microsoft Dynamics, Microsoft Power BI, Tableau and QlikView.

Partnership working committed to your success

When you choose GovMetric CX, you get much more than just a SaaS platform—you get decades of collective customer and citizen engagement expertise from a team of experts who share your commitment to delivering the best possible outcomes for citizens and communities.

We will take the time to fully understand your organisation, your challenges, and your goals. Using our proven citizen engagement framework as a guide, we will work with you to design a solution that is uniquely configured and customised to your organisation and that delivers on your objectives.

Some of the outcomes that we have helped our clients achieve include:

- Acting on customer and employee insight to drive service improvements
- Pinpointing failure demand, diagnosing root cause, and quantifying efficiency gains
- Improving digital experiences to drive self-service and sustainable channel shift
- Reducing demand on contact centres and improving cost to serve
- Identifying priority improvement areas for delivering better customer outcomes
- Improving Right-First-Time delivery and reducing the cost of formal complaints
- Maximising response rates with always-on listening points and triggered surveys
- Delivering STAR and TSM tenant satisfaction surveys for social housing
- Providing victim satisfaction surveys for police forces
- Integration with CRM and other systems via the API
- Combining citizen feedback with other datasets for a holistic view of CX
- Nurturing a customer-centric, outside-in culture across the whole organisation

“Our customers now have the ability to provide feedback and the system has a user-friendly reporting tool. The data obtained feeds into the council’s communication campaign, influences policies, tests the fairer future principles and informs the channel migration strategy.”

Project Manager, Customer Experience, Southwark Council

The GovMetric CX platform in detail

Capture feedback anywhere, at any time

GovMetric CX is an omnichannel platform that supports a wide range of different methods for capturing feedback and measuring satisfaction across multiple citizen touchpoints.

Some capture methods are used to provide always-on 'listening points', enabling in-the-moment surveying at the point of interaction. Others are used to send surveys to citizens in response to specific triggers, such as the completion of a service or the closing of a case.

Capture method	Always on	Triggered
Web	•	
App	•	
eForm	•	
Outbound email	•	
Digital short URL	•	
Interactive map	•	
IVR	•	
Kiosk	•	
Touchscreen	•	
QR code	•	
SMS		•
Email		•
Comment card	•	•
Paper-based survey	•	•
Mediated survey form		•

Web, App, eForm or Outbound email

Suitable for:

Websites

In-app

eForms

Email footer/CRM

GovMetric CX offers four different code snippets to enable you to embed our trademarked Smiley Faces in your website, your app, your eForms or your outbound email (either in an email client footer or in an auto-response generated by your CRM). Feedback can be analysed down to an individual page level, and journey mapping enables a holistic view of the citizen's online journey as they navigate your website.

Digital short URL

Suitable for:

Live chat

Social

A digital short URL can be used as a convenient alternative to integrated code snippets. The short URL can be included on any digital platform, including live chat and social, to provide citizens with easy access to GovMetric CX surveys.

Interactive map

Suitable for:

Websites

GovMetric CX offers a unique map-based interface that enables citizens to give feedback about a specific location. This geocoded feedback can then be viewed via a corresponding map-based report.

IVR

Suitable for:

Contact centres

Back-office

Citizens who call your contact centre or back-office can be offered the opportunity to give feedback via the GovMetric CX IVR service. Agent codes can be captured along with citizen feedback enabling individual performance monitoring if desired.

Kiosk or touchscreen

Suitable for:

Service centres

In the community

Touchscreens are ideal for capturing feedback in situations where services are delivered face-to-face. This might be in a fixed location, such as a kiosk in council office, or out in the community, such as mobile tablet carried by members of a housing repairs team. GovMetric CX can be delivered via your own touchscreen devices, or we can provide a robust all-in-one kiosk.

QR code

Suitable for:

Service centres

In the community

QR codes make it easy for citizens to give feedback using their own devices. They can be displayed on posters or distributed via other printed materials, offering a low-cost and hygienic alternative to shared touchscreen surfaces in high-footfall environments.

