

GovMetric

“Curse of the ChatBot.... how Weak AI is
destroying customer service”

Clive Humby OBE

3 thoughts for consideration

1. What's the national data telling us?
2. What are the drivers for digital transformation?
3. What should we be measuring?



DALL-E 2024

Curse of the ChatBot.... how Weak AI is destroying customer service



Clive Humby OBE

"Data is the new oil". CRH 2006

18 articles

✓ Following

Clive Humby

- *"these systems became substitutes for real people who understood their products. They were replaced by management accountants with automated systems to "save" costs, at the expense of superior service for the customer....."*

Financial Times

- Can I just speak to a real person?
- *“The collapse of UK customer service highlights critical lessons, particularly around the deployment of technology...”*





Ben Page • Following

Chief Executive Officer at Ipsos, one of the lar...

3h • 🌐



The results of austerity? - our latest @ipsosuk tracking on satisfaction with public services for the Financial Times <https://lnkd.in/eCp2Uky6> - how to reverse this under current funding levels? [#publicservices](#) [#hysteresis](#) [#lowestatisfaction](#)



31

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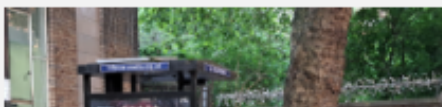


Nic Streatfeild • You

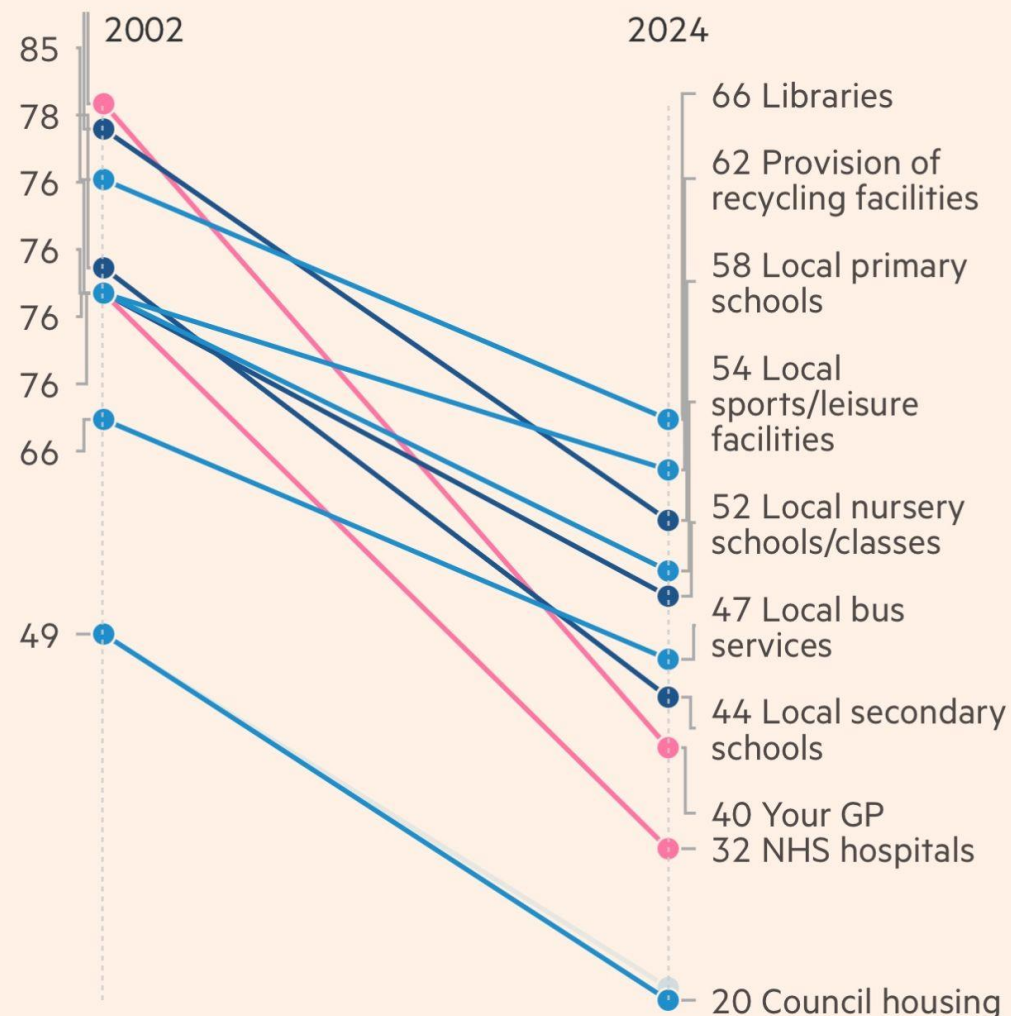
1h ...

