

Improving council customer experience



Council departments like Auckland Council's Healthy Waters (stormwater) are using customer feedback to make genuine improvements in their service delivery through Buzz Channel's Customer Experience Management (CEM) programmes. By listening to customers and acting on their feedback, Healthy Waters has improved their customer satisfaction steadily over the past two and a half years.

9% increase in satisfaction over two years¹



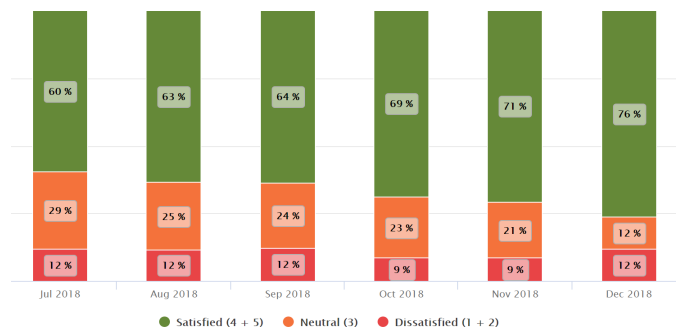
The ability to take action is key. It allows councils to respond quickly to customer feedback, leading to improved council services and reputation.

Buzz CEM programmes are designed specifically for local government. We enable councils to gather regular feedback from customers about their experience and view this in real-time. Our online dashboard tool allows staff to turn feedback into rapid, focused improvement, responding quickly to customer feedback and over time embedding a culture of continuous improvement across the organisation.

Get feedback on the things that matter to customers.

Attractive, real-time reporting delivered to frontline and management teams.

The Healthy Waters Customer Communications Team Manager says "the process is helping improve our communication and handling of customers in relation to their requests for service. Engineers like facts and want evidence, so survey data is great and can give real examples of what customers are saying to both support the need to improve themselves as well as identify how to improve customer satisfaction levels."



¹Percentage of customers rating their experience as 4 or 5 out of 5 went from 60% in the three months to September 2016, to 69% in the three months to January 2019.

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