SMS or Email

Suitable for:

Any channel

GovMetric CX offers two primary feedback capture methods for triggered surveys: SMS and email. Following a citizen interaction on any channel, we can schedule a survey invitation to be sent using the contact data that you provide. You can control the timing of the invitation (for example, 24 hours following an interaction), and also specify rules to prevent the over-surveying of individuals and expire out-of-date invitations. Surveys can even be triggered directly from a third-party system (such as a CRM system) using the GovMetric CX API.

Comment card or paper-based survey

Suitable for:

Any channel

We firmly believe in equality of access for everyone, and that includes the right to give feedback. Our ready-to-print comment cards and surveys are an inclusive way of giving a voice to people who can't engage via other channels. These paper-based surveys can be made freely available or sent to specific citizens, and the responses can be digitised for analysis on the GovMetric CX platform.

Mediated survey form

Suitable for:

Any channel

GovMetric CX can be configured to capture feedback from staff-led mediated surveys, which can be conducted face-to-face or over the phone.

Analyse feedback automatically

GovMetric CX's Intelligent Text Analysis engine uncovers the insights in unstructured feedback data at scale. Using techniques such as natural language processing (NLP), machine learning (ML) and sentiment analysis, feedback is automatically classified by topic and sentiment in real-time.

Identify high-value feedback

Automatically identify the high-value comments that are most likely to contain actionable insight, enabling them to be filtered to the top of your priority list.

"I have searched for my bin collection day, using both the postcode and street name, but my address does not come up. There seems to be an ongoing problem with new housing estates not appearing in your database."

High value

"Useless website"

Low value

Categorise feedback by topic

Automatically categorise feedback against a sector-specific topic taxonomy, enabling the analysis and actioning of citizen insight.

Policy: Smart motorways

"When I broke down, I was really frightened because the traffic was moving so fast and the hard shoulder was a live lane. But the lady on the phone was really reassuring and told me exactly what to do, and a traffic officer arrived quickly."

Service Delivery: Timeliness

Customer Service: Attitude

Topic categorisations can be manually fine-tuned at the individual comment level, enabling you to address any anomalies to ensure that stakeholders can have total confidence in the data.

Understand citizen sentiment

AI-driven automated sentiment analysis adds an extra layer of insight to the citizen-reported experience ratings captured through surveys.

Profanity filtering

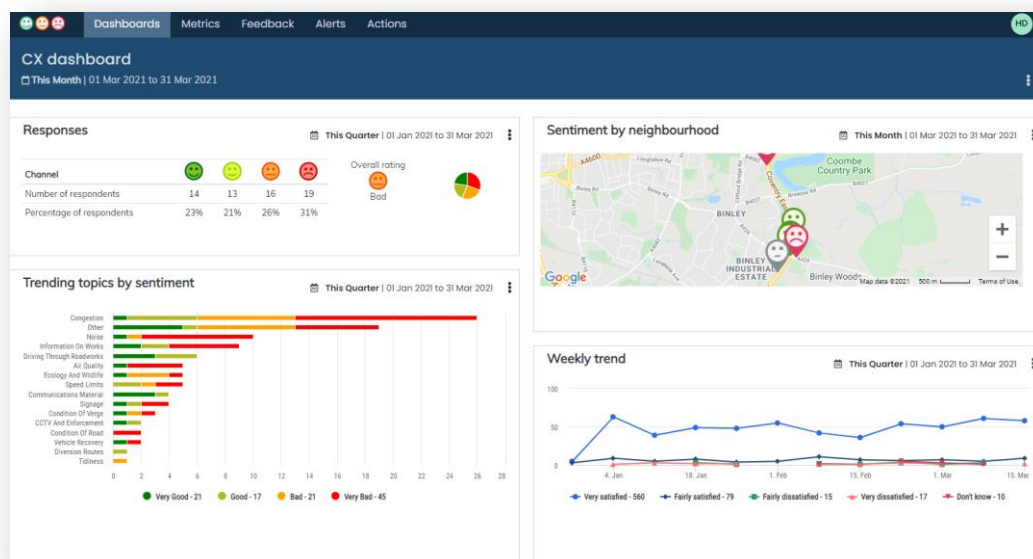
Profanity filtering can be enabled so that offensive content is redacted before it is surfaced in the online user interface and email alerts. A copy of the original uncensored feedback is retained and can be made available if required.

