

Background

Specific example

Localised feedback techniques

Summary



EAST RIDING
OF YORKSHIRE COUNCIL

East Riding of Yorkshire Council
County Hall Beverley
East Riding of Yorkshire HU17 9BA
Telephone 01482 887700 • www.eastriding.gov.uk



East Riding Leisure Unit

4.1m uses 09/10 est

3.5m uses 07/08

2.8 m uses 05/06

Leisure World

South Cave Sports Centre

Francis Scaife Sports Centre

Pavilion Leisure Centre

Hornsea Leisure Centre

Goole Leisure Centre

Haltemprice Leisure Centre

Bridlington Sports Centre

Beverley Leisure Centre

South Holderness Sports Centre

Driffield Leisure Centre

120,000 web site hits per month



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CRM

18% to 20%

Core customers

Core partners



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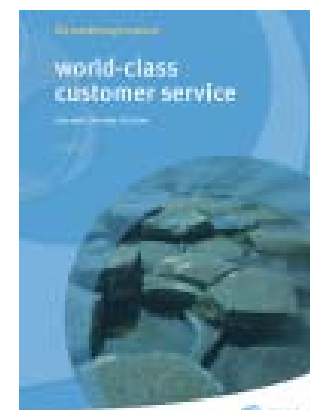
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Underpinning philosophy

Successful organisations use customer needs as the starting point and develop propositions around their customers needs

And

If we want our products / services/our interventions to succeed, we need to meet the public on their terms and go beyond what they expect.



Retention performance mapping



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Administration pathway

Customer journey

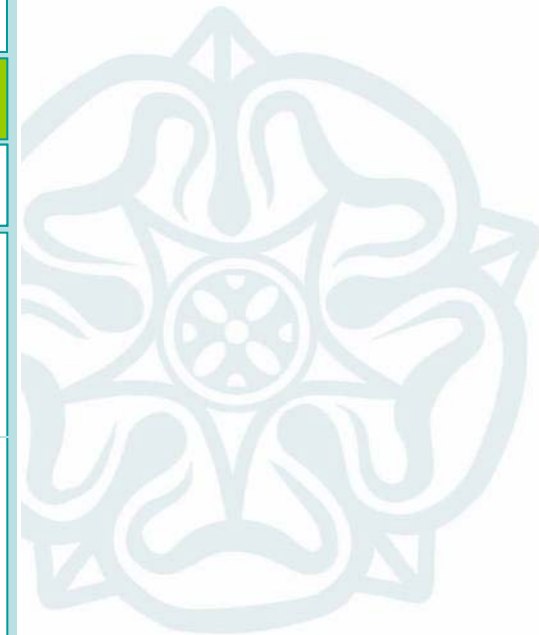
QUALITATIVE HEART MONITOR



HEART MONITOR



Objectives, scope & journey type				Customer segment			
Moments of truth							
Key journey steps							
<p>Ups and downs of the customer experience</p>							
Levers for solution hunting							