GovMetric CX - public service Citizen Exp...

The irony. On way to an AI conference in London today. Let's make sure everyone benefits.



Share satisfied with service (%)

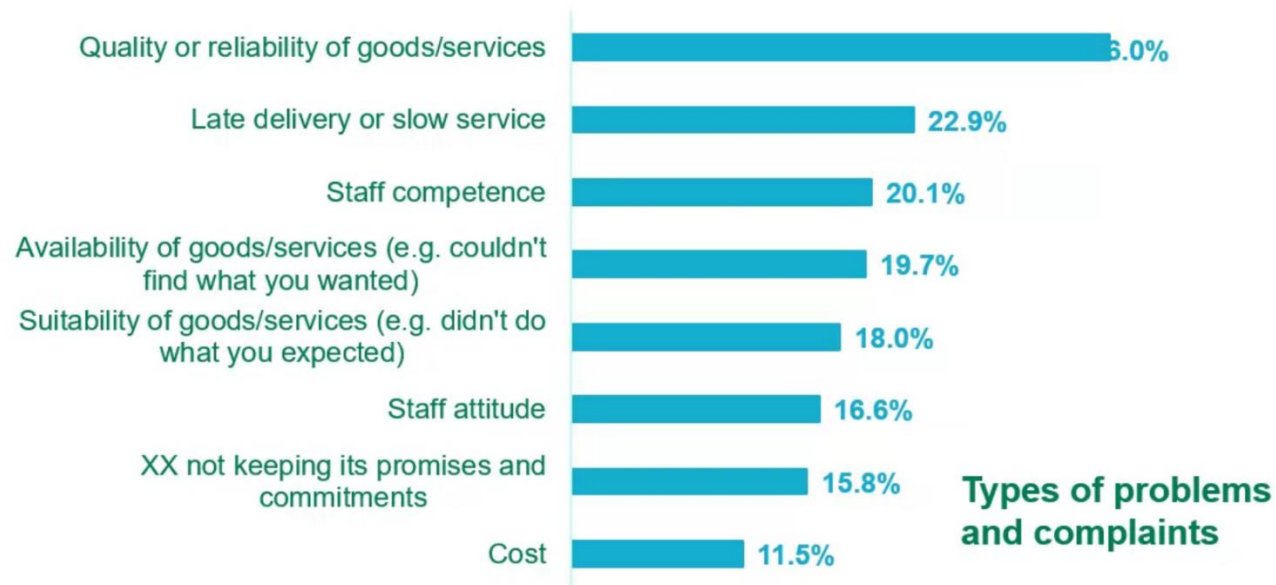


FINANCIAL TIMES

Source: Ipsos • Different methodology used in 2002. Survey conducted between April 25 and May 1 2024. Weighted sample of 5,875