Understand the citizen experience across your organisation

GovMetric CX provides dashboards and data visualisation tools that help you to understand the citizen experience and embed the voice of the citizen across your organisation.

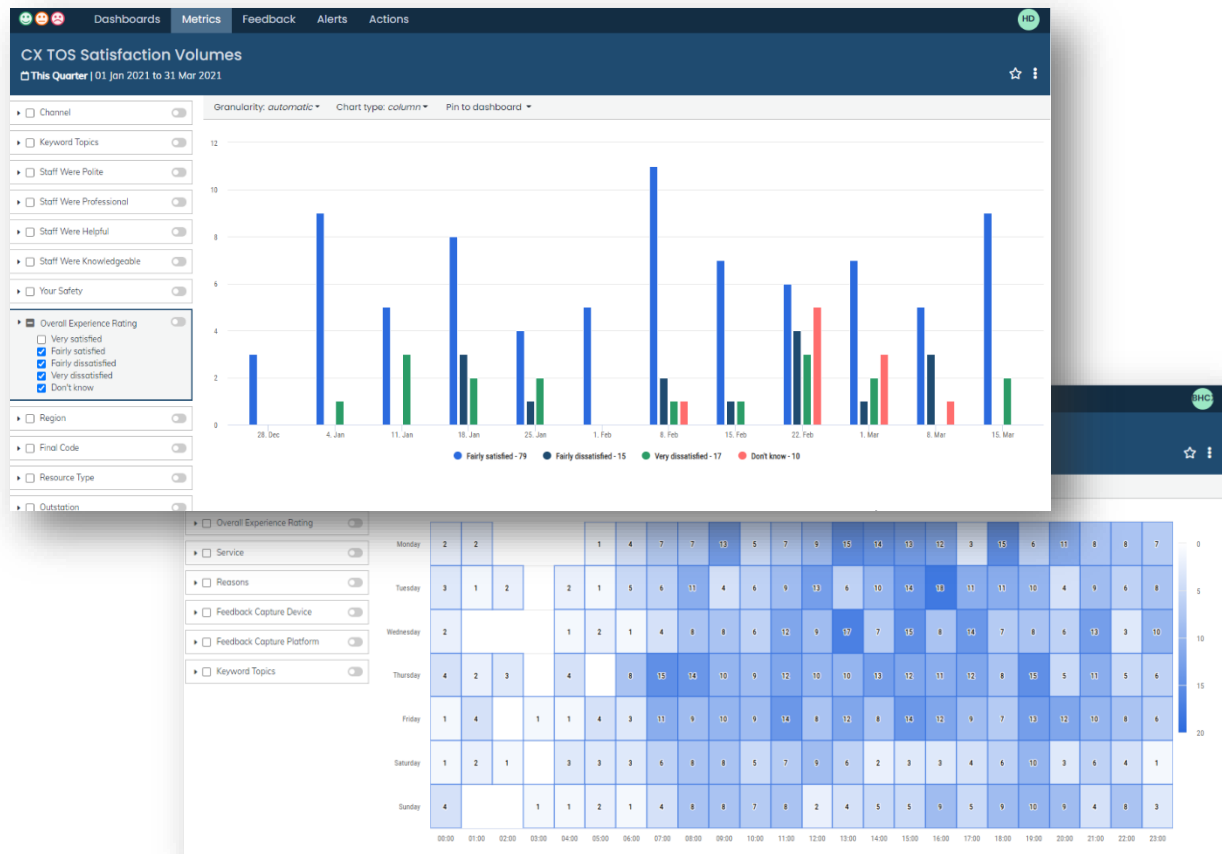
Real-time dashboards

GovMetric CX's easy-to-configure dashboards make it easy to share the right information with the right people, in real time. Shared dashboards can be customised for different roles, including front-line staff, practitioners, managers and senior leadership. Individual users can also create their own personal dashboards for easy access to their most relevant reports. Sensitive data is automatically restricted to ensure compliance to GDPR, enabling external dashboards to be safely published to customer information screens or to your website.