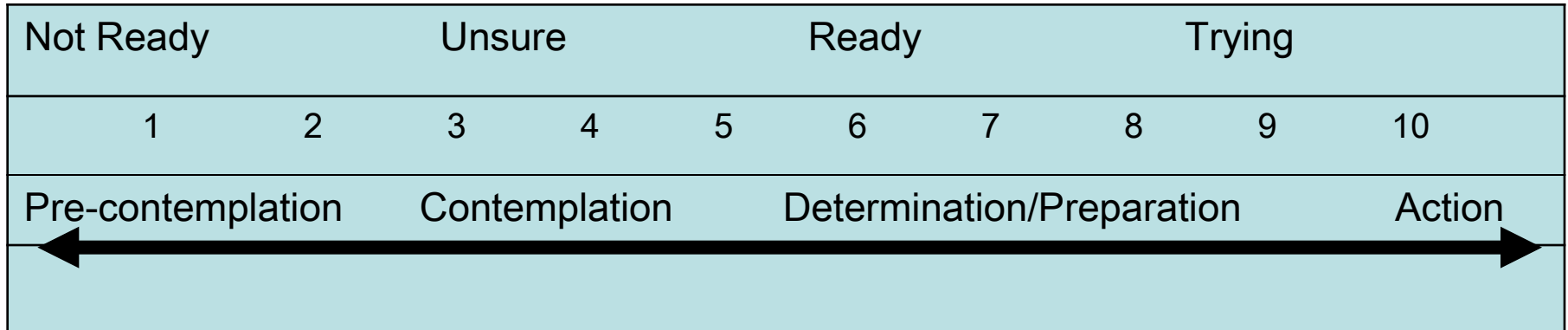


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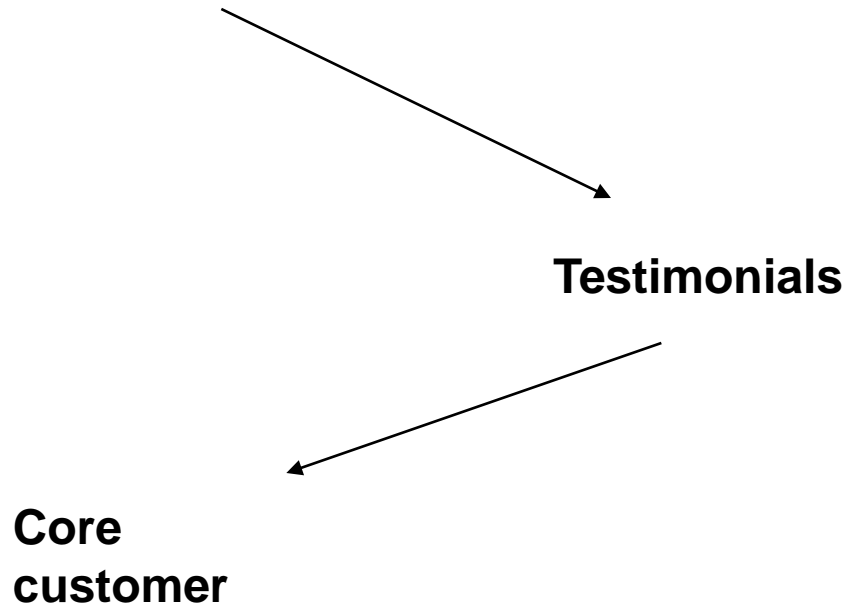


**Working to create
sustainable behaviour change
with customer base**





GP Referral – The New Customer Journey





Motivational Interviewing and Behaviour Change Counselling Foundation level

What is MI?

- MI is a client-centred, psychotherapeutic style that attempts to explore and utilise the client's knowledge, understanding, experience and reluctance to change
- The aim is to increase the likelihood of a client's considering, initiating, and maintaining change
- It combines skills, techniques and a 'way of being' with the client
- This is the bedrock and described as the 'spirit' of MI
- MI focuses on exploring ambivalence in a DIRECTIVE style

Beverley Leisure Complex

Leisure Survey Satisfaction Results

Our Standards	2009	East Riding Average	Target 2010	Applicable survey questions
We will provide a value for money service, on time, with accurate information on venues, activities, times and prices.	86%	85%	87%	Information provided Prices clearly displayed Value for money from the activity Catering/vending value for money Facility queuing system/time Speed/efficiency of booking system Court/facility available on time
We respond to our customer suggestions and complaints in a sympathetic and open manner, providing feedback and remedial actions, within set timescales.	11	n/a	10	Number of Complaints
	100%	100%	100%	Complaints answered within 10 days Figures taken April 08 - March 09
We provide helpful, experienced and informative staff to ensure that your visit is enjoyable and safe.	93%	93%	94%	Friendliness of staff Helpfulness of staff Knowledge of staff Feeling of a safe environment Enjoyment of the activity
We maintain the highest possible standards of health and safety and provide a clean and comfortable environment for all our customers.	87%	85%	88%	Cleanliness of changing rooms/toilets Temperature/quality of pool water Disabled access Quality of fitness/gym equipment Quality of other equipment used
Overall result	88%	87%	89%	

Further details please see our leaflets or website www.beverleyleisurecomplex.co.uk



Thank you for your feedback.

These are the three areas I will be focussing on:

- Reduce queuing time by making more activities bookable on-line
- Increase our swimming lesson programme to reduce waiting list time
- Increase our exercise class programme to go beyond current customer expectation

John Taylor, manager



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ICS – Service mark – private sector comparison
UK CSI Index 85, compared with UK average of 72
80 and above defined as “world class service”
Online staff survey – servecheck 73 UK average 65

Key Findings

Customer contact strategy

Relooked at Service and Business plans
which linked into Corporate priorities.

High level Customer Insight/CRM key driver





- Induction CD
- Computer access in staff rooms
- Training – normally over two days
- Duty Officers and above do the training – constant awareness of issues and corporate change.
- Embedded repeatedly within staff training and team agendas. Team agendas have corporate structure to allow for effective messaging.



The things that matter to people are often far more straight forward and basic than we think:-

The design of a form, the sequence of process, effective verbal communication –
These things make the difference between success and failure



From a customer perspective receiving the service they require is the key issue not how or which section, unit, group, department is organised to deliver it.

Web site designs: Dash Boards: PCT contracts: Partnership links



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