# Norfolk County Council

## An effective data collection solution for Norfolk County Council

**Norfolk County Council, the local authority for Norfolk, provide a wide range of services to the public. To operate effectively, the Council continually gather feedback from both internal and external audiences via online surveys.**

Internally, surveys are administered to support training & development and assist with the implementation of internal processes. Externally, the Council gather data from a range of sources, using the feedback to develop services for the local community. Everything is reviewed, from environmental amenities, children's services and local business to news, social care, travel and transport. Data is gathered from a variety of sample groups via multiple touchpoints. Even the events team gather feedback before, during and after each event to research the experience.

> "*We needed an online survey solution that could not only support our on-going data collection & measurement requirements but guarantee that all data would be safeguarded*".
>
> **Information and Business Support Officer**

## Why SmartSurvey?

Norfolk County Council needed a UK-based provider of advanced survey & responsive form design services, who were fully compliant with the latest UK & EU Data Protection laws.

SmartSurvey's secure online survey software is trusted by a large number of government and public sector organisations. As an approved G-cloud supplier, the UK online survey provider are the software choice for many public sector or government survey projects.

Cybersecurity and data protection is of paramount importance and SmartSurvey is proud to be:

- ISO27001 certified
- Registered under the Data Protection Act
- Fully compliant with EU Privacy Laws
- General Data Protection Regulation (GDPR) compliant
- A G-Cloud 9 Supplier
- Government Digital Service (GDS) recommended

## Cross-departmental collaboration

SmartSurvey's advanced platform allows users of all abilities to create and administer surveys in a range of ways. Departments can manage users and set permissions with admin level controls. It is built to be flexible enough to meet the needs of multiple users but rigid enough to be scalable to manage large amounts of respondent's data.

The ability to have a multi-user management platform ensures that, from a single point, the Council can apply consistent practice, training and advice to create effective surveys. The solution provided for Norfolk County Council reduced print and postage costs and the reliance of using third party agencies to conduct research.

## Create, distribute and analyse engaging surveys

The multiple question types and varied data collection features enable the Council to create engaging surveys. They can ask relevant questions and capture actionable feedback form suitably sized sample groups. Better-quality data is gathered and analysed in real-time that can be used to empower instant action.

*"It's important that our respondents are engaged by the survey immediately and feel that they have made a valued contribution. This often means that people surveyed are also more open to answering subsequent online questionnaires".*

## Continued, personalised support

*"Since we signed up in 2014, SmartSurvey has provided useful training, continued account support and regularly advised on new features to support and enhance our current surveys. SmartSurvey often release useful new features which ensures we continue to develop our questionnaires".*

SmartSurvey's level of customer service differentiates them from competitors. The core offering and USP is a 100% personal, one-to-one service. With an 0800 number, live online chat and an average response time for support tickets of just 15 minutes, users can get support when they need help.

## Find out how your organisation can benefit from SmartSurvey

**Call 0800 0937 822 or email info@smartsurvey.co.uk**