

Case study: Hutt City Council

Hutt City is the second largest city in the Wellington region of New Zealand's lower North Island, with a population of just under 100,000. The council provides Local Government public services to the residents, businesses and visitors of the area.

Client situation

Hutt City's Customer Services staff record data on customer transactions at the front counter. This information was difficult to use, with large volumes of transactional data held in Excel spreadsheets. The Customer Services Manager wanted a better understanding of front counter activities and staff performance.

How did we help?

Price Perrott used the council's data to create an interactive Performance Analytics dashboard, providing insights into the council's face to face customer service performance. We applied our customer service operations experience to the available data, developing a series of management and operational dashboards using the world-leading analytics platform, Tableau Online.

Results achieved

Our Performance Analytics solution provides the council's Customer Service team with operational insights into customer behaviour and staff performance on a daily, monthly and annual trend basis. Specific benefits included:

- Making existing complex Excel performance data easier to use, with a simple-to-navigate, Tableau guided analytics dashboard
- Improved analysis of staff performance and activities, allowing changes that improved staffing coverage and productivity
- Improved insights into customer behaviour and trends, leading to improved service performance within current staffing levels.



At a glance I am able to see operational results for my team and make decisions that were previously not possible.

Price Perrott's Performance Analytics have improved our efficient use of resources, saving time and money in the long term. These dashboards are an excellent tool I wish I had been using years ago.



Kaye Maryan
Divisional Manager,
Customer Services



To improve your organisation's customer service analytics, contact Price Perrott now

info@priceperrott.com
www.priceperrott.com
+64 (22) 039 7051

Registered in New Zealand
Company No. 4399879 • GST 111320071

