



## Dudley Council

“Opinion8 surveys allow us to gain the information we need in moments, and give us real time feedback on how well we are doing.”

Sue Bills, Contact Centre Manager

### The organisation

Dudley Metropolitan Borough Councils Repairs Management Centre provides a first point of contact to all tenants to enable them to report a repair. The service is available 24 hours a day, 365 days per year.

### The challenge

Dudley Council were looking to respond to the performance indicators for publicly funded contact centres and helplines suggested by the government following the Varney Review of public services.

A key aspect of this was to collate customer feedback on the service provided and to do this in a cost-effective way.

### The solution

Dudley council decided to utilise the technology offered by Opinion8 to gain real-time feedback from customers on different aspects of the service provided, as well as on the ethnicity of callers. This allowed Dudley to evidence the good customer service they were providing to all ethnic groups within their local community and identify areas for improvement.

A select number of callers to the council are transferred at the end of their calls to participate in an automated survey. The respondents use the buttons on their telephone keypads to respond to recorded questions and are also given the chance to leave comments. Once the callers have hung up, their survey feedback is automatically compiled and analysed. Instant graphic reports can be seen by Dudley Council staff via log-in to a secure website.

### The benefits

- Dudley Council staff can access performance reports for any given time period via the internet, to see how satisfied customers are with the services they are providing.

- Reports over time allow better understanding of how and why customer satisfaction varies as well as how customers respond to any changes in service.
- Listening to the comments left by Dudley's service users offers vivid soundbites which can also be used as a motivation booster for contact centre staff.
- Soliciting customers' opinions provides a visible demonstration that the council value its residents and are responding to their needs.
- As the survey is automated, it is cost-efficient and the council does not have to dedicate the resource of its staff to the project.

## About Square Systems and Opinion8

Square Systems specialises in leveraging open source technology for application in contact centres, and has developed and manages the Opinion8 survey system.

## Contact

[sales@squaresystems.co.uk](mailto:sales@squaresystems.co.uk)

0117 398 2342

[www.opinion-8.com](http://www.opinion-8.com)