



**A proven platform for statutory,
regulatory and service feedback**

Helping organisations listen, learn and improve at scale

Introducing GovMetric CX

Developed in partnership with the public sector, GovMetric CX is a customer feedback and insight platform that replaces fragmented survey tools with a **single, proven model for statutory, regulatory and service feedback**. Designed for easy adoption, it captures feedback across the organisation and brings experience data together into one trusted view.

GovMetric CX Essentials helps organisations spot service failures early, prioritise improvement and reduce avoidable escalation into formal complaints. Pro and Enterprise tiers add AI-enabled insights to support deeper learning at scale.

**Reduce complaints,
failure demand and cost**

**Turn feedback
into fixes**

**Spot failing
services early**

**Strengthen trust
and compliance**

“I think the features speak for themselves: instant feedback and a simple to use data dashboard.”

Performance and Data Analyst,
London Borough of Camden

Product tiers summary

	Essentials	Pro	Enterprise
	For organisations needing a consistent approach to statutory & regulatory feedback.	For organisations wanting to use feedback strategically to learn and improve.	For organisations requiring enhanced support and customisation.
Number of users	Unlimited	Unlimited	Unlimited
Feedback volume*	Unlimited	Unlimited	Unlimited
Survey library	✓	✓	✓
Custom surveys	-	Up to 10	Unlimited**
Omnichannel	✓	✓	✓
Dashboards & reports	✓	✓	✓
AI insights	-	✓	✓
Support	Online and telephone	Online and telephone	Online and telephone
Managed configuration service	-	-	✓
Integration	Standard API	Standard API	Support for custom integrations

* Some survey channels may incur additional direct costs e.g. SMS carrier fees.

** Subject to reasonable use. GovMetric CX is designed for feedback management programmes rather than ad-hoc surveys.

The GovMetric CX Difference

Proven surveys, ready to use

A maintained library of best-practice surveys for statutory, regulatory and core service feedback, ready to deploy without design effort.

Built for regulatory assurance

Feedback that is consistent, defensible and aligned to regulatory requirements, supporting confident oversight and scrutiny.

One platform, not fragmented tools

A single, multi-service feedback platform that replaces disconnected survey tools and fits alongside your existing systems.

Insight that leads to action

Alerts and follow-up actions help teams respond quickly to emerging issues before they escalate.

Connect the dots with smarter insight

AI-assisted insight connects feedback across services and channels, revealing patterns, themes and emerging issues.

Public-sector expertise built in

Shaped by two decades of delivering citizen feedback programmes for UK public-sector organisations.

GovMetric CX Essentials

One platform for statutory, regulatory and experience feedback

Best-practice survey library

GovMetric CX comes with a library of ready-to-use surveys to meet statutory, regulatory and service feedback requirements, designed and maintained by citizen engagement experts – saving you time and increasing feedback quality and consistency. Examples of typical surveys are shown below.



