

Theme Report: Customer Engagement



November 2018

Listen →

Purpose – of the theme

The purpose of this theme is to ensure our Theme Planner (the list of the six themes we aim to explore throughout the year) reflects customer tenants' requirements, we need to ask customer tenants what themes they would like to see included in 2019

Why – undertake this theme?

We remain constantly aware that the best way to improve our services to customers, is by listening to our customer tenants

What – are our lead questions?

Q1 Over the past 12 months, have you taken part in:

- an ateb community day
- an ateb survey
- ateb's Big Day Out
- a group session run by someone from ateb
- visited the ateb digi-van

Q2 If not, was this because:

- the date or times weren't convenient for you
- you didn't want to
- you didn't know about it
- any other reason eg transport/disability etc

Q3 What improvements to our services to you would you like us to explore in 2019?

Q4 What age category do you fit into:

- **Under 25**
- **25 – 45**
- **46 – 65**
- **Over 65**

Who – did we want to hear from?

As many ateb customer tenants as we could

When – did we undertake the survey?

Throughout October 2018

How – did we get the data?

Face to Face meetings; phone questionnaires; social media sites; community events & home visits

Understand →

Thank you for your support!

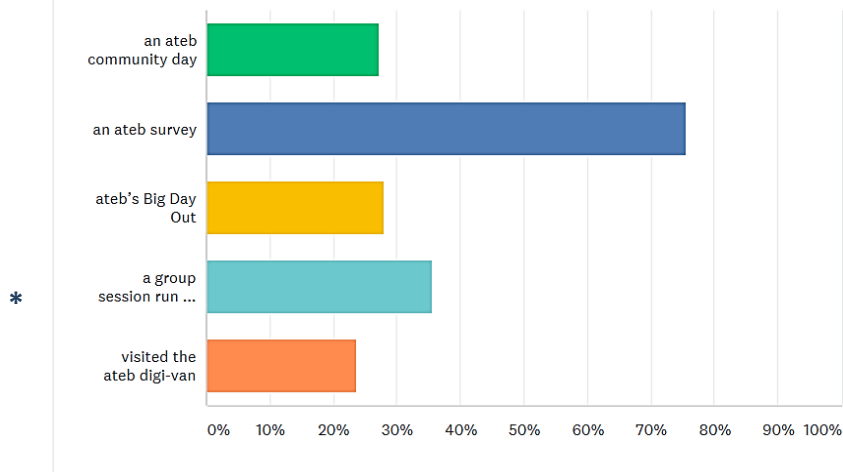
We received information from **317** of our customers, about 75% of whom were under the age of 65.

These were the responses our e2i Co-ordination Team received:

Q1

Over the past 12 months, have you taken part in:

Answered: 118 Skipped: 199

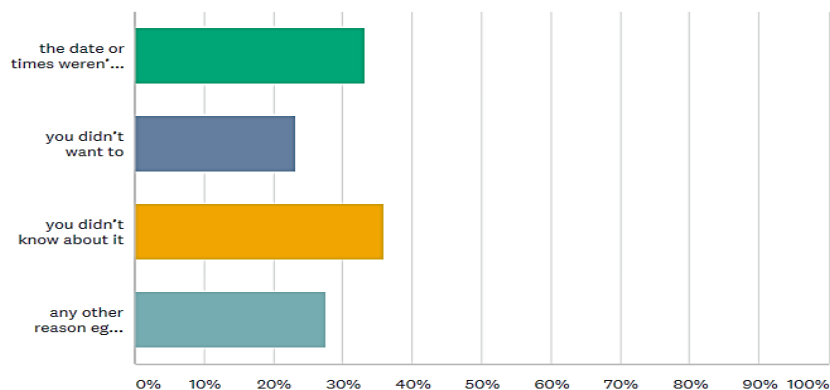


* a group session run by ateb

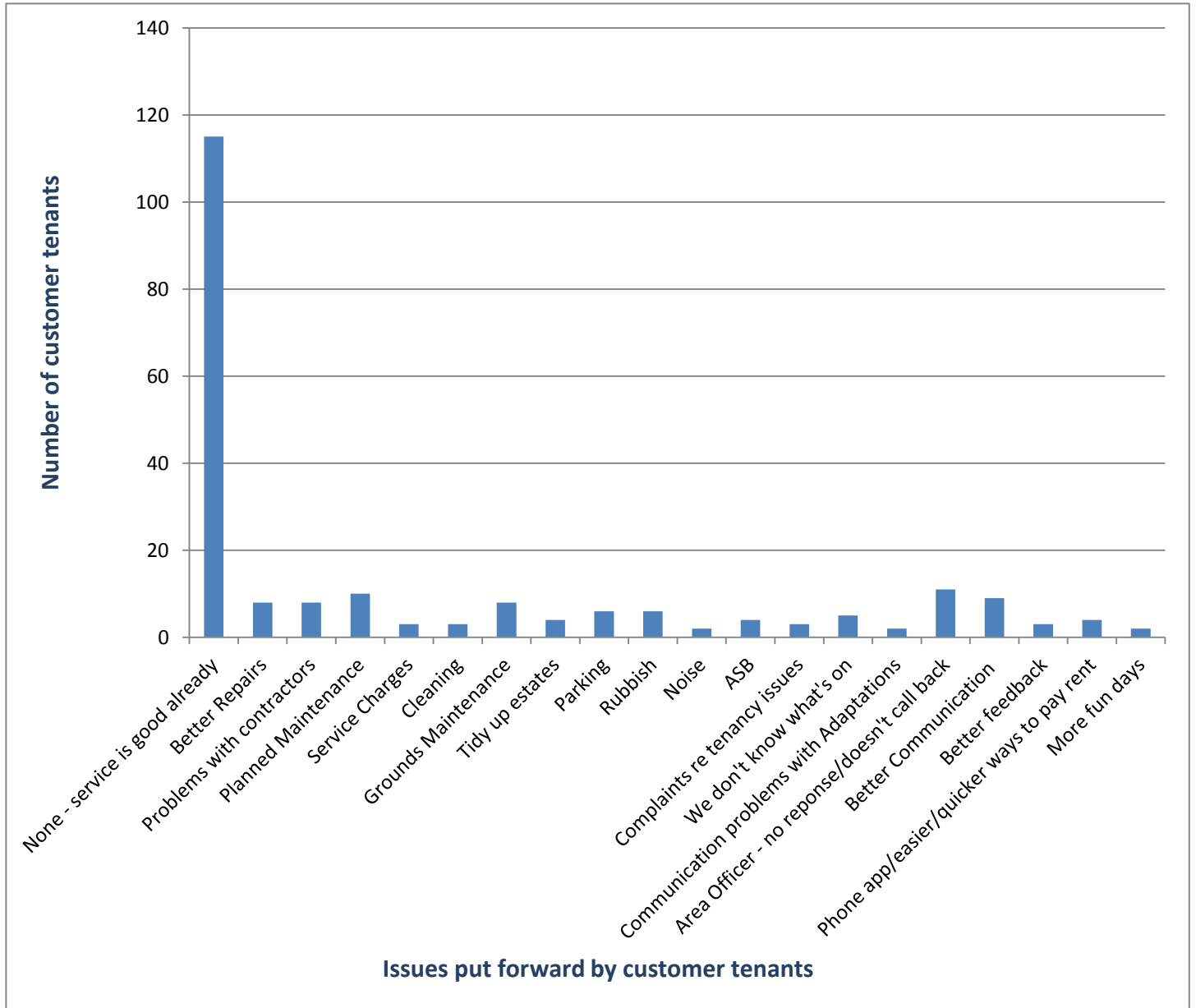
Q2

If not, was this because:

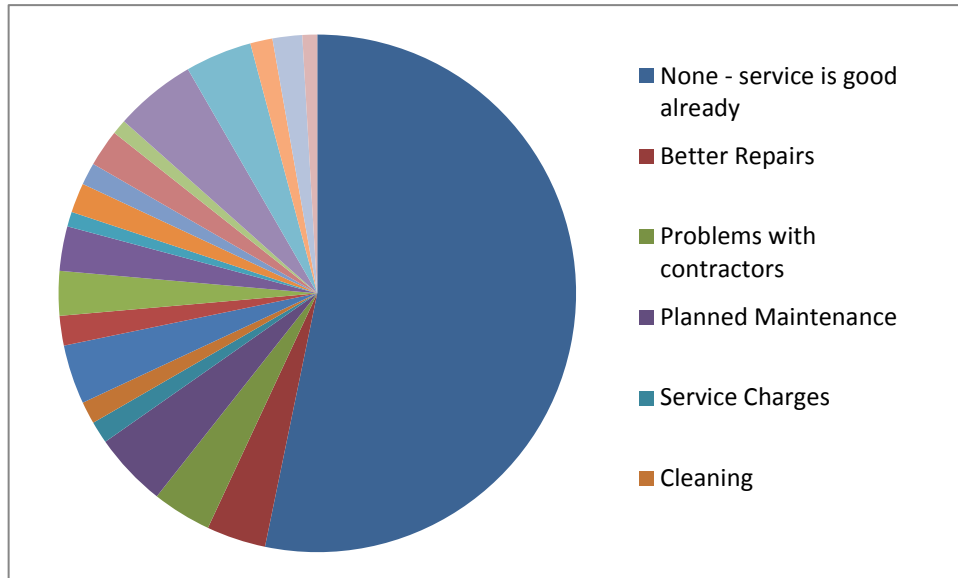
Answered: 228 Skipped: 89



Q3 What improvements to our services to you would you like us to explore in 2019?



