



SATISFACTION SURVEY PERFORMANCE REPORT

FOR QUARTER TWO 2008/09

CARETAKING & CLEANING SERVICE

PREPARED BY: SERVICE IMPROVEMENT TEAM



Ealing Homes

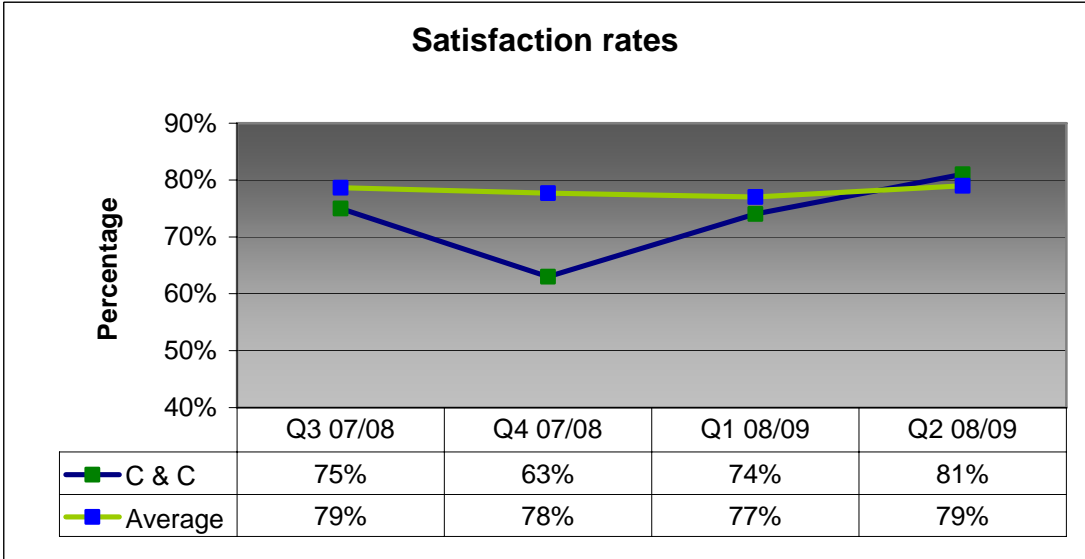
QUALITY • SERVICE • VALUE

Caretaking and Cleaning Satisfaction Survey – Q2 (Jul-Sep) 2008/09

Main Findings

Satisfaction with service provided by the Caretaking and Cleaning team

The overall satisfaction with the Caretaking and Cleaning service among respondents is at 81%, a solid increase from the satisfaction level last quarter (74%).



Average = based on average of all surveys in the Quarter

Profile of Dissatisfied Residents

A summary of dissatisfied tenants are as follows:

- Just 3% of satisfied respondents found it difficult to get hold of right person, compared with nearly 50% of dissatisfied respondents.
- Almost every single respondent who reported overall dissatisfaction was dissatisfied with the overall cleanliness of the internal communal areas of their estate, whereas satisfied respondents had 96% satisfaction with the cleanliness of the internal communal areas – this is a key driver.
- 87% of satisfied respondents were satisfied with litter picking, but only 29% of dissatisfied respondents were satisfied.
- While approximately two thirds of satisfied residents felt they were informed of the expected cleaning standards, just 8% of dissatisfied residents felt similarly informed, suggesting that communicating standards in this area is important.
- Satisfied respondents are twice as likely to know who their caretaker is, though disinterest levels are similar.

Key Driver findings

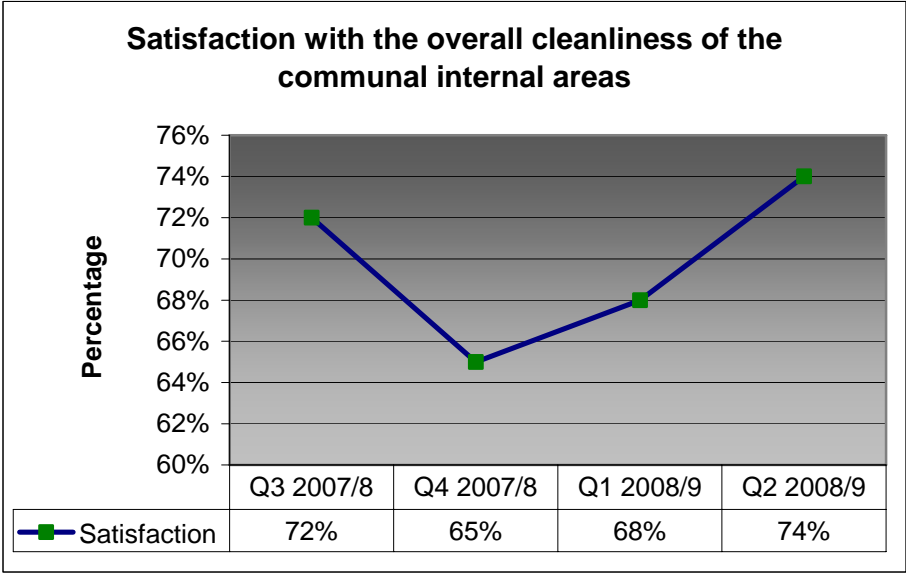
This section offers a more directed focus on the factors that show the strongest relationship to overall satisfaction. Though many factors are relevant to the service provided by the Caretaking & Cleaning team, some have a much stronger link to overall satisfaction than others, and by identifying and targeting these areas a more effective service may be provided to residents which in turn should increase overall satisfaction.

Analysis was completed recently on the drivers that influence overall satisfaction with the Caretaking & Cleaning service. Each question was assessed for its correlation to overall satisfaction, indicating areas that are important for Ealing Homes to achieve high satisfaction in to achieve high overall satisfaction. Strong correlations, which require the closest attention, were found in:

- Satisfaction with overall cleanliness of the internal communal areas
- Getting hold of the right person
- SLA services with LBE - Litter picking, Bulk refuse removal, Graffiti removal, Abandoned vehicles removal, Refuse collection
- Helpfulness of the caretaker