Statutory & regulatory programmes

Adult Social Care

CQC-aligned feedback

Housing

Tenant Satisfaction
Measures (TSM)*

Damp & Mould



Regulatory service inspections

Building Control

Environmental Health

Licensing

Planning

Trading Standards



Customer experience & service feedback

CSAT

CES

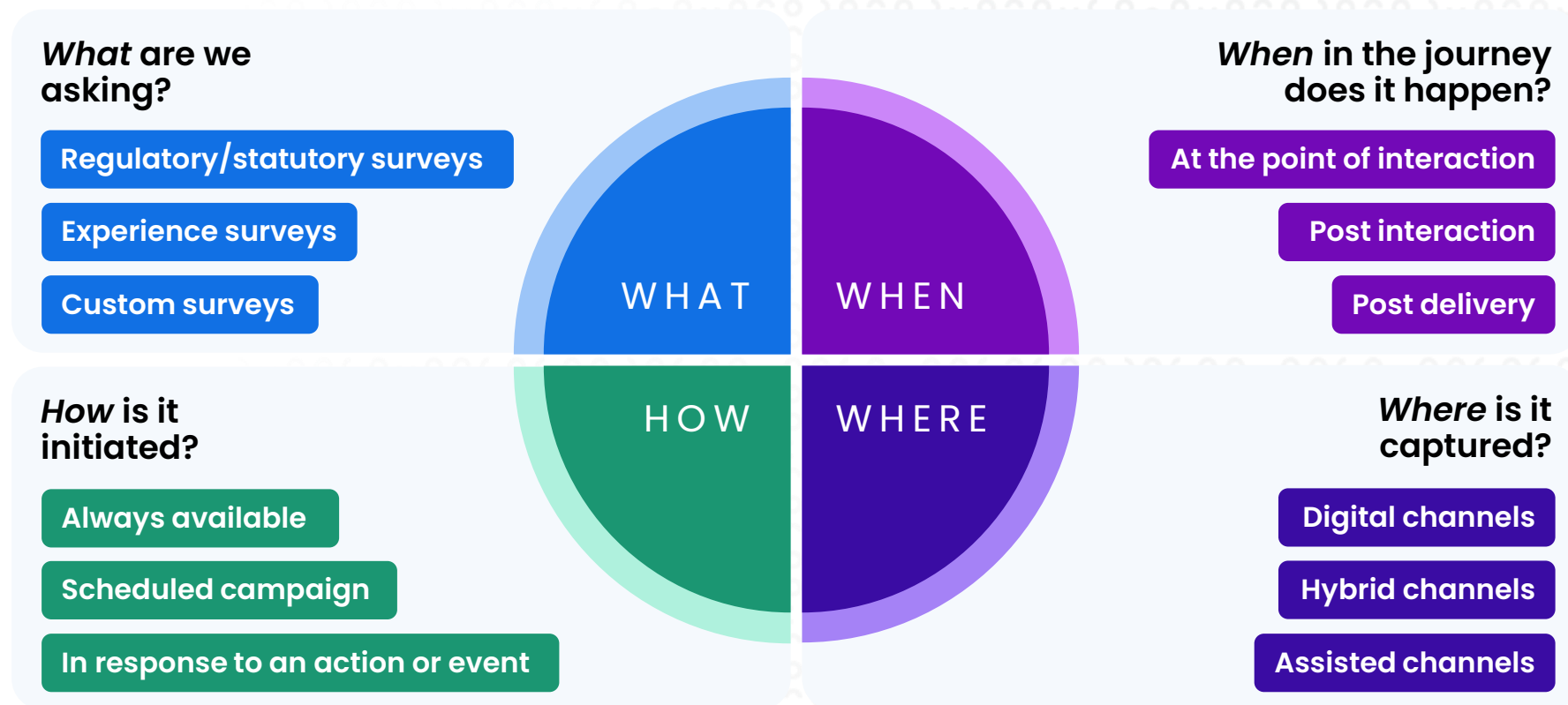
NPS

eNPS

* TSM surveys are supported via digital channels only; a full TSM solution is available as a separate service.