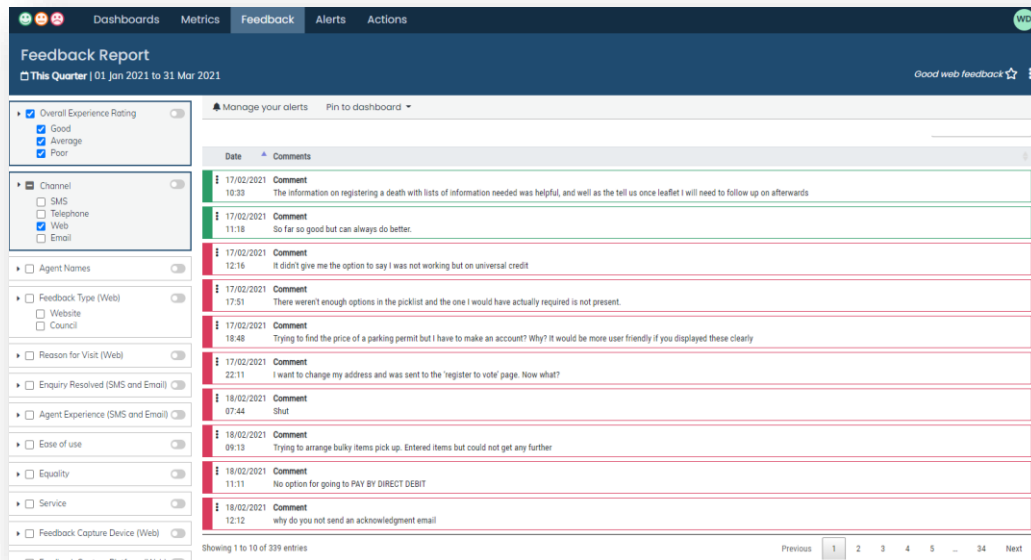


Powerful data visualisation

GovMetric CX includes powerful yet elegant data visualisations that enable you to deep dive into feedback data from multiple sources in a single place. Feedback from different channels, service areas and topics can be combined or compared, and positive and negative sentiment can be understood for any combination of attributes. Trends can be identified, and anomalies explored.



You can drill down into an individual item of feedback at any time.



Export to other platforms

The underlying data from any report can be exported as a CSV file on demand.

Data can also be pulled into corporate business intelligence platforms such as Microsoft Power BI, Tableau and QlikView using the GovMetric CX API.

Act on your insights

GovMetric CX enables you to operationalise citizen feedback—from fixing individual citizen issues, to providing robust data to support strategic decision making and to identify and diagnose the root causes of failure demand.

Alerts

GovMetric CX Alerts deliver the most critical insights straight to your inbox so that you can respond swiftly to citizen issues. Different alerts can be configured according to any combination of criteria you choose, including:

- Sentiment
- Topic
- Channel
- Service area
- 'Red flag' keywords
- KPIs

Alerts can be triggered immediately, based on a single match against the criteria, or once a threshold has been reached: for example, more than X negative responses within a given period. The recipient(s) for each alert can be defined to ensure that the right individuals and teams are notified about the issues that are important to them.

Actions

GovMetric CX includes a task management capability that enables follow-up actions to be routed to the right individual or team and managed through to resolution, helping you to close the loop with your citizens.

Infrastructure & technology

Data Management

The GovMetric CX platform is a Software as a Service (SaaS) application built on the public AWS Cloud Infrastructure. The worldwide leading provider of cloud-based infrastructure, it offers best-in-class security, performance and availability, backed by our own comprehensive Service Level Agreement (available on request).

The platform is run from two separate, load-balanced data centres in the UK and EU domains. These ISO27001-compliant data centres provide fully redundant copies of the system so that, in the event of failure or disaster at one location, the service can continue uninterrupted. All data held on these systems is encrypted.

