govmetric

CX Insights

Powered by ResearchAI

Your AI-powered co-pilot for citizen feedback.

Designed specifically for public sector organisations, CX Insights uses AI to automatically analyse feedback, detect sentiment and trends, and generate real-time recommendations — turning raw comments into strategic actions.

⚠️ Why it matters

- **Save hours with automated analysis and summaries**
- **Spot and solve issues early to build trust**
- **Focus teams on action, not admin**
- **Keep leaders aligned with citizen sentiment**

💡 What it does

- ✅ **AI-generated summaries of satisfaction and sentiment**
- ✅ **Topic and trend detection**
- ✅ **Instant recommendations for action**
- ✅ **Proactive alerts for emerging risks**
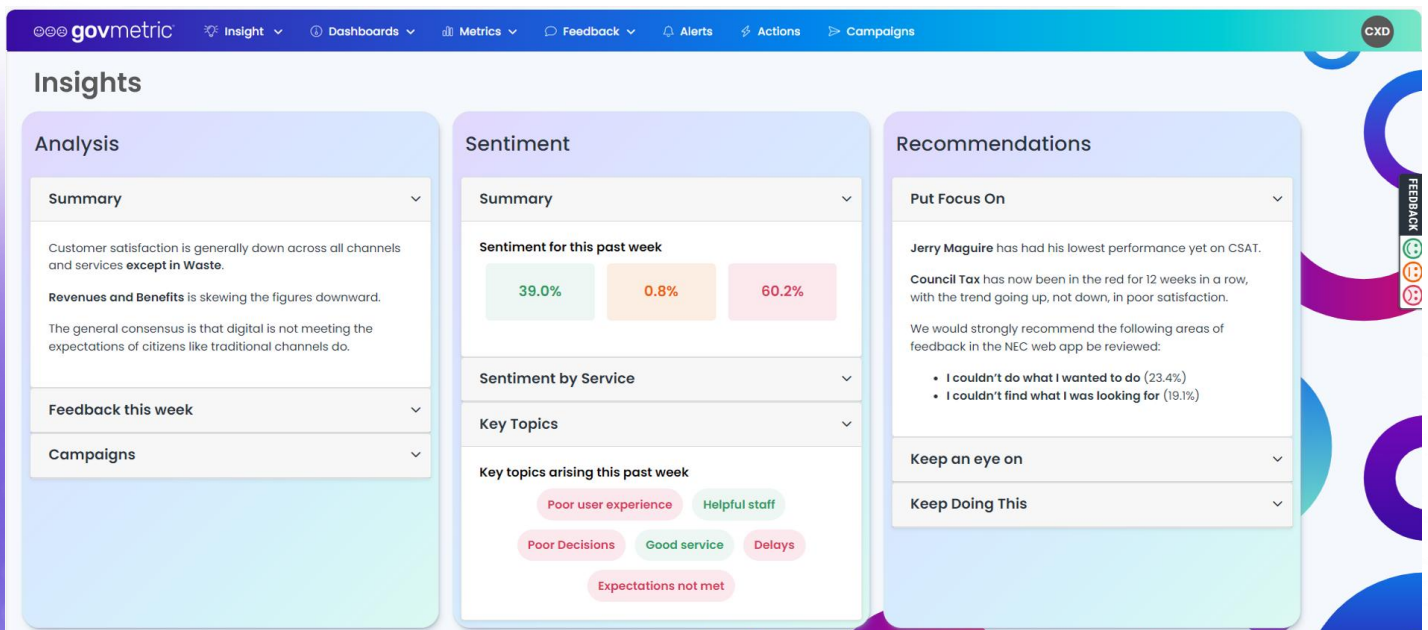
Why CX Insights?

- ✓ Full integration with your GovMetric CX feedback channels
- ✓ Compliance-ready reporting
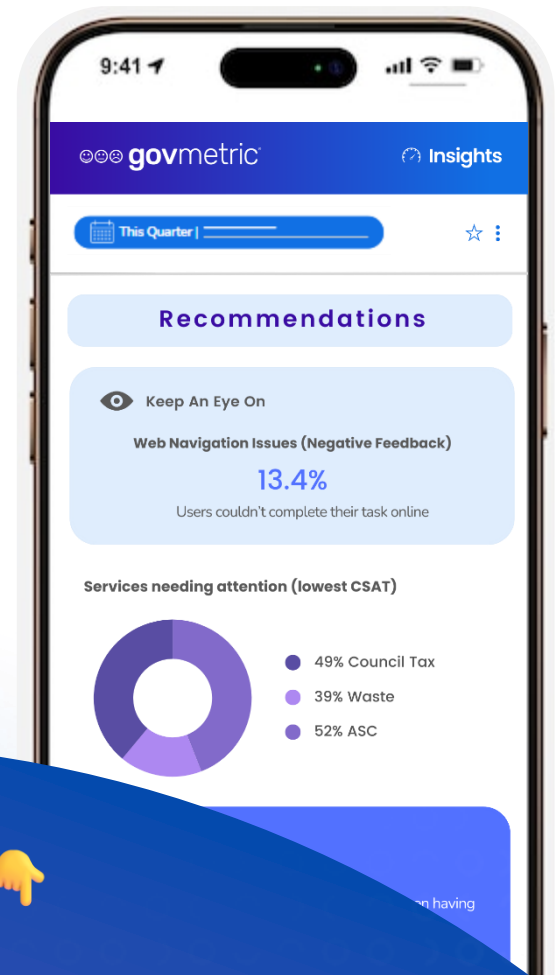- ✓ Transparent, exportable data
- ✓ Unlimited users

🎯 **Built for the Public Sector**

🧠 CX Insights automates the work and delivers what matters

Built as an extension of the GovMetric CX platform, CX Insights adds a **powerful layer of AI-driven intelligence** — helping you get more value from the citizen feedback you're already collecting.

CX Insights **is fully compliant with UK GDPR** and public sector data standards.

Hosted in secure, UK-based **ISO 27001-certified** data centres, our platform follows NCSC guidance and rigorous security practices to keep your data safe, private, and fully protected.

International Organization for Standardization
ISO
27001

♿ **WCAG 2.2**

✓ **CYBER ESSENTIALS PLUS**

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This Quarter | ☆ ⋮

Recommendations

👁 Keep An Eye On
Web Navigation Issues (Negative Feedback)
13.4%
Users couldn't complete their task online

Services needing attention (lowest CSAT)

- ● 49% Council Tax
- ● 39% Waste
- ● 52% ASC

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