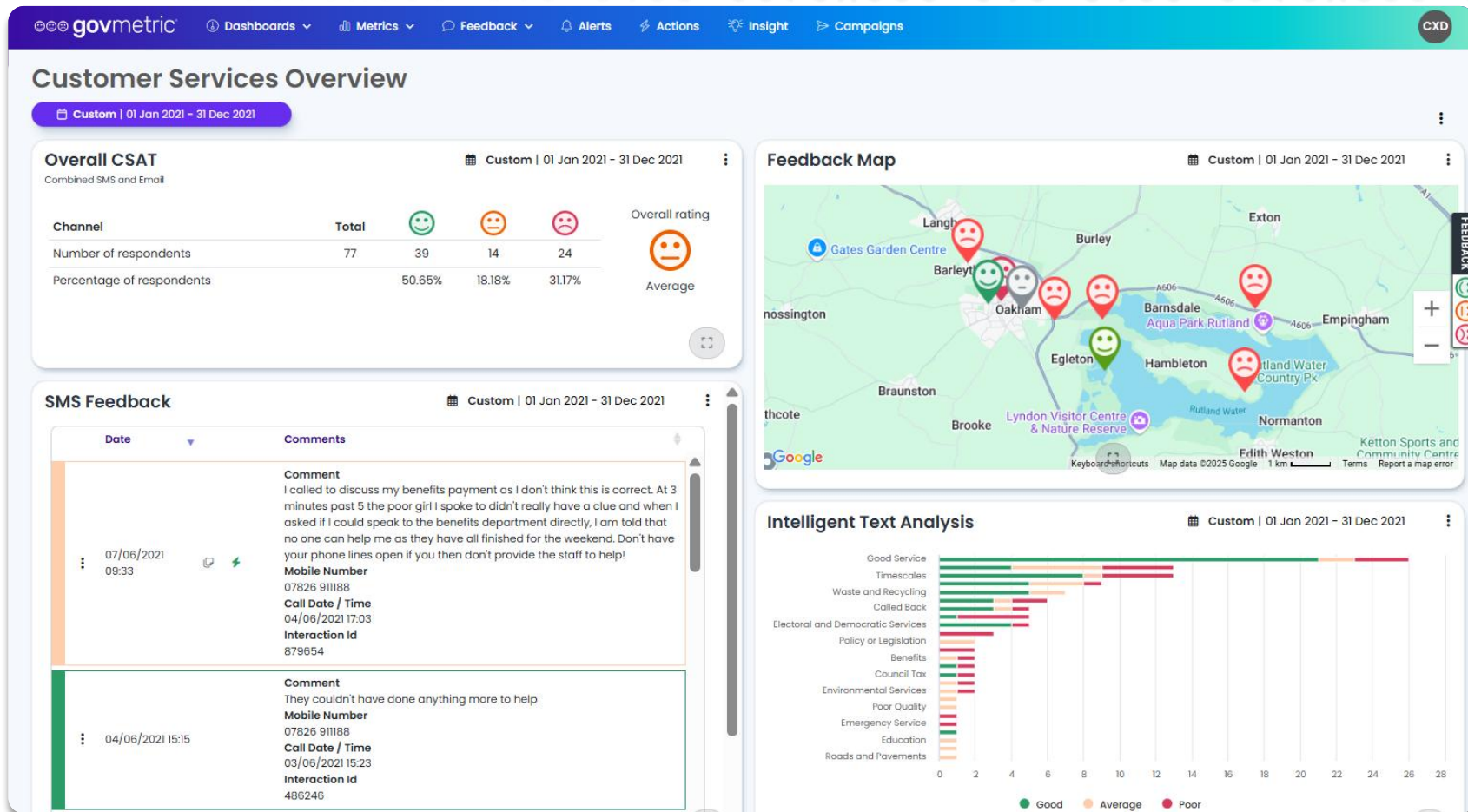
One proven model for every type of feedback

GovMetric CX is based on our unique and fully flexible feedback model. Each survey is configured using standard building blocks, enabling you to meet all your needs within one single platform – asking the right questions, at the right moment, through the right channels.



Real-time insight into service performance

Dashboards and reports bring together feedback from across services and channels, giving you insight into how services are performing.



Alerts and actions to prevent escalation

Real-time alerts route priority issues direct to the right teams. Integrated action tracking supports effective resolution and helps prevent problems escalating into formal complaints.

Alert configuration

Basic details

Alert content

Filtering

Thresholds

Subscribers

Additional criteria

None

Keywords / phrases

Leave this section blank to receive alerts on *all* feedback items related to your filters.
Otherwise, enter the words and/or phrases you wish to be alerted on and select 'Add':

- Multiple words or phrases may be added - *any* match will be enough to trigger the alert.
- To match an *exact phrase* - enclose it 'in quotes'.
- To match *all* words - add them as a single phrase.

Add a keyword/phrase

Add

Keyword / phrase

Danger

Threat

Integrates with your ecosystem

GovMetric CX works alongside your existing systems, helping you get more value from the platforms you already use.



Websites and digital platforms

Jadu

Drupal

and more



CRM and customer systems

Microsoft Dynamics

NEC

and more



Contact centre and communications

8x8 | Cirrus

Mitel | Netcall

RingCentral

and more



Reporting and analytics tools

Power BI

and more

Features & Benefits

Feedback capture & reporting

What it is	What it does
Best-practice survey library	Ready-to-use surveys aligned to statutory, regulatory and core service feedback needs, reducing design effort and improving quality.
Omnichannel feedback capture	Capture feedback via web, eForms, email, SMS, WhatsApp, IVR and face-to-face interactions (via QR codes), to align with service delivery.
Feedback at every journey stage	Collect feedback during an interaction, after an interaction or following service delivery, ensuring responses are timely and relevant.
Flexible survey initiation	Survey automatically at key touchpoints, schedule survey campaigns, or trigger surveys in response to an action or event.
Personal and shared dashboards	Combine feedback across services and channels in single views, aligned to individual and team roles.
Feedback and metric reports	View feedback responses and survey metrics through a range of reports, covering verbatims, volumes and participation across services.
Keyword and topic tagging	Feedback can be manually and automatically tagged against defined topics or keywords, making it easier to group and report on common issues.