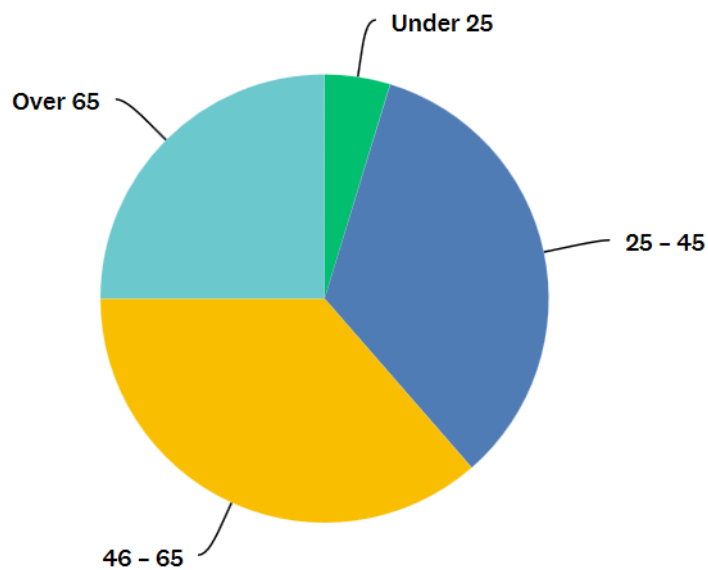
Looking at the responses in a different way, the pie-chart below shows that about half of the 178 responses simply say that the tenant is happy with the current service. The other half shows a myriad of issues shared by a few.



Q4

What age category do you fit into?

Answered: 316 Skipped: 1



These were some of the comments we captured having asked, “What improvements to our services to you would you like us to explore in 2019?”

- Think service is very good, happy with current situation
- Introduce a phone app to pay rent and get information etc
- More fun days like these
- None, except Area Officer call backs seem difficult to happen
- Paint the front of my house, keep your promises
- Never had a complaint in all the years I have lived here. 1st class
- Nothing, things repairs are fast and everyone is very pleasant
- Ground Maintenance lets you down. Issues all over my estate
- Advertise these events better, I would like to go but not heard anything
- Think you are all great - no complaints
- I struggle to speak to my area officer
- Make sure rent letters are standardised and plain English
- Get back in touch - follow up phone calls. Everything else is good
- More of a personal touch with problems and ASB issues
- Generally some of the internal team are great, others do let the service down
- Paid for handyman service would be very helpful
- Get Area Officers to return calls
- Think the service is very good, working to high standards
- Estate management, general maintenance of fencing etc
- More cleaning for flats
- Complaints about tenancy issues being met

Summary:

The survey shows that customer tenants *are* getting involved, but that we need to advertise our events more. The most involvement is occurring through the surveys.

It's rewarding to see that this method of involvement is including a wide range of customer tenants.

Although this survey focussed on Customer Engagement, given a free rein, people still highlighted poor communication channels as one of their top concerns.

We have been able to add to our list of customer tenant concerns to explore in 2019, which was one of the aims of this survey

It's good to see that just over half of the people listened to felt that they had no concerns.

Deliver →

Based on the e2i theme findings we intend to undertake the following **Improvement Actions:**

1. More members of staff to get involved in running the surveys
2. Find more ways to advertise theE2I events: hold more ad hoc conversations with tenants re events at every possible chance
3. Use the once a year post-out to all tenants to advertise your events eg the Xmas hamper, community events & Tenants' Panel
4. Use colourful envelopes to entice tenants to open them
5. Emphasise to Executive Management Team that communication is still flagging up as the most major cause of concern from customer tenants & focus on improving this area

Learn →

Over the course of this e2i theme we have specifically learnt the following:

- 1/ that we need to share out the workload of running the surveys a lot better, representing an all-company approach to this method
- 2/ that we need to advertise our events better
- 3/ that communication between customer tenants & ateb is an on-going issue
- 4/ that using surveys is enabling ateb to hear the voices of far more customer tenants than ever before

We really appreciate all those involved in this theme review. Need to know more or raise an issue? Drop us an email: ailinor.evans@atebgroup.co.uk Visit our website: www.atebgroup.co.uk Pop in and see us at Meyler House, St Thomas Green, Haverfordwest, Pembrokeshire SA61 1QP or text me 07500 446611
