

## Customer Satisfaction Survey 2019/2020

In January 2020 we asked you to tell us what you think of the services provided by One Manchester in our annual satisfaction survey sent to all tenants and leaseholders. This also included those of you in market rent properties for the first time this year.

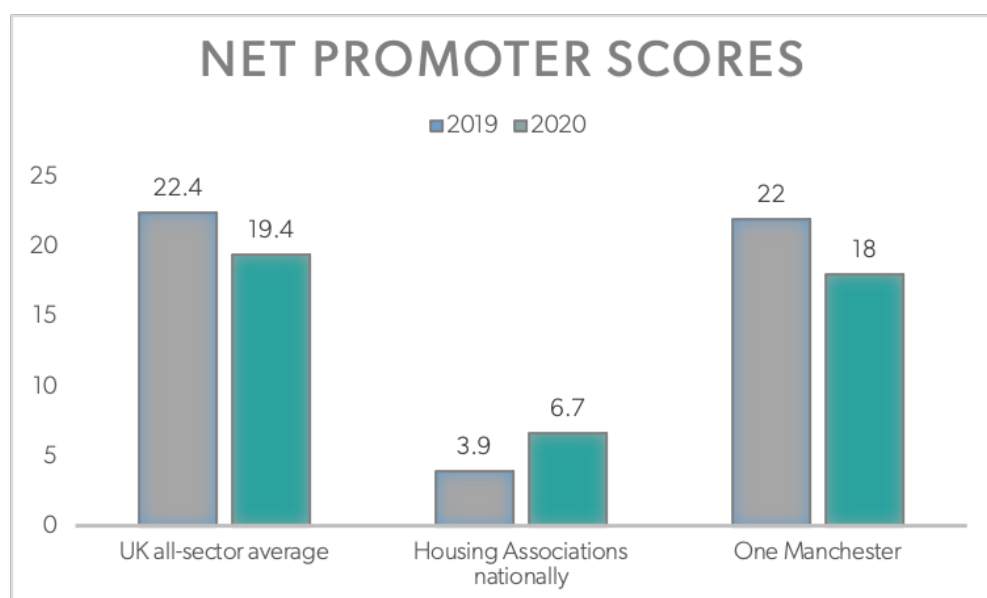
We asked an overall satisfaction question *'Taking everything into account, how satisfied or dissatisfied are you with the service provided by One Manchester?'* The overall percentage has dropped by 3.4% compared to 2019 and 2.1% compared to 2018.

This does reflect the national mood. Research by the Institute of Customer Service shows that customer satisfaction nationwide has continued to decrease across most sectors. This has focused our efforts to continue to act on your feedback and to work with you to improve our services.

	Very Dissatisfied	Fairly Dissatisfied	Neither	Fairly Satisfied	Very Satisfied	Satisfied
<b>2020</b>	12.7%	9.9%	9.7%	32.8%	34.9%	67.7%
<b>2019</b>	10.7%	10.7%	7.5%	33.6%	37.5%	71.1%
<b>2018</b>	9.3%	10.8%	10.1%	36.7%	33.1%	69.8%

