

## 2009/10 Customer STATUS Survey

### The Results

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- Methodology and response rates
- Questionnaire and Design
- Key Findings, benchmarked with 2007 and against national benchmarks
- Lessons to be learned

# Methodology

- Synergy Connections were engaged to undertake a telephone survey during November 2009 to January 2010
- 1865 eligible general and sheltered customers were surveyed
- Supported customers were excluded in line with STATUS guidelines
- A maximum of 11 calls were made to each number (clear refusals were not recontacted)
- A prize draw was offered as an incentive to complete the survey
- Although the callers followed a very rigid questionnaire format, feedback was captured and reported daily to the Association, eg a repair, change of circumstances etc and processed by the appropriate section or officer

## Response Rates

- 992 responses were received = 42% of the eligible stock.
- This compares to 41% in 2007
- 18% of responses were from BME customers compared to 12% in 2007

## Questionnaire Design

- We utilised the NHF STATUS survey to allow further benchmarking with previous years, our peer group and also data for the annual RSR
- We also included a question on satisfaction with new build a new requirement for the RSR
- The telephone survey followed the questions and responses that appear in the paper format.

- Key questions include those relating to the
  - Household
  - Neighbourhood
  - Communication with SVHA
  - Repairs Service
  - VfM
  - Overall satisfaction and improving services

## Key Findings

<b>RSR KEY PERFORMANCE INDICATORS</b>	<b>2007 Survey</b>	<b>2009 Survey</b>	<b>2008/9 Nat Av</b>	<b>TSA Quartile</b>
Tenant Satisfaction overall	76%	<b>91%</b>	80.40%	1
Tenant satisfaction with views being taken into account	55%	<b>72%</b>	62.80%	1
Tenant satisfaction with repairs and maintenance	70%	<b>84%</b>	76%	1

- In each key area 8% - 10% improvement on 2007 for the National average
- 14% - 17% overall improvement on the SVHA 2007 survey three key indicators

## **KEY FINDINGS**

### **The Repairs Service**

- 84% of customers express satisfaction with the repairs service
- This is 8% higher than the national average
- 98% of respondents had reported a repair in the last 12 months
- 89% said they were told when a contractor would call, with 93% expressing satisfaction with the attitude of the worker
- Of those reporting a repair 90% were satisfied with the overall quality

## **General Condition of Property**

- 92% respondent that they are satisfied with the general condition of their property

## **Neighbourhoods**

- 89% expressed satisfaction with their neighbourhood

## **ASB**

- 13% of respondents reported ASB in the last 12 months of these
  - 75% of these felt it was easy to get hold of the right person
  - 73% felt that staff were helpful
  - 51% felt that their problem was dealt with
  - 63% felt they were kept informed
  - 58% were satisfied with the speed that the report was dealt with

## **Contact and communication**

- 93% of those contacting the Association did so by phone, 12% emailed, 9% wrote and 5% visited an office
- 79% found it easy to get hold of the right person, but 16% felt it was difficult
- 86% felt staff were helpful

## **Consultation and Involvement**

- 90% felt the Association was good at keeping customer informed, compared to 82% in 2007
- 72% of respondents were satisfied that their view were being taken into account, the National Average for our peer group is 62%

## **Value for Money**

- 88% of customers feel their rent offers value for money

- A further 7% did not have any opinion either way

## **Satisfaction with New Home**

- 89% expressed satisfaction with their newly built home
- Only 3 out of 66 expressed dissatisfaction

## **Lessons to be learned/Key messages**

- Satisfaction levels overall have improved with many % reaching in excess of 90%, or 9 out of 10, therefore we need to continue with service improvements as we have in the past two years
- Repairs satisfaction has increased following the Maintenance Review from 70% in 2007 to 84% in 2009. An increase of 14% in a 3 year period
- Following the major investment in the properties during 2009, satisfaction levels with customer homes rose to 92%

- Repairs service and improvements to homes were to 2 areas customers felt to be of most importance in 2007. The above figures illustrates we have addressed to customers satisfaction
- There are high levels of satisfaction for being involved and communication which demonstrates the Resident Involvement Strategy that was developed is achieving its goals. This has further been enhanced by the reorganisation of the Operations Team
- ASB – only 13% of customers responding had reported ASB in the past 12 months, it is often a challenging area with solutions not always meeting customer's expectations. This was one area where satisfaction levels were reported lower than other areas, especially in relation to contact and communication
- Getting the right person – 16% felt it was difficult to get the right person and while 94% of people stated they use the phone as the main point of contact, we need to review this area

## SUMMARY

- In all key areas we have achieved between 14% and 17% improvement on the SVHA 2007 survey
- In all the key areas for the RSR we are now in the UPPER quartile
- OVERALL TENANT SATISFACTION FOR THE ASSOCIATION IS NOW 92%