

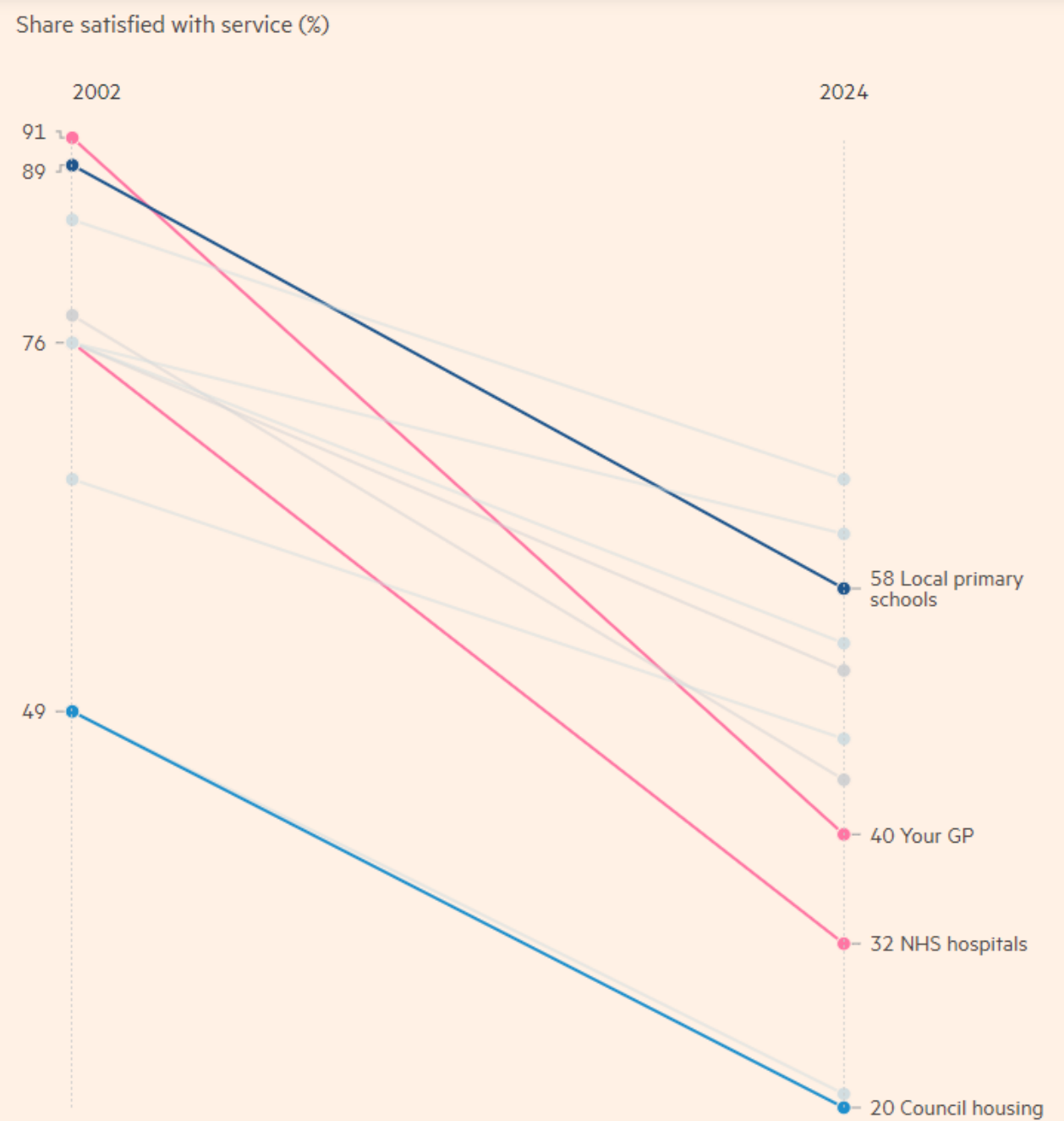
# Transforming Complaint Management From Reactive to Proactive





# The Challenge

Over the past two decades “public service satisfaction levels have plummeted”.



