

## Case Study

# SERCO

### Overview

Serco is one of the world's leading service companies. By successfully managing organisational design and change, they help national and local governments around the world to improve services across all aspects of their activities. Where appropriate they apply this capability to help commercial clients to achieve their strategic goals.

### Problem

Serco Leisure had no co-ordinated way of gathering data. It was the responsibility of each individual site to produce customer feedback. Some sites tried comment cards, but without success, as the poor response levels had to be supplemented by paid interviewers in order to obtain a satisfactory number of responses.

### Solution – OPINIONMETER

#### Benefits

- Data feedback relating to specific potential problems, e.g. cleanliness.
- Opinionmeter is now generating on average 300 responses a fortnight.
- Because of its child safety nature, the Opinionmeter could be left unattended around children with no safety fears or risk of data being corrupted.

### Feedback

“We have found Opinionmeter to be extremely useful in supporting us in our client presentations. The client's perception of the system has been very positive. Opinionmeter provides us with the precise customer information we need in a short space of time. The fact that we can display this customer feedback in easy to understand graphs – adds real value. The information allows us to use this in best value reports, both to our clients and operations managers, to provide up-to-date information on how the business is performing and to manage customer expectation.”

**Roger Grocock, Group ICT Manager, Serco Leisure**

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