



CASE STUDY

DUMFRIES AND GALLOWAY

OVERVIEW

The Planning & Environment Services Directorate is organised into two Strategic Groups, Economic Regeneration and Sustainable Development

Planning and Environment Services are working towards achieving the Customer Service Excellence standard set by the Cabinet Office. As part of this journey, the Directorate highlighted a need to review the consultation methods in use to ensure they continued to be effective, wide reaching and accessible.

CHALLENGE

Planning and Environment Services had historically relied mainly on paper based surveys. The paper based surveys were not engaging all of the council's customers and were therefore limiting the feedback from certain hard to reach and minority groups.


Consequently, surveys were rarely completed in full, results were inconsistently reported and the campaign spend was severely high for the level of useable response data.

SOLUTION

CRT's ViewPoint Touch Screen and ViewPoint PDA's.

Using the ViewPoint Touch Screen, Planning and Environment Services have seen improved response rates, particularly from hard to reach groups. The ViewPoint touch screen has also been used at annual events within the region including the 'Muckle Doo' in August. It was found that children readily used the unit and added comments which would otherwise have been difficult to gather.

Whilst the touch screen and PDA hardware has been effective in improving response rates and engagement with different groups, the software has had the biggest impact on the organisation.



Previously, responses were manually collated and added to spreadsheets and databases. This took a substantial amount of staff time and often resulted in a significant delay between the survey being completed and results being made available.

The ViewPoint RCS software, which manages all the devices through an easy to use interface, has provided a means by which surveys can be created far more quickly and consistently, and the results reviewed and analysis instantly - driving down costs and improving efficiencies.

“Overall the system, planned and used properly, will bring a consistent, low cost, high return approach to consultation, which will bring significant benefits to our Service Planning and Delivery.”

Bruce Aitken, Business Support Manager

BENEFITS

Improved consultation 'out in the field'

Easier to engage with children

Administrative efficiencies gained

Improved accuracy of data

Increased options for data manipulation and reporting

Reduced costs

Increased return on investment

Enhanced service development