2024

# Why does it matter?

*\* Source: LGSO / Housing Ombudsman. NB 2023/24 is derived from a % increase in those entering formal remit.*

54%

How much complaints increase if satisfaction goes down by just 10%



we listen to our customers



# Reactive

Effective complaint management

# GovMetric CT



**Assures Compliance**



**Assures Data Security**



**Reduces time to close complaints**



**Reduces response times**



**Enables faster strategic decisions**



**Reduces the risk of overdue cases**



**Minimises requests for further information**



**Reduces overall complaint costs**



# Case List

view, search & manage your cases

Case List Filters

Try searching for a case reference, customer or member of staff

Saved views

03 Feb 2024 - 03 Feb 2024

Case type · 10

Status · 5

Stages

Owner

Service

History

Get all LIVE cases More filters

8 results found

| Ref            | Subject                        | Target       | Last update  | Customer             | Owner                | Case type                   | Stage           | Service               |
|----------------|--------------------------------|--------------|--------------|----------------------|----------------------|-----------------------------|-----------------|-----------------------|
| MYO815400      | Poor Quality Repair            | in a day     | 5 days ago   | Mr Jerry Maguire     | Steve Meades-Cummins | Complaint                   | Acknowledgement | Housing               |
| MYO850786      | Medical Appointment for Parent | 14 days ago  | 20 days ago  | Mrs Sally Gunnell    | John Doe             | Complaint                   | Acknowledgement | Customer Services     |
| MYO-ASC-363443 | Social Care Providers          | 5 days ago   | a month ago  | Mrs Goldy Locks      | Harry Hill           | Adult Social Care Complaint | Further Review  | Adult Social Services |
| MYO-ASC-575517 | Bailiffs behaviour             | 5 days ago   | a month ago  | Mrs Annette Lawrence | Harry Hill           | Complaint                   | Further Review  | Council Tax           |
| MYO-CHI-019140 | Boundary Youth Centre Closure  | 1 in 11 days | 21 days ago  | Holly Eve            | Tracey Poole         | Children's Complaint        | Stage 2         | Youth Support Service |
| MYO-ASC-832628 | Multiple Bin Issues            | 25 days ago  | 24 days ago  | Dr Ivo Robotnik      | Horace Slughorn      | Complaint                   | Further Review  | Waste                 |
| MYO-ASC-121732 | Social Care shambles           | 10 days ago  | 24 days ago  | Dr Hans Langstrom    | Alix Cunnell         | Adult Social Care Complaint | Stage 1         | Adult Social Services |
| MYO-CHI-729843 | Closing Child Centres          | a month ago  | 2 months ago | Isaac Clayton        | Lucy Diamond         | Children's Complaint        | Stage 2         | Early Help Hub        |

Status: Open Allocated In progress Resolved Paused Closed

MYC491195

Edit case

Received date: 04 Aug 2024

Active date: 04 Aug 2024

Target date: 25 Aug 2024

Status: In Progress

Service: Waste Sites

Case type: Complaint

Incoming channel: Web

Assigned to: John McMahon

Administered by: Steve Meades-Cummins

Disclosure or Adjustment Requirement:

Linked to: MYO892648

External: WMS Ref: 532834589

Customer

Mr George Sampson with Mrs Susan Sampson acting on behalf.

Timeline

Stage 1

Raised 04 Aug 2024

Stage 2

Stage changed 13 Jan 2023

Resolved 13 Jan 2023

Closed 13 Jan 2023, 10:26

ReOpened 13 Jan 2023, 10:27

Resolved 20 Oct 2023

Closed 20 Oct 2023, 14:34

ReOpened 17 Sep 2024, 21:20

Paused 07 Jan 2025, 15:59

Resumed 07 Jan 2025, 15:59

Marked as confidential 07 Jan 2025, 16:00

Case access change 07 Jan 2025, 16:01

Stage 1

Show only

Case history

Print & export

Case files

Help

+ Add item

Damage to my van

I have just had a very bad experience with one of your waste crew. He was reversing into our cul-de-sac and was going very close to my car. When i saw this, i ran over and shouted up to the driver, please be careful as you are near my car and at which point he shouted back, i am nowhere near your van, but then he took off my wing mirror. He then just told me to ring the council and when i did, no one was very helpful at all, and i have no idea who is going to pay for the repair. I assume yourselves as you broke it!

Created by System User on 04 Aug, 01:00

Investigation - reported accident

Completed

Assigned to: Paul Ashfield

Required by: 22 Jun 2020

Paul, can you please check the system for any records relating to an accident involving one of the

Notes:

This is now done

Created by Steve Meades-Cummins, 13 Jan, 10:22

Created by Steve Meades-Cummins on 22 Jun, 10:51

Note added to case...

Add a timeline item...

- Internal Note
- Disclosure
- LGSCO or HO Premature
- Timescale Extension
- Task
- Settlement
- Meeting

Add a communication...

