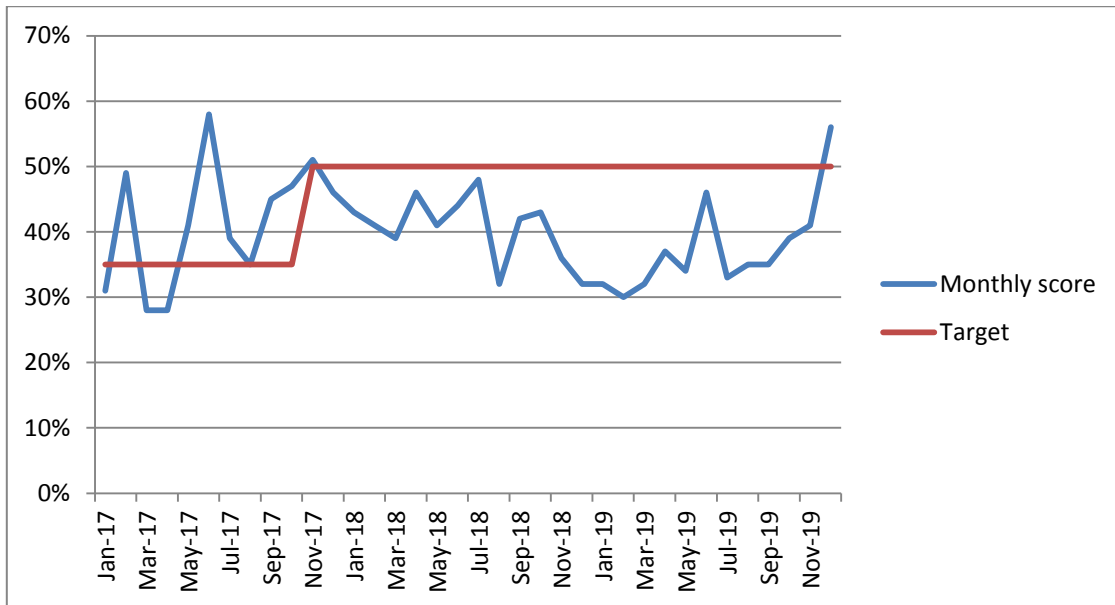


Review of Website Satisfaction – Appendix A

The following graph and table show monthly performance statistics for the indicate “overall percentage of good satisfaction ratings” for the council website every month over the past 2 years.



Month	Good Satisfaction	Target
Jan-17	31%	35%
Feb-17	49%	35%
Mar-17	28%	35%
Apr-17	28%	35%
May-17	41%	35%
Jun-17	58%	35%
Jul-17	39%	35%
Aug-17	35%	35%
Sep-17	45%	35%
Oct-17	47%	35%
Nov-17	51%	50%
Dec-17	46%	50%
Jan-18	43%	50%

Feb-18	41%	50%
Mar-18	39%	50%
Apr-18	46%	50%
May-18	41%	50%
Jun-18	44%	50%
Jul-18	48%	50%
Aug-18	32%	50%
Sep-18	42%	50%
Oct-18	43%	50%
Nov-18	36%	50%
Dec-18	32%	50%
Jan-19	32%	50%
Feb-19	30%	50%
Mar-19	32%	50%
Apr-19	37%	50%
May-19	34%	50%
Jun-19	46%	50%
Jul-19	33%	50%
Aug-19	35%	50%
Sep-19	35%	50%
Oct-19	39%	50%
Nov-19	41%	50%
Dec-19	56%	50%

The following table shows benchmarking data for satisfaction ratings against the other council websites that use the govmetric system. Govmetric publish these on a monthly basis for the past year. It should be noted that the benchmarking data is net satisfaction as oppose to the indicator used by the council. Net satisfaction is calculated as an average score where each customer rating is attributed the following score:

Good = +1
Average = 0
Poor= -1

All scores are combined and the result divided by the total number of responses to provide a net satisfaction score, meaning that net satisfaction will always be within the range of +1 to -1. As over 100 councils use govmetric East Herts is compared to the mean average in the table below:

Month	East Herts net satisfaction	Average net satisfaction
Jan-19	-0.19	-0.09
Feb-19	-0.26	-0.06
Mar-19	-0.19	-0.05
Apr-19	-0.11	-0.05
May-19	-0.17	-0.02
Jun-19	-0.1	-0.04
Jul-19	-0.16	-0.03
Aug-19	-0.14	-0.03
Sep-19	-0.16	-0.02
Oct-19	-0.14	-0.03
Nov-19	No data yet	No data yet
Dec-19	No data yet	No data yet