

# GovMetric Customer Awards Programme Proposal

## Purpose

We want to recognise and celebrate the incredible work our customers are doing with GovMetric feedback or learning from complaints (CaseTracker) to improve the citizen experience across public sector services. These awards will give our customers the chance to share their success stories, demonstrate how they're innovating, and showcase the positive impact they're making.

We want to:

**Shine a Light on Success:** Highlight the organisations that have made measurable improvements using GovMetric/CaseTracker insights.

**Share Best Practices:** Bring to the forefront the strategies and approaches that are working well, helping to inspire others in the GovMetric/CaseTracker community.

**Encourage Innovation:** Reward those who are thinking creatively about how to use feedback and complaints data to enhance services and deliver even more for citizens.

## Award Categories

### 1. Excellence in Customer-Centric Service Design (CX-Specific)

Recognising the team or service that has successfully leveraged GovMetric feedback data to drive measurable improvements in customer experience. This award focuses on how challenges identified through feedback, have led to action, and service improvement.

#### What we are looking for:

- Demonstrable service improvements driven by GovMetric feedback.
- Clear examples of specific changes made based on customer insights.
- Measured outcomes that showcase how the team or service has improved. For example: accessibility, efficiency, or the overall customer experience.
- Evidence of continued iteration and refinement based on ongoing feedback.

### 2. Turning Complaints into Service Excellence (Case Tracker-Specific)

Awarded to the team or service that has effectively used CaseTracker complaints data to identify and implement service improvement opportunities. This award highlights those who have moved beyond resolving individual complaints to proactively analysing trends and making meaningful, long-term improvements to public services.

#### What we are looking for:

- Clear examples of how complaints data has been analysed to identify recurring issues and service improvement needs.
- Measured impact, such as improved service efficiency, better citizen satisfaction, or reduced complaints on the same issue over time.
- Proactive approach, showing a commitment to using complaints as a tool for ongoing learning and service development.

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## 3. Embedding the Voice of the Customer for Organisational Transformation (Open to CX & Case Tracker users)

Awarding the organisation that has successfully embedded the voice of the customer into their organisational culture, driving continuous improvement and service transformation. This can include Customer Feedback and Complaints Data.

This award celebrates organisations that have made customer insights a core part of how they operate, ensuring that the customer voice is central to decision-making, learning, and innovation.

### What we are looking for:

- Organisation wide adoption of customer insights, showing that feedback and complaints data are used beyond individual teams or services.
- Cultural transformation, demonstrating how the organisation has embedded a feedback-driven mindset in day-to-day operations.
- Clear examples of how citizen feedback and/or complaints data has shaped policies, service design, and long-term improvements.

## Submission Guidelines

Written submissions (up to 1000 words) explaining your project and its impact. You can add visuals, videos, or infographics to support your story and show the changes in action.

### Key Information:

Things to consider when writing your submission:

- **Project Overview:** What was the challenge, and what were you aiming to achieve?
- **Use of GovMetric/CaseTracker Data:** How did GovMetric/CaseTracker feedback help drive your decisions?
- **Results:** What tangible improvements or changes have been made?
- **Innovation:** Any creative approaches or new methods you've introduced.
- **Next Steps:** How will you continue using feedback to improve?

## Evaluation Criteria

We'll be looking at:

- **Relevance:** Does the project fit with the award category?

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- **Impact:** What measurable improvements were made? What's the real-world difference for your citizens or staff?
- **Innovation:** How creative was your approach?
- **Sustainability:** Are the improvements lasting?
- **Presentation:** Is your submission clear, engaging, and well-supported with data?

## How to Submit

Simply email your submission to [chris.ducker@govmetric.com](mailto:chris.ducker@govmetric.com) by 30 April 2025.

Please include:

- The award category you're entering
- Your submission (under 1000 words)
- Any supporting documentation (optional visuals, videos, infographics, PDFs, etc.)

**Deadline:** Submissions will close 30/04/2025

**Judging Panel:** A mix of GovMetric experts will carefully review all entries.

## Timeline

- Launch Date: 17/03/2025
- Submission Deadline: 30/04/2025
- Judging Period: May 2025
- Winners Announced: Summer 2025 (GovMetric Conference)

## Recognition & Rewards

Winners will receive:

- A trophy to mark their achievement.
- Feature spotlights on GovMetric's website, social media, and newsletter.
- The chance to share their success at our next customer summit/webinar.