- Email from customer
- Email to the customer
- Email for case input
- Letter
- Telephone call



# Proactive

Your early warning system



# A holistic approach to customer experience

*upstream*



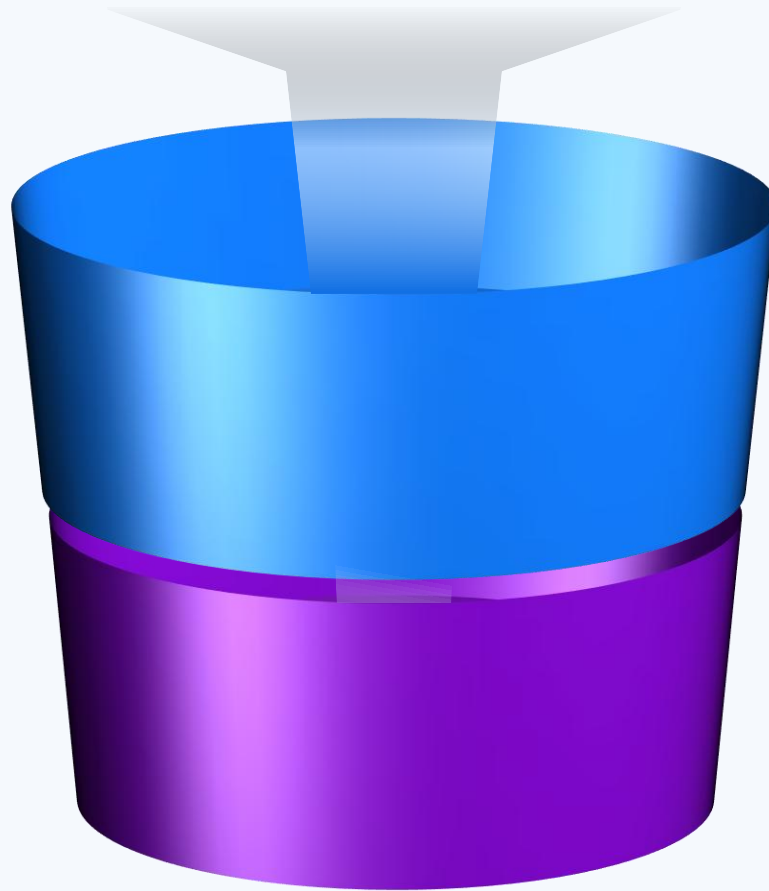
**PROACTIVE**

**CITIZEN FEEDBACK**

Act on insight to improve the customer experience and reduce complaints

+ act as an early warning system

+ improve citizen satisfaction



+ stay compliant

+ reduce risk

*downstream*



**RESPONSIVE  
COMPLAINTS MANAGEMENT**





Learn from complaints to improve the customer experience

# All Channel Data - This dashboard has been set up as a demonstration for GovMetric CX.

Last Month | 01 Dec 2024 - 31 Dec 2024





## Overall Customer Satisfaction





Custom | 01 Jan 2021 - 31 Dec 2021





| Channel                   | Total |  |  |  | Overall rating  |
|---------------------------|-------|---|---|---|---|
| Number of respondents     | 77    | 39  | 14  | 24  |  |
| Percentage of respondents |       | 50.65%  | 18.18%  | 31.17%  | Average   |