Features & Benefits

Alerts, actions and integration

What it is	What it does
Real-time alerts	Highlight priority feedback based on single keyword matches or when a threshold is exceeded, helping teams identify emerging issues early.
Action tracking	Turn feedback into follow-up actions, enabling improvements to be assigned, tracked and evidenced.
Language translation	Convert feedback submitted in different languages using AI-powered translation
API	Integrates with third-party systems using secure APIs to enable: - survey campaigns to be triggered, and for results to be retrieved - feedback data to be created
Single sign-on (SSO)	Supports single sign-on using standard identity providers to simplify user access management and align with organisational security policies.

CASE STUDY

City of Edinburgh Council

From under 1% to 10% feedback response – without increasing effort

The City of Edinburgh Council needed a more effective way to capture meaningful citizen feedback from digital services, replacing low-value IVR feedback with insight that could be acted on.

CHALLENGE

Existing IVR feedback delivered very low response rates, and it required significant manual effort to review voice messages and identify issues. Insight was limited, slow to surface, and difficult to use consistently.

SOLUTION

GovMetric CX replaced the old IVR approach with SMS and digital surveys, bringing feedback from multiple channels into a single platform. Real-time alerts and structured reporting enabled teams to act on issues quickly and route positive feedback automatically.

OUTCOMES

- **Feedback response rates increased tenfold**, from under 1% to around 10%
- **1.5–2 FTE effort saved** by removing manual review and triage of voice messages
- Faster identification and escalation of emerging issues
- A single, consistent source of feedback data to inform digital service improvement

“One of the main reasons we joined in partnership with GovMetric was the ability to receive all our customers’ feedback across multiple channels, all combined on one user-friendly platform.”

Change & Delivery
Officer, The City of
Edinburgh Council



CASE STUDY

National Highways

Using real-time feedback to improve experiences across the road network

National Highways needed a consistent, scalable way to capture and act on customer feedback across a wide range of road user interactions, supporting service improvement and operational decision-making at national scale.

CHALLENGE

Customer feedback was fragmented across multiple channels and systems, limiting visibility of how road users experienced incidents, roadworks and customer service interactions. Insight was difficult to aggregate and slow to translate into action.

SOLUTION

GovMetric CX was chosen to power National Highways' ECHO (Every Customer Has an Opinion) programme, capturing feedback across multiple contact channels and service interactions. The success of the programme led to further expansion through integrations with CRM, telephony and control systems, as well as geo-located feedback for major infrastructure projects. Real-time insight, alerts and thematic analysis enabled teams to identify issues quickly and make targeted improvements.

OUTCOMES

- Real-time insight used to improve roadworks layout, signage and diversion routes on live schemes
- Reduced manual effort through automated survey distribution and system integration
- Improved complaint handling and first-contact resolution, contributing to fewer escalations
- Feedback themes used to improve communication with road users and local communities

GovMetric CX Pro

Intelligent insight that drives service improvement

GovMetric CX Pro – turn citizen feedback into executive intelligence

GovMetric CX Pro uses the power of AI to make sense of feedback at scale, reducing manual effort and supporting faster, more confident decision-making.



Cut through the noise

Clear, concise summaries of citizen feedback for senior leaders, reducing the need for manual analysis and providing oversight of key themes and risks.



See what's really going on

Uncover what sits behind citizen feedback, helping you diagnose issues across services and channels.



Act with confidence

Highlight opportunities to reduce complaints, failure demand and regulatory risk, helping teams target improvement.

Turning feedback into fixes

GovMetric CX Pro connects feedback across services and channels, helping you diagnose issues and surface themes and patterns using natural language questions and proactive alerts.

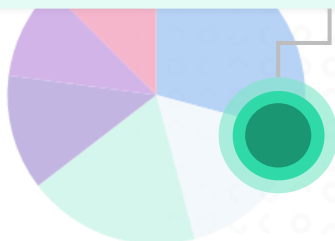
🔍 *Why are we seeing a big spike in housing repair calls in the contact centre?*



Negative feedback for the online housing repairs form has increased by 870%, with users reporting that the form fails to submit.

Post-call feedback indicates frustration at having to call instead of completing the request online.

