# Service recipe
# Street Soccer Scotland
# OMBEA

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**Implementing live feedback software to continually improve services.**

Street Soccer Scotland started using OMBEA software in their new facility in Dundee (Change Centre Dundee) to gather live, anonymised feedback from players (service users), volunteers and staff. This encourages quick learning, gives users and the local community a sense of ownership over the centres they operate from and address issues as they arise.

**Organisation**
Street Soccer Scotland

**Organisation URL**
https://streetsoccerscotland.org/about/

**Recipe Status**
This recipe has been in use since January 2021.

We are not sharing this recipe as the perfect solution to a problem, but we believe Street Soccer Scotland's learnings could be very useful to other organisations.

User needs
- As a member of staff, I need to know how my service is performing so I can improve
- As a user, I need to have a way to feed back to my service provider anonymously
- As a user, I want to feel ownership over the service designed for me

This service recipe is not COVID specific.

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**SOFTWARE AND TOOLS USED**

**Software / Tool**
OMBEA

**URL**

**Description**

OMBEA provides feedback touchscreens and the software to go with them. They also offer access to online-only feedback options which can be accessed in a browser using a QR code or URL. They offer the option for real-time feedback via tablets and onsite no-contact touch points, which allows for quick learning and implementation of solutions. The online modules also give the option of having a more extensive online survey, and links can be placed in email footers and on QR codes displayed on site.

Street Soccer Scotland looked at one other option of a similar tool called Happy or Not, but the price with OMBEA was lower and the tool did the same job.

**Cost**

Onsite service with a touchpoint package pricing starts from €29.
You can get a quote here.

**Considerations**

The main considerations were price, ease of use and providing a paperless solution. OMBEA's price is manageable and the software is very easy to use and paperless, except for the touch screens which display the smiley faces in response to a question. The question is printed on paper and displayed in a display case, so making sure the printed question matches the one linked to from the QR code requires a little bit of organisation.

The software is very user friendly and intuitive, but just in case anyone struggles it is useful to have the feedback pods somewhere that usually has some staff around to help out.

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**RECIPE STEPS**

**Step 1 – Devise feedback questions**

Think about what it is you want to find out from your users and keep it simple. Answers are given in the form of smiley faces, so phrase the questions with that in mind. Street Soccer Scotland has relationships with a range of universities (Napier, Glasgow Caledonian, Queen Margaret University) who do independent research with Street Soccer Scotland on different topics, but were helpful in thinking about these questions.

**Step 2 – Install feedback points**

Consider how many feedback points you want to install onsite to maximise the volume of unique feedback. Street Soccer Scotland has their feedback points in spaces with high footfall like the entrances and exits and in the community space. In other spaces they will display the QR code for people to scan and respond to the survey questions on their own mobile device.

**Step 3 – Train staff**
There was very little training needed for the OMBEA software – mostly it can be managed by just using common sense.

**Step 4 – Gather feedback**
Gathering feedback on a feedback gathering tool might sound a bit odd, but it can still be done! Street Soccer Scotland did not do targeted feedback gathering but responded to needs present. They added a physical suggestion box at the reception to cater to those who prefer this to digital feedback tools. The suggestions are gathered and shared on the Street Soccer Scotland staff Slack channel daily.

**Step 5 – Publicise your tool**
Ensure that people know that you want to hear from them and you have put a system in place for them to use! Street Soccer Scotland used the TV screens they have in their buildings to display 'please leave your feedback here' with an arrow pointing at the newly installed feedback stations. They also ensured that they made the feedback stations part of the setup when they first opened their building to make it part of the routine for people coming in from the get-go. Finally, Street Soccer Scotland staff routinely encourage users to leave their feedback.

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**GUIDANCE**

In order to ensure that people feel like they can freely express themselves when leaving feedback, Street Soccer Scotland decided not to use any swearing filters.
Street Soccer Scotland is keen to facilitate positive experiences for their players. Using this tool means we can highlight positive experiences and also to contact any service that has had any negative feedback and address the situation directly, providing an additional safety net around their players.
Finally, the physical location of your feedback station is key, so have a clear focus on the areas you want to put them in to serve the purpose you need them to.

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**RISKS**

The feedback tool is completely anonymous on first use, however if people want to follow up this anonymity goes which would be something to consider from a GDPR perspective.

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**POINTS OF CONTACT**

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