Our system is designed such that it automatically repairs itself; if any nodes within the platform fail, the affected node is removed and replaced with a new instance. This ensures that our disaster recovery process is constantly tested and verified. This approach, coupled with data backups that are replicated across three data centres in the EU domain, ensures that our systems are highly recoverable in the eventuality of a catastrophic failure.

Technology requirements

The GovMetric CX user interface can be accessed via any of the latest versions of the most popular browsers including Microsoft, Chrome, Safari, and Firefox. Our responsive design approach ensures that citizen-facing interfaces render in a way that is suitable for the device, whether it is mobile or desktop.

Accessibility

We believe in equality of access. Our platform has been externally audited by subject experts to ensure that our digital citizen-facing surveys comply with the now-mandatory guidelines for WCAG 2.1 AA accessibility.

Credentials

GovMetric has been listed on the digital marketplace since 2014. We are fully ISO 27001 and Cyber Essentials Plus accredited and a Crown Commercial Service approved supplier.

Our approach to Customer Success

At GovMetric, we know that technology doesn't solve problems—people do. Unlike the “one size fits all” approach typical of Software-as-a-Service suppliers, we focus on cultivating collaborative and long-lasting partnerships with our customers, working together to build trusted, tailor-made solutions that transform citizen engagement.

Underpinning our approach is our citizen engagement framework, a proven methodology and toolset for citizen-centric innovation. Using the framework as a guide, our Customer Operations Team—practitioners with years of experience of working within and in partnership with the public sector—will take the time to fully understand your organisation, your challenges, and your goals, and design and deliver a solution that is uniquely configured and customised for your requirements.

Onboarding

The onboarding process will be led by a named project manager, who will work with your nominated project lead. Starting with the project kick-off meeting, our team will work with you to design and configure the service to meet the agreed specification. We can provide help and advice on every detail, from choosing appropriate measurement methodologies and designing accessible surveys that achieve high response rates, to configuring impactful reports and planning communications.

Before the system goes live, we will deliver comprehensive initial training on a 'train the trainer' basis, ensuring that your organisation is ready from the get-go.

Timescales for a typical programme range from 8 to 12 weeks from project kick-off to going live with the first survey.

Ongoing support

Service Desk

Telephone and email support from our friendly and knowledgeable Service Desk is available between 9am and 5pm, Monday to Friday. They are all experts in the system and will be your first port-of-call for queries, administration support and configuration requests.

An important note on accessibility


Compliance with the WCAG 2.1 AA accessibility guidelines has been mandatory for public sector websites since 23 September 2020. A common area of misunderstanding is how they apply not just to the user interface, but also the content itself.

A supplier may provide a platform that complies with the guidelines, but unless the content—i.e. the wording—also adheres to the guidelines then the overall service will not be compliant. An important role of our Service Desk is to provide expert guidance in designing surveys that will meet these guidelines, helping you to fulfil your obligations under the Public Sector Bodies Accessibility Regulations 2018.

Programme Reviews

Our involvement doesn't end with implementation. You will receive ongoing support and mentoring from a named Account Manager—a citizen experience expert whose focus is on helping you to get the most out of the platform.

Through regular programme reviews, your Account Manager will assist you with analysing your data and will make recommendations on how to fine-tune your approach. They will share ideas, knowledge, and best practice, helping to ensure that the programme achieves your desired outcomes and continues to deliver value in the long-term.



"Steve, our Customer Success Manager, has been excellent at helping us get more out of GovMetric. We now use it, not just as a tool to measure customer satisfaction, but also to genuinely inform service improvement. Steve has worked with us to restructure our customer surveys to focus on our priorities—such as first point of contact resolution, channel shift and the customer experience of our new website."

Customer Service Section Head, Watford Borough Council

Offboarding

There is no charge made for offboarding. Data will be provided on request in an agreed format, citizen-facing surveys will be removed, user access will be restricted, and data will be deleted in accordance with the Service Level Agreement.

GovMetric CX

GovMetric is a trading name of ROL Solutions Ltd

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