The cost of problems and complaints in lost productivity

% customers experienced a problem with an organisation
in the previous 3 months



2.8

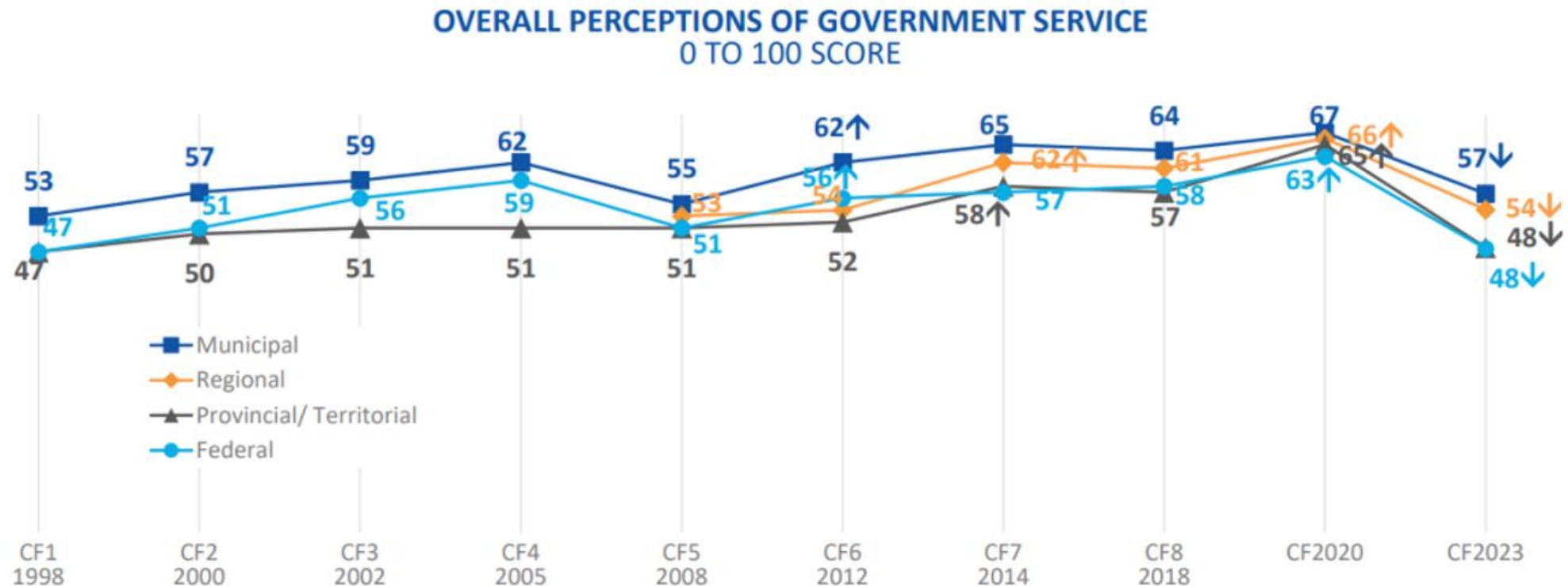
Average days per month spent by
full-time employees dealing with
problems and complaints

£ 7.1 bn

Monthly cost to UK organisations of
employees' time spent on problems
and complaints

Service Reputation Trends

Ratings of government services at all levels are at a low comparable to the 2000s. In 2023, ratings (out of 100) have fallen for municipal governments (down 10 points), regional governments (down 12 points), provincial/ territorial governments (down 17) and the federal government (down 15). 2020 marked a peak in ratings over the past 25 years. 2023 shows how quickly perceptions can change, when the world changes.

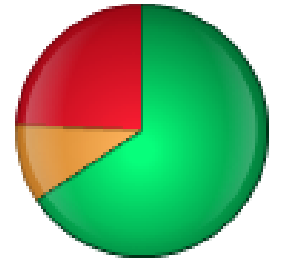
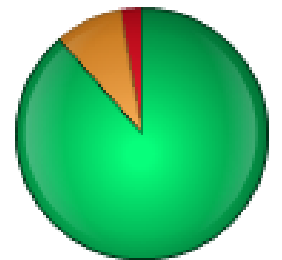
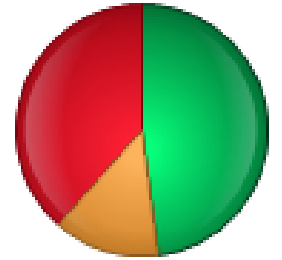


↑↓ Arrows indicate statistically significant differences compared to the previous iteration (stat testing provided from 2008 to present only).

Q4. Overall, how would you rate the services you get from each level of government?