## Individual Channel CSAT

Custom | 01 Jan 2021 - 31 Dec 2021

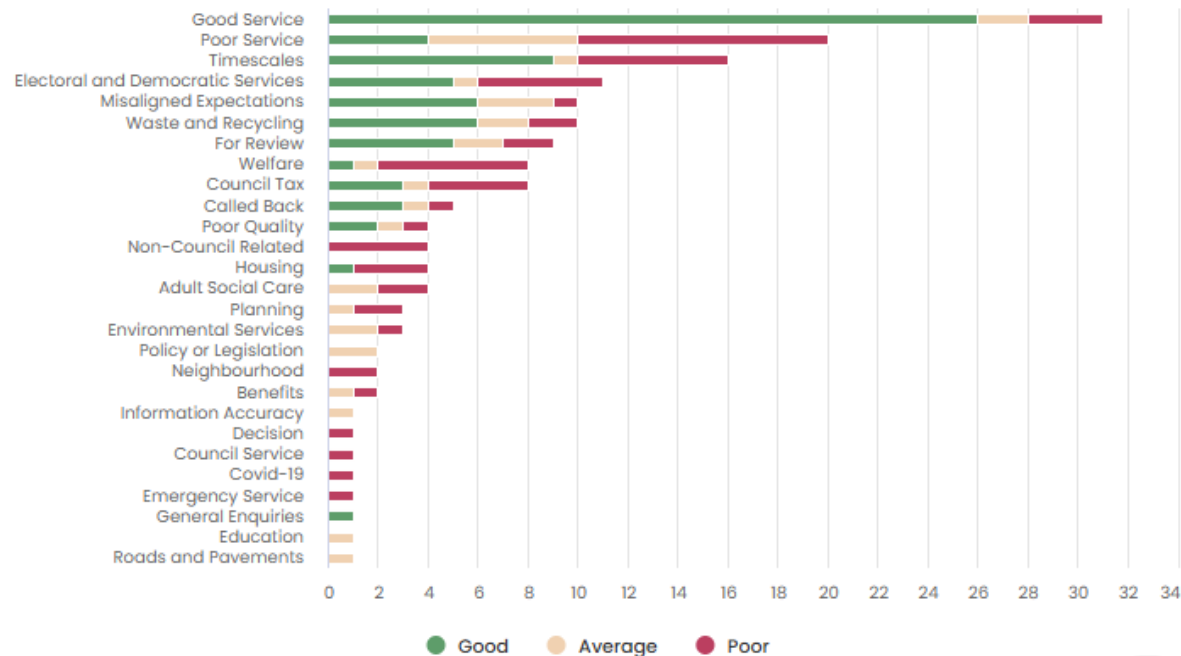
| SMS                       | Total |  |  |  | Overall rating  |
|---------------------------|-------|---|---|---|---|
| Number of respondents     | 54    | 30  | 10  | 14  |  |
| Percentage of respondents |       | 55.56%  | 18.52%  | 25.93%  | Average   |

| Web                       | Total |  |  |  | Overall rating  |
|---------------------------|-------|---|---|---|---|
| Number of respondents     | 50    | 16  | 9   | 25  |  |
| Percentage of respondents |       | 32%   | 18%   | 50%   | Average   |

| Email                     | Total |  |  |  | Overall rating  |
|---------------------------|-------|---|---|---|---|
| Number of respondents     | 23    | 9   | 4   | 10  |  |
| Percentage of respondents |       | 39.13%  | 17.39%  | 43.48%  | Average   |

## Smart Text Analytics

Custom | 01 Jan 2021 - 30 Nov 2022



# Feedback Volumes

Custom | 01 Jan 2021 - 31 Dec 2023

Search filters

Clear Filters

Channel

Overall Experience Rating   
 Good  
 Average  
 Poor

Service

Activity Code

Agent Names

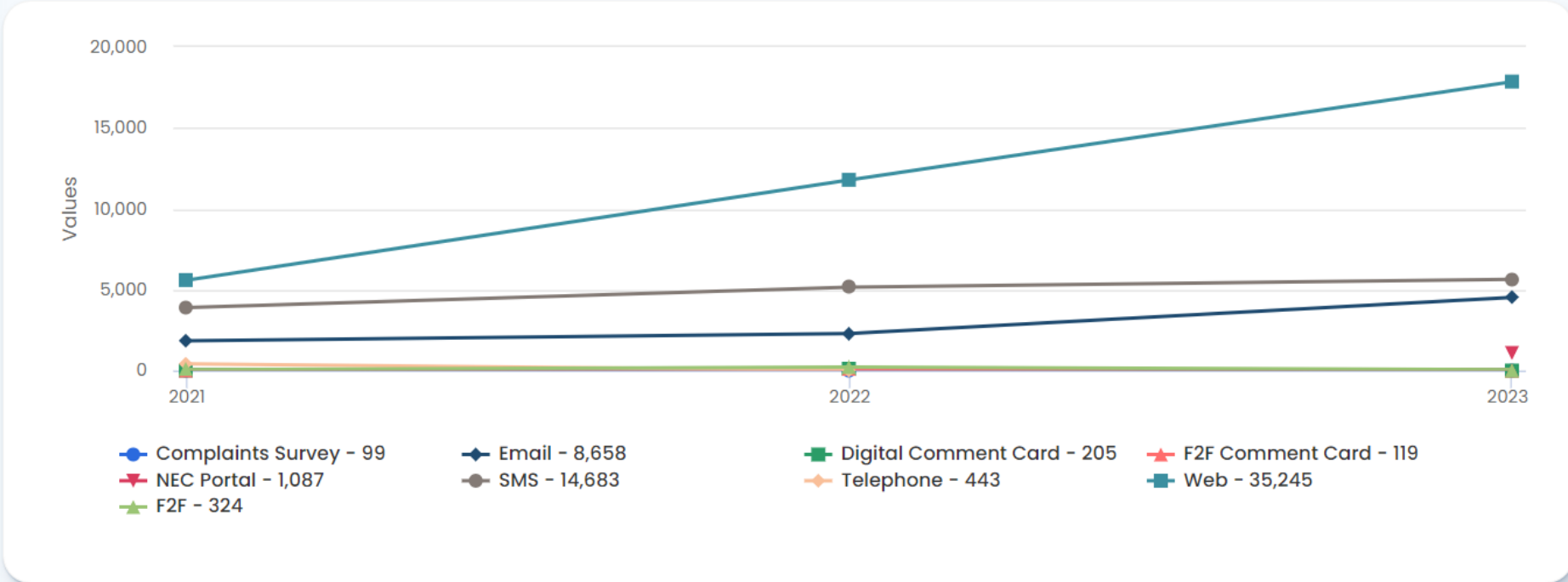
Feedback Type (Web)