### Net Promoter Score

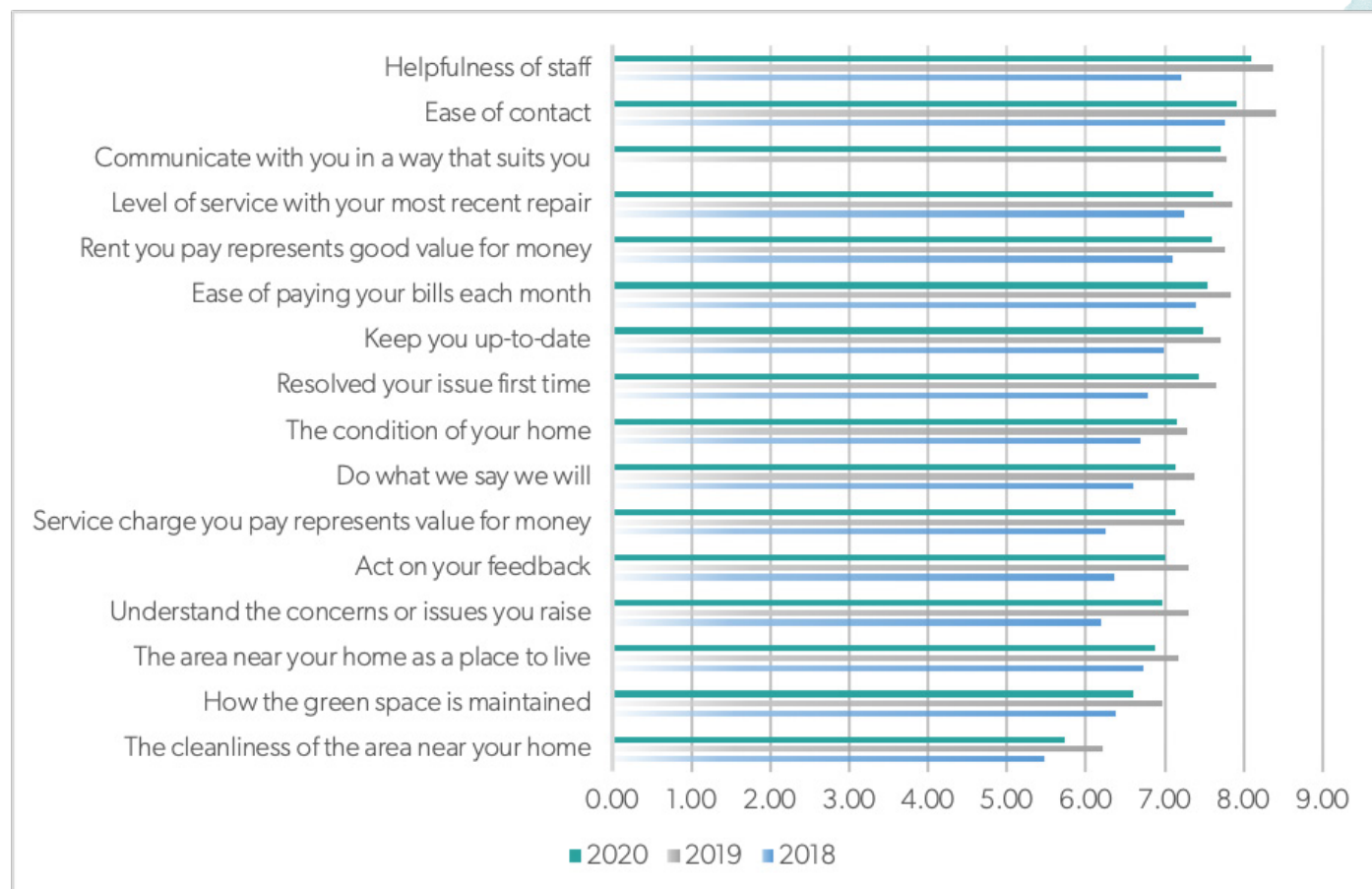
We continue to use the Net Promoter Score to measure customer satisfaction and loyalty. The score is based on the question 'How likely are you to recommend (the organisation) to a friend or relative?', and the NPS can be as low as minus 100 or as high as 100. A positive score of 50 is viewed as excellent, whilst negative scores are seen as poor. Our 2020 score of 18, although 4 points lower than last year, is 11.3 higher than that of housing associations nationally, and 1.4 below the all sector UK average (based on national research in the UK Customer Satisfaction Index January 2020).



## Overall average scores comparison

This chart shows the overall average score for each question asked in 2018, 2019 and now 2020.

As with the overall satisfaction score, unfortunately the average score for each question has dropped in 2020 compared to 2019. However, the average scores are higher across the board than they were in 2018. Four questions score less than 7 this year (see the last four on the chart below), one of these (cleanliness of area) scores less than 6.