Base: Total national and jurisdictional survey respondents (n=7,367), excluding not applicable or don't know

Channel Summary

F2F				Overall Rating	
Number of respondents : Your Council	15988 (66%)	2419 (10%)	5938 (24%)	 Average	
Telephone				Overall Rating	
Number of respondents : Your Council	42354 (88%)	4177 (9%)	1345 (3%)	 Good	
Web				Overall Rating	
Number of respondents : Your Council	21459 (48%)	6019 (13%)	17183 (38%)	 Average	

Housing Ombudsman – from 2024 Business Plan – for the 9 months til Dec 23 it reports...

- “another record year in complaints, including:
 - a 91% increase in cases coming to us in the first 9 months of 2023-24 (compared to the same period last year) – and estimate a further 80% this year 2024-25.
 - a maladministration rate of 72% (it was 59% in 2022-23) by Q3.
 - compensation of £3.7m (compared to £1.1m for the whole of 2022-23) by Q3.
 - more than 14,000 remedies following our investigations (compared to 6,500 in the prior year) by Q3”.

Cost of complaints – Adults and Childrens services – LGSCO

BBC NEWS

Home UK World Business Politics Tech Science Health Family & Education

Council pays over £500,000 for failures



GETTY IMAGES

Chris Caulfield
Local Democracy Reporting Service

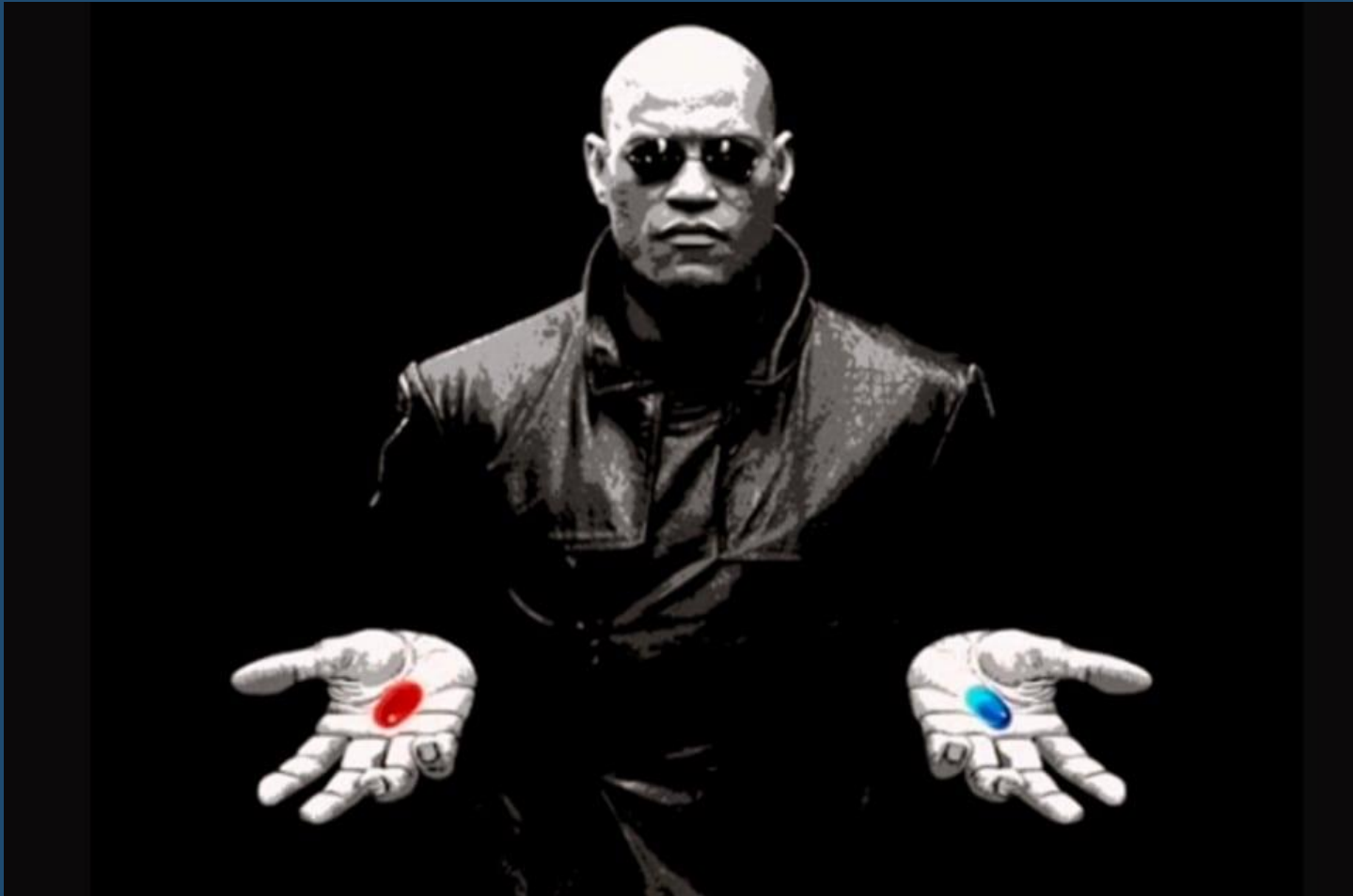
- The Ombudsmen are strengthening their scrutiny
- Big fines and payouts coming
- More transparency and scrutiny