Follow-up surveys show that post-repair satisfaction across housing repair types remains broadly stable.



Response

Increased call demand is being driven by a broken digital experience and not by downstream service failure.

Recommendation:

Fix the online housing repairs form to enable successful submission of requests.

Follow-up:

Review feedback after the fix to confirm that negative comments relating to form submission have reduced.

GovMetric CX Enterprise

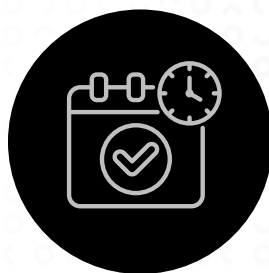
Advanced support for the complete feedback lifecycle

GovMetric CX Enterprise – a complete feedback design, planning, management and assurance service



Survey design and assurance

Design and assurance of custom surveys to ensure they are clear, accessible and aligned to statutory, regulatory and local needs.



Campaign planning and management

Planning and management of survey campaigns, including scheduling and monitoring to maintain response quality.



Integration and change support

Assistance with configuring, maintaining and evolving integrations as systems and requirements change.



Partnership working and governance

Strategic support with maintaining a robust organisation-wide approach to feedback in the long term.

Service assurance

Proven delivery, reliable support and long-term confidence

Security, accessibility and integration

Security, data protection and compliance

- Hosted in secure AWS cloud infrastructure within the EU, backed by our SLA
- AI processing carried out using AWS Bedrock
- ISO 27001-accredited information security management, Cyber Essentials Plus certified
- SSO access controls
- GDPR-compliant processing with clear data ownership and retention controls

Accessibility and usability standards

- Citizen-facing interfaces independently audited to **WCAG 2.2 AA** accessibility standards

Integration and interoperability

- Secure APIs supporting integration with existing systems, including:
 - Creating feedback records
 - Managing survey campaigns

Onboarding and implementation

Typical onboarding is **6-8 weeks**, depending on the number of surveys and integrations.

A named Implementation Manager works with your team to configure GovMetric CX to meet your requirements, focusing on:

- Configuration of surveys
- User access, permissions and security configuration
- Integration support with existing systems
- Testing, training and go-live readiness

Ongoing flexibility after go-live

There are **no charges** for configuration changes after go-live. Surveys can be adjusted as requirements evolve.

Support and customer success

- Service desk support (phone and online) available 9am–5pm, Monday–Friday
- Quarterly service reviews to review performance, usage and new requirements
- Webinars and briefings covering platform updates, best-practice configuration and regulatory change

Enterprise support

For Enterprise customers, standard support is extended through a proactive, partnership-led approach.

- Direct access to named points of contact
- Survey design and assurance
- Campaign management and planning
- Integration and change support

Strategic outcomes

GovMetric CX's combination of best-practice surveys, platform capability and ongoing support enables organisations to achieve strategic outcomes across risk, resilience and public trust.



A single, trusted view of citizen experience

Bring feedback from across services and channels into one consistent view, grounded in the citizen's experience of service delivery.



Insight that drives service improvement

Use structured feedback and reporting to prioritise improvement based on evidence, not anecdotes.



Reduce costly failure demand and escalations

Identify and address avoidable issues early, reducing contact volumes, rework and escalation into formal complaints.



Confidence in regulatory and statutory compliance

Deliver feedback programmes aligned to statutory and regulatory requirements, with defensible reporting when scrutiny is required.



Strengthened public trust

Listen at the right moments and act on feedback to demonstrate responsiveness, transparency and a commitment to better services.

Why GovMetric?

GovMetric builds software that solves real customer problems across public-sector automation, compliance and citizen experience.

We've worked in the sector for over two decades, helping our customers to manage citizen-facing, regulated processes as they come under increasing demand and scrutiny. Spanning citizen feedback, complaints management and compliance automation, our products work together to improve efficiency, reduce risk and deliver better citizen outcomes.



GovMetric CX

Citizen feedback
and experience
management



CaseTracker

Complaints and
correspondence
management



Octavia

AI-powered
complaint
handling



Nexa

Automated
document drafting
for compliance

What next?

If you're exploring ways to streamline feedback management, you can visit our website to:

- Find more case studies from public-sector organisations
- Watch video testimonials from customers
- Learn about emerging trends in AI and public sector automation and compliance.
- Find upcoming webinars and events

When you're ready, get in touch for a conversation about how we can help.

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