## Top three areas to improve

We asked you to indicate which things you want to see improved from a list provided. The top three remains the same for the second year running.

Improvements	2019		2020	
	No.	%	No.	%
Keep my area cleaner	404	15.0%	385	12.8%
Make it easier to contact right person to help me	328	12.2%	307	10.2%
Resolve problems more quickly	294	10.9%	295	9.8%

## The importance of these things to you

To better understand your priorities, we asked you not only how satisfied you are with certain things, but also how important those things are to you.

The bigger the gap, the bigger the concern. This table shows the top five areas for 2020 and how they scored last year:

Importance Gap	2020	2019
Cleanliness of the area near your home	2.20	1.72
Do we understand the concerns or issues you raise	1.59	1.29
We act on your feedback	1.58	1.14
Area near your home as a place to live	1.56	1.29
Condition of your home	1.46	1.50

The gap between the satisfaction level and the importance level has increased for the first four areas listed compared to 2019. Whilst this isn't great news for you or us, this will help us focus our efforts.

## You said, so we got it done

Last year we outlined some things we were planning to do in the period up until the end of March 2020, following analysis of the 2019 survey results. Here's a summary of what we achieved:

### Action

Further development of our customer engagement network to ensure the customer voice is central to service improvement and development.

### Outcome

We have signed up as an early adopter of the Together with Tenants (TWT) Charter. We have been busy engaging with more of you and asking you to get involved on a regular basis, and will be developing a Digital Engagement Platform in the coming months to make this even easier. We have successfully recruited new scrutiny panel members and agreed with them a change of remit with a focus on the commitments in the TWT Charter. This year we are developing our customer voice strategy with your input and will be working with you to co-create services going forward.

### Action

Complaints training for all managers to improve how complaints are handled and how effectively we learn from them where we get something wrong.

### Outcome

In the summer of 2019 managers received the complaints training. In addition to this we have established a central complaints team tasked with overseeing all formal complaints and making sure that stated actions happen on time. The team also looks to understand root causes of complaints and to suggest and implement improvements as a result. We have also reviewed our complaints policy and process and have rolled out an improved version which went live earlier this year. The new policy makes it even clearer how we handle complaints, what the various stages are and what that means for you.



### **Action**

Development of key performance measures for our grounds maintenance service

### **Outcome**

We consulted with you in the autumn of 2019 on the development of service standards. Following this consultation period, we now have an agreed set of service standards for grounds maintenance, known as open spaces service standards. As part of this exercise we also revised the independent living scheme, caretaking and mobile cleaning service standards. This year we are developing a new performance framework and the measuring of these standards will form part of that piece of work.

### **Action**

Review and consultation around our service standards so you know what level of service to expect when you contact us.

### **Outcome**

Included in the autumn consultation exercise was a review and refresh of the general One Manchester service standards. With your valuable input, we now have a draft set of service standards. We plan to get further feedback from you on these so we can publish a meaningful set of standards to which you will be able to hold us. That exercise is continuing this year.

### **Action**

Completion of our operative multi-skill training programme.

### **Outcome**

The multi-skill refresher training programme was completed in 2019 for building services operatives. This has enabled us to complete some jobs in a quicker timeframe without the need to always book multiple trades. We are looking to expand upon this training in the near future.

### **Action**

Identification of areas for environmental improvements - we are planning a large and long-term environmental project.

### **Outcome**

Unfortunately, this project has been put on hold. We had planned to start it earlier this year, but the coronavirus pandemic has meant we have had to put a temporary halt to many projects and work practices. These will be reviewed in the coming months as restrictions are lifted and our budget capacity is assessed.

## **What's happening now and in the future?**

Here are some of the things happening this year:

- Development of the customer voice strategy
- Continuation of the Together with Tenants project and action plan
- Development of a Digital Engagement Platform for customers
- Close working with the facilities team (caretakers and cleaners) to develop ways to better tackle the issue of fly-tipping and untidy areas
- Review of the methods and how often we measure customer satisfaction