So – Where are we?

- Things are hard
- They're going to get harder
- No one's going to wave a magic wand to help

- Oflog?
- Productivity plans?
- Will this change under a new government? Probably not...

2 – What are the drivers for digital transformation?



Cost centric?

Citizen centric?

So what's it going to be?

- Cost centric transformation – this way lies increased costs

OR

- Citizen centric transformation – this way lies decreased costs – good services are cheaper to deliver than bad ones

OR – is there a 3rd way?

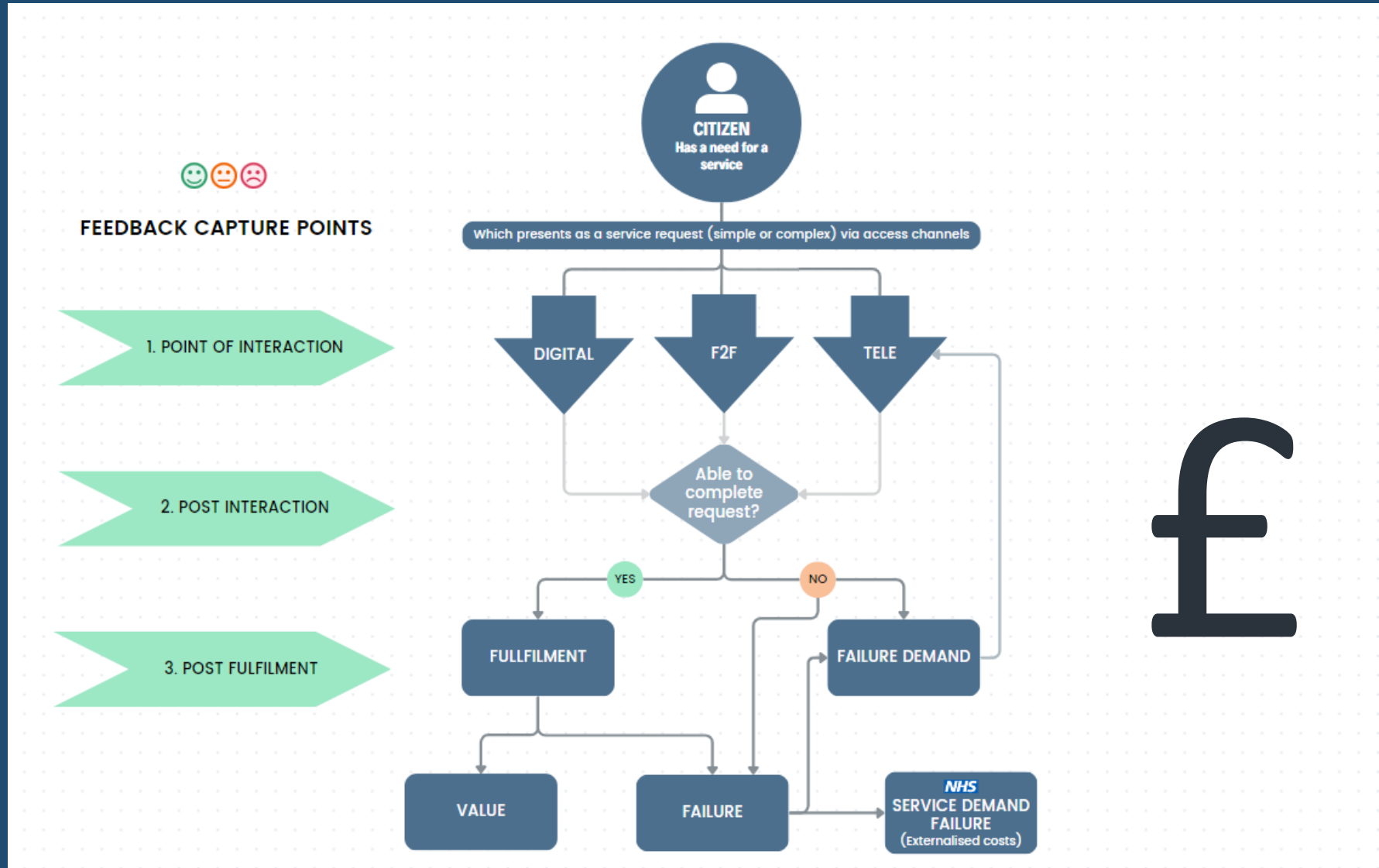
Why will 'cost centric' transformation increase costs?