Reason for Visit (Web)

Reason for Feedback (Web)

Granularity: automatic | Chart type: line | Split by: none | Pin

Quantitative Data  
Multi-Channel Reports



# Feedback - Repairs

Custom | 01 Oct 2023 - 31 Jan 2024

**Qualitative Data**  
All commentary  
searchable and can drive  
alerts / actions

Search filters

Clear Filters

- Channel
- Overall Experience Rating
- Council Ward
- Keyword Topics
- Repairer Arrived On Time
- Repairer Was Polite And Friendly
- Repairer Left Property Clean And Tidy
- Repair Fully Completed
- Repair Completed To A High Standard
- Repair Completely Quickly
- Contractor
- Work Programme

complaint Alerts Pin Notes Actions

| Date                | Comments   |
|---------------------|--|
| 25/01/2024<br>20:43 | <p><b>Comment</b><br/>He didn't repair said he was going to call the supervisor but nothing and just lied I guess awful. I left with a repair that was not completed this happens all the time I will be putting a complaint to the Council and Gov department!!</p> <p>Complaints</p>   |
| 18/01/2024 22:45    | <p><b>Comment</b><br/>After few hours cut off again, then the next day the heating cut off then both heating and hot water cut off. We struggled in the freezing weather without heating and hot water. After many complaints and signing petition the hot water and the heating were restored but for how long?????</p> <p><b>Reported By</b><br/>MRS DEMI MOORE</p> <p>Complaints Heating and hot water Plumbing</p> |

Show 100 entries

Showing 1 to 17 of 17 entries (filtered from 1,424 total entries)

Previous 1 Next

FEEDBACK

# Alerts

Search alerts

All Alerts

## Alerts that I manage

| Name                            | Creator      | Enabled?                            |
|---------------------------------|--------------|-------------------------------------|
| John McMahon - My Comment Alert | John McMahon | <input checked="" type="checkbox"/> |

Show 10 entries

Showing 1 to 1 of 1 entries

### Alert configuration

Basic details

Alert content

Filtering

Thresholds

Subscribers

Additional criteria

Text comment ONLY

### 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

|                      |                                     |
|----------------------|-------------------------------------|
| Complaint            | <input checked="" type="checkbox"/> |
| Complaints           | <input checked="" type="checkbox"/> |
| Councillor Complaint | <input checked="" type="checkbox"/> |
| MP Complaint         | <input checked="" type="checkbox"/> |

Cancel & close

Save Changes

Automation  
Realtime alerts

FEEDBACK

# Today

## Analysis

### Summary

Customer satisfaction is generally down across all channels and services **except in Waste**.

**Revenues and Benefits** is skewing the figures downward.

The general consensus is that digital is not meeting the expectations of citizens like traditional channels do.

### Feedback this week

### Campaigns

## Sentiment

### Summary

#### Sentiment for this past week

39.0%

0.8%

60.2%

### Sentiment by Service

### Key Topics

#### Key topics arising this past week

Poor user experience

Helpful staff

Poor Decisions

Good service

Delays

Expectations not met

## Recommendations

### Put Focus On

**Jerry Maguire** has had his lowest performance yet on CSAT.

**Council Tax** has now been in the red for 12 weeks in a row, with the trend going up, not down, in poor satisfaction.

We would strongly recommend the following areas of feedback in the NEC web app be reviewed:

- I couldn't do what I wanted to do (23.4%)
- I couldn't find what I was looking for (19.1%)

### Keep an eye on

### Keep Doing This

FEEDBACK





# Edinburgh

Proactive feedback  
management

**Edinburgh Council** have assigned a dedicated service lead responsible for addressing negative feedback.

For every piece of negative feedback received through GovMetric CX, an action is created and proactively addressed.

