

Case Study

SOUTHAMPTON CITY COUNCIL

Overview

Southampton's Leisure Services department provide a diverse range of services including Museums, Art Galleries, Libraries, Tourism, Sports and Recreation. They pride themselves on customer service and are always keen to hear visitor feedback.

Problem

Southampton City Council was looking for new ways to increase customer feedback. Their comment cards and web site were providing limited responses, which were difficult to quantify.

Solution – OPINIONMETER

Benefits

- Simple to use device placed at 'point of service' obtaining customers opinion while it is still clear in their mind
- Increased volume and quality of visitor responses
- Automated web based report creation saves staff time
- Portable – can easily be moved from Art Gallery to Museum to Information Centres etc to collect visitor information

Feedback

“Allocating staff time to conduct surveys has always been a costly solution for us. With Opinionmeter, the device can be left unattended to gather information for as long a period as you wish. Analysing is a snap, either uploading to the Survey Manager or directly inside Excel. Survey Manager is particularly good with instant graphical representation of data on line. I rather like the 'winning survey' feature, which we are using to recruit customers who fit the profile for Customer Focus Groups. Opinionmeter has proved a worthwhile addition to our toolbox on measuring customer feedback.”

Keith Woodhouse, Special Projects Manager, Southampton City Council



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