- Channel shift
- Failure demand
- Rework
- Increased complaints
- Stress – agency fees

3 – What can we measure to inform citizen centred transformation?

- The broader citizen experience (CitX) data set includes
 - Voice of the Citizen
 - Voice of the Employee / Process / System
 - Behaviour data
 - Demand data
 - Costs

A generic citizen journey experience model



Using citizen experience data to design

- Specific feedback can be used to inform design, redesign
- Voice of the Citizen
- Voice of the Employee / Process / System
- Behaviour data
- Demand data



Using citizen experience data to listen and improve – embedding CSAT in other applications

- Continuous experience data – 24x7x52

Customer Satisfaction

📅 Last Month | 01 May 2024 - 31 May 2024

NEC Portal	Total				Overall rating
Number of respondents	188	68	17	103	
Percentage of respondents		36.17%	9.04%	54.79%	Average 

Core Issues

📅 Last Month | 01 May 2024 - 31 May 2024



Customer Feedback

📅 Last Month | 01 May 2024 - 31 May 2024

Show 100 entries

Search

Date	Comments
31/05/2024 18:26	 Comment pay council tax
30/05/2024 22:39	 Comment I was in the middle of actively filling out a council tax reduction application form and the site randomly told me my session timed out. I tried to retrieve my partially completed application and the site says the details entered aren't recognised. But when I tapped on "forgotten access key" the system knew what email to send it to just based on my surname, postcode and NI number I've already filled out. I don't really understand what happened and why I can't continue.
29/05/2024 11:54	 Comment Your site is clean and easy to use. Not always the case with government websites!
	Comment

Using citizen experience data in the mix – CSAT, Accessibility, Reading Age, Demand

Online & Digital



Multi-Page Visits to the Website



Online Form Submissions



% of Customer Contact Online (proxy measure)



Website Measures

Previous Month

Year to Date

Website Section	Reviewed in Last 12 Months	Easy to Read	Average or Good (%)	Survey Size
Membership			37.2%	320
My Area			64.2%	786
Search			14.2%	288
Fire And Rescue Service	21.1%	92.2%	63.6%	44
Births Marriages Deaths	31.6%	97.9%	54.0%	63
Housing	42.7%	91.6%	48.4%	91
Jobs And Careers	44.1%	82.4%	70.4%	54
The Council And Democracy	45.6%	87.2%	37.1%	523
Parks Leisure And Culture	47.5%	93.4%	71.4%	49
Council News	47.6%	35.9%	73.3%	303
People And Communities	50.0%	84.0%	65.0%	30
Total	55.8%	79.1%	48.0%	4813

Online customer contact

During May there were an estimated 511,942 multi-page visits to our website. This is higher than during May 23.

During May 54,556 online forms were submitted, this is more than last May (30,732).

Accessibility Ranking

Ranked against over 400 Council Websites

7

Q&A