The Result:

3%

CSAT improvement in just  
3 months

~16%

Reduction in complaints

◆ EDINBURGH ◆  
THE CITY OF EDINBURGH COUNCIL



# Oh, and one more thing

To coin a Steve Jobs phrase!



**BACK**  
**TO**  
**THE FUTURE**



**Where we're going – we don't need roads**





**Let's go on a journey**

**Exeter City Council**

**Code of Conduct Complaint Form**

Please use this form if you want to make a complaint that an Exeter City Council Councillor has breached the Code of Conduct.

Details about how your complaint will be considered, the stages of the assessment and potential outcomes if your complaint is upheld, can be found in the Council's documents called 'Dealing with Members' Complaints'.

Please send the completed complaint form to:  
 Email: [09mhc@exeter.gov.uk](mailto:09mhc@exeter.gov.uk)  
 Post: The Monitoring Office  
 Exeter City Council  
 Park Street  
 Exeter  
 EX1 1JN

1. Your details - please provide us with your name and contact details

|                     |  |
|---------------------|--|
| Full name and title |  |
| Address             |  |
| Daytime telephone   |  |
| Mobile telephone    |  |
| Email address       |  |

2. Please tell us which complaint type best describes you:

Member of the public



**Not pleased to say the least**

File Edit View Insert Format Tools Actions Help

Send Print Copy Paste Undo Redo Options...

From: [Redacted]

To: [complaints@yourcouncil.gov.uk](mailto:complaints@yourcouncil.gov.uk)

Cc: [Redacted]

Bcc: [Redacted]

Subject: Not pleased to say the least

Hello,

I am furious that I have received bailiffs at my door today in connection with unpaid council tax. The council tax bills related to a period of time I didn't even live in this property!!

**casetracker** MYC491195

Received date: 04 Aug 2024  
 Active date: 04 Aug 2024  
 Target date: 25 Aug 2024  
 Status: In Progress  
 Service: Waste Sites  
 Case type: Complaint  
 Incoming channel: Web  
 Assigned to: John McMahon  
 Administered by: Steve Meades-Cummins  
 Disclosure or Adjustment Requirement:  
 Linked to: MYO353890  
 External: WMS Ref: 532834589

**Customer**  
 Mr George Sampson with Mrs Susan Sampson acting on behalf.

**Timeline**  
 Stage 1  
 Raised 04 Aug 2024  
 Stage 2  
 Stage changed 13 Jan 2023  
 Resolved 13 Jan 2023  
 Closed 13 Jan 2023, 10:26  
 ReOpened 13 Jan 2023, 10:27  
 Resolved 20 Oct 2023  
 Closed 20 Oct 2023, 14:34  
 ReOpened 17 Sep 2024, 21:20  
 Paused 07 Jan 2025, 15:59  
 Resumed 07 Jan 2025, 15:59  
 Marked as confidential 07 Jan 2025, 16:00  
 Case access change 07 Jan 2025, 16:01

**Damage to my van**  
 I have just had a very bad experience with one of your waste crew. He was reversing into our cul-de-sac and was going very close to my car. When I saw this, I ran over and shouted up to the driver, please be careful as you are near my car and at which point he shouted back, I am nowhere near your van, but then he took off my wing mirror. He then just told me to ring the council and when I did, no one was very helpful at all, and I have no idea who is going to pay for the repair. I assume yourselves as you broke it!  
 Created by System User on 04 Aug, 01:00

**Investigation - reported accident**  
 Assigned to: Paul Ashfield  
 Required by: 22 Jun 2020  
 Paul, can you please check the system for any records relating to an accident involving one of the vehicles today?  
 Notes:  
 This is now done  
 Created by Steve Meades-Cummins, 13 Jan, 16:22  
 Created by Steve Meades-Cummins on 22 Jun, 10:51

**ISLINGTON**  
 For a more equal future

**Make a complaint**

Give us as much information about your complaint as you can.

Please be aware the system has a time limit of 30 minutes for submitting your complaint before it times out. If you have a large amount of information you would like to supply, please attach this in a separate document in the 'Supporting files' box.

