



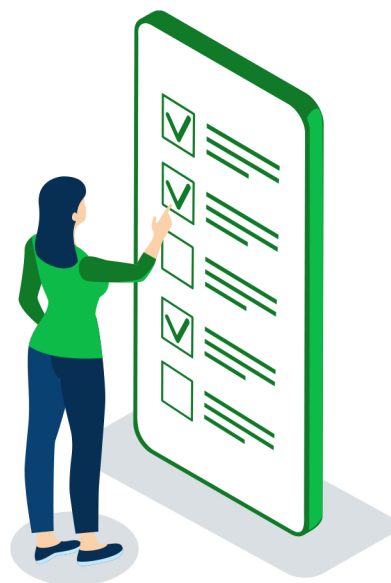
Voicesage Helps Elmbridge Borough Council to Provide a Proactive Customer Experience

About Elmbridge Borough Council

Elmbridge Borough Council is one of Surrey's 11 borough councils which, together with Surrey County Council, provide local government services to more than one million people. Elmbridge covers an area of 23,803 acres and serves **more than 124,000 citizens**.

The Challenge

The key challenge for Elmbridge was to make it **quicker and simpler for residents to get in touch with them and complete tasks**, whilst also **freeing up staff's time** so that they can give more attention to individuals and address any specific needs. The council aimed to develop more joined-up ways of working, so that they could discover what residents' thought of how **customer enquiries, transactions and issues** were handled. In order to do so, Elmbridge wanted to adopt the latest CRM techniques, including the use of **customer satisfaction surveys**.



The Solution

VoiceSage provided Elmbridge Borough Council with a complete customer feedback solution by means of surveys carried out using **Rich Media Messaging, SMS and Interactive Voice Messaging**. The solution not only captures the customer journey and manages customer information all in one place, but it also provides valuable metrics. Once a case is closed, **a follow-up survey** is automatically sent to the customer. The feedback from this allows **customer satisfaction** to be monitored and addressed, which ensures the council maintains personal touch and improves their levels of service. It even offers customers with low scoring surveys the ability to transfer directly to a supervisor.



The Results



Improved Customer Satisfaction



Optimized Staff's Time



Reduced Complaint Escalations

Thanks to VoiceSage, the number of **poor experiences escalated to complaints has significantly reduced**. The metrics are proving to be invaluable, and the improvements have attracted **enthusiastic comments from residents**, and a growing number of **reassuringly high satisfaction rankings**.

“ Everything now is being based on the customer experience surveys. As Head of Customer Service, I firmly believe this is the way we should be reporting, so it’s great that we have turned things around culturally - making our focus all about a positive customer experience. ”

- Dawn Crewe, Head of Customer Service