

Gateshead Housing Customer Scrutiny Panel

Background

The objective of the review was to assess the company's approach to collecting and using customers satisfaction to achieve service improvement and secure Value for Money (VfM).

In April 2017 the Business, Performance and Customer Service Manager delivered a presentation to the panel which detailed:

- An overview of the current organisational approach to measuring customer satisfaction via surveys
- The types of surveys conducted. ie Biennial survey, quarterly themed and transactional surveys

Positive Practise

There were three areas of positive practise identified by the panel.

- It has become apparent from the panel's discussion with Service Manager's that there is an appetite for change and improvement in this area and a keenness to adopt E engagement
- Service Managers are keen to use enhanced customer feedback to improve service delivery to meet customer needs and aspirations
- Throughout the organisation Service Managers are enthusiastic about changing the methods of collecting and collating the opinions of customers in real time to allow for quicker implementation of service improvements and feedback to customers, SIG's, Committee's and Board.

Recommendations

- 1. Reduce paper surveys to customers and work towards replacing them with `online surveys`, sent to smartphones, tablets and PC's. Retain paper surveys for those without PC access or IT skills.**

Evidence:

- a. According to impactbnd.com over 36% of mobile subscribers use iPhones or I pads to read email and 34% of subscribers only use mobile devices to read emails. In addition 80% of internet users own a smartphone (Smart Insights). Also over 50% of smartphone users grab their smartphone immediately after waking up (Express Pigeon 2014). According to email Monday by, 2018, 8 in 10 email users will likely access their email accounts exclusively from their mobile devices.*

- ✓ **Recommendation** completed within deadline of 5 March 2018.

- 2. Use IT more effectively to enable real time surveys ensuring the appropriate IT support, infrastructure and output methods are in place. Where possible ensure that surveys sent online are appealing and can be viewed in a user friendly format.**

✓ **Recommendation** completed within deadline of 28 February 2018.

- 3. When developing surveys ensure they are compatible when distributed via email, sent to smart phones or available online.**

✓ **Recommendation** completed within deadline of 28 February 2018.

- 4. Introduce, where appropriate, `micro-surveys` (2 or 3 questions).**

- a. Ensure micro surveys focus less on processes or procedures and more on outcomes for the customer

✓ **Recommendation** 4a completed within deadline of 28 February 2018

- b. Ask customers what their priorities are for the service

✓ **Recommendation** 4b to be completed by 31 August 2018.

- 5. Define a Company approach to increase survey response rates using the good practise identified by the panel.**

✓ **Recommendation** completed within deadline of 31 March 2018.

- 6. Introduce the concept of `armchair panels` (remote customer consultation group)**

- a. Encourage more tenants to be involved in conducting surveys. The armchair panel may be consulted on issues from time to time by completing surveys at home. Customer Involvement team to develop customer Facebook group which will provide the opportunity for online "armchair" consultation.

✓ **Recommendation** 6a completed within deadline of 31 August 2018.

- 7. Seek a consistent companywide approach to survey monitoring via:**

- a. Re-establishment of Survey monitoring group

✓ **Recommendation** 7a completed within deadline of 28 February 2018.

- b. Revisit service standards/Management Performance indicators where necessary

- ✓ **Recommendation 7b** to be completed by 1 January 2019.
 - c. Conduct survey/questionnaires as close as possible to the point the service was accessed
- ✓ **Recommendation 7c** completed within deadline of 28 February 2018.
 - d. Maintain benchmarking question response style for KPI reporting to HouseMark. I.e Very satisfied, very dissatisfied etc. Trial different question responses to those that best fits the service or survey. I.e Yes, no, agree, disagree
- ✓ **Recommendation 7d** to be completed by 1 January 2019.
 - e. Follow up customer dissatisfaction where requested and within timescales to be agreed by involved customers and Service Managers
- ✓ **Recommendation 7e** completed within deadline of 28 February 2018.
 - f. Develop surveys that will focus on identifying outcomes for improved service delivery. If outcomes can't be identified are the right questions being asked?
- ✓ **Recommendation 7f** completed within deadline of 28 February 2018.
 - g. Report outcomes to customers from every survey in a timely manner using the most appropriate communication channels
- ✓ **Recommendation 7g** completed within deadline of 28 February 2018.
 - h. Report survey results and outcomes to the appropriate service Committee from every survey in a timely manner or as part of an six-monthly/annual service update report
- ✓ **Recommendation 7h** completed within deadline of 28 February 2018.