Required fields are marked with \*

Subject of your complaint \*

A short description of the problem - Maximum 100 characters

Who is this complaint for? \*

MPof \*

Who this complaint relates to

Please give full details of your complaint and how you think it should be resolved? \*

The more you provide the more likely we'll have everything we need to try and resolve the issue

**casetracker**

Reference: MYO353890  
 Status: Allocated  
 Date raised: 04 Feb 2025  
 Target date: 17 Feb 2025

**Acknowledgement**

**Damage to my vehicle**  
 I came home today to find a dent in the side of my car. When I checked my camera's I could clearly see that one of your work operatives hit my car with my wheelie bin whilst it was being emptied. What is the council going to do about this?  
 0 files 04 Feb, 13:31

**Complaint Acknowledgement**  
 Dear Mr Meades-Cummins  
 Complaint Ref: MYO353890  
 Thank you for contacting us to make a complaint. I understand your complaint to be in relation to damage to your vehicle that you believe was caused by one of our waste team, whilst collecting your wheelie bin.  
 I have passed your complaint to our waste services manager to investigate at stage 1 of our complaints procedure. If you'd like to know more about how we handle complaints please email [09mhc@exeter.gov.uk](mailto:09mhc@exeter.gov.uk) or call 01392 263000.  
 0 files 04 Feb, 13:35

**Stage 1**

Paper Telephone Email Case Management Online Forms Progress Tracking ??? ??? ???

Let's go on a journey through time

○ Prevention

○ AI Smarts

○ AI Next Gen



## Octavia Case Analysis



Upheld  
**Yes**



Compensation  
**£120**



Status  
**Closed**

### Outcome

Resolution: Compensation of £120 provided to Mr. Sampson for the damage.

Root Cause Identified: Driver misjudgment while reversing.

Preventative Action: Case notes recommend additional driver training for maneuvering in tight residential areas.



Incident Reported

04 Aug 2024



Investigation

22 Jun 2024



Meeting Held

24 Jun 2024



Compensation Paid

22 Jun 2024



Response Sent

13 Jan 2025

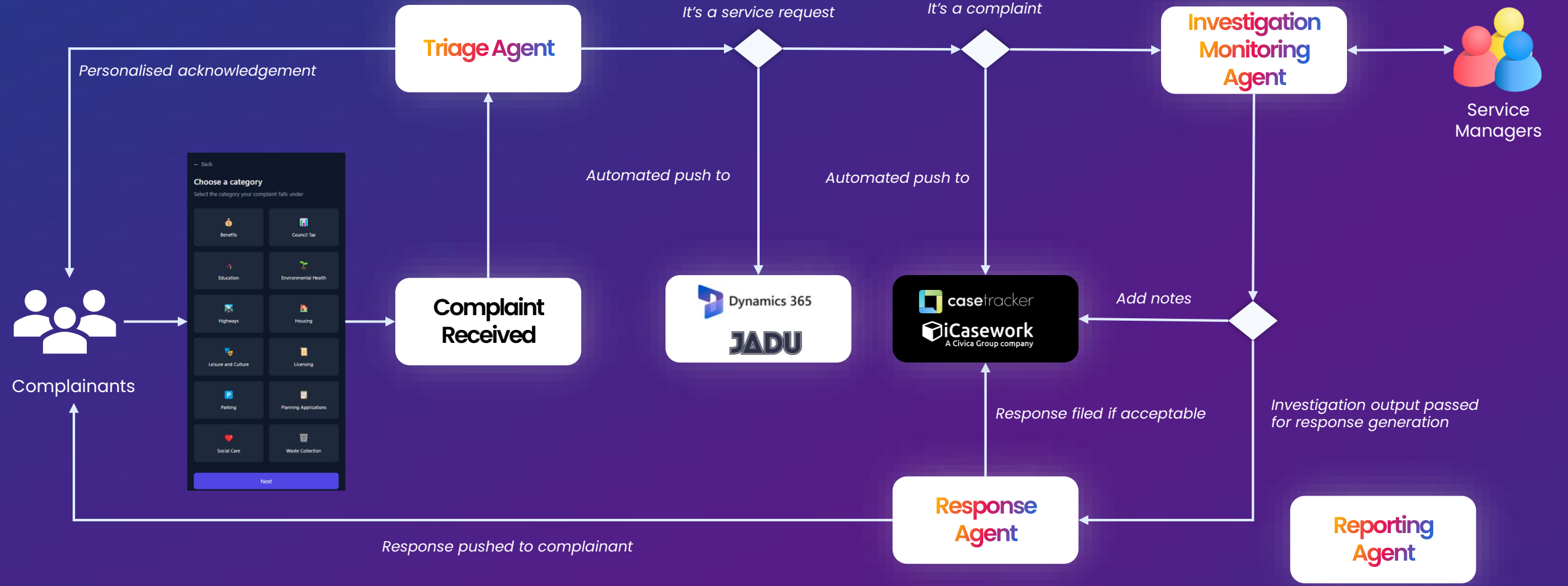


# Octavia

## The Complaint Agent

Checks if it's a service request  
 Checks if it's a valid complaint  
 Check if more info is needed  
 Check if it's stage 1 or 2

Automatically allocates to service area  
 Confirms/chases to ensure on time  
 Checks all points of the complaint are answered



# Octavia The Complaint Agent

Converts the investigation details  
 Into a full and complete response  
**Complaints Manager checks the output**

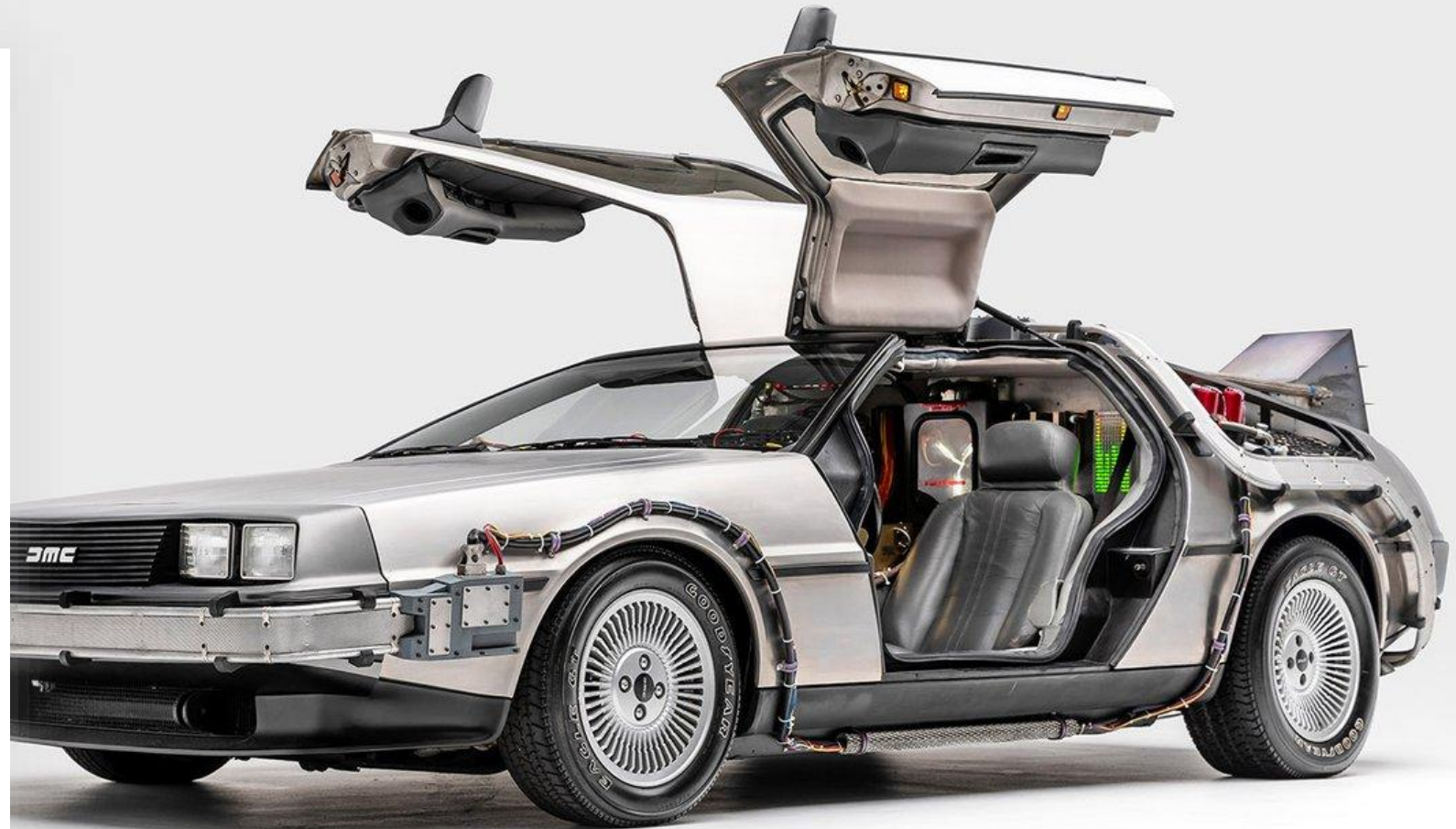
Prepares all statutory reports  
 Weekly/Monthly service reports  
 Self assessments



# Octavia

The Complaint Agent

#octavia  
#thecomplaintagent



# Coming 2025

**Thank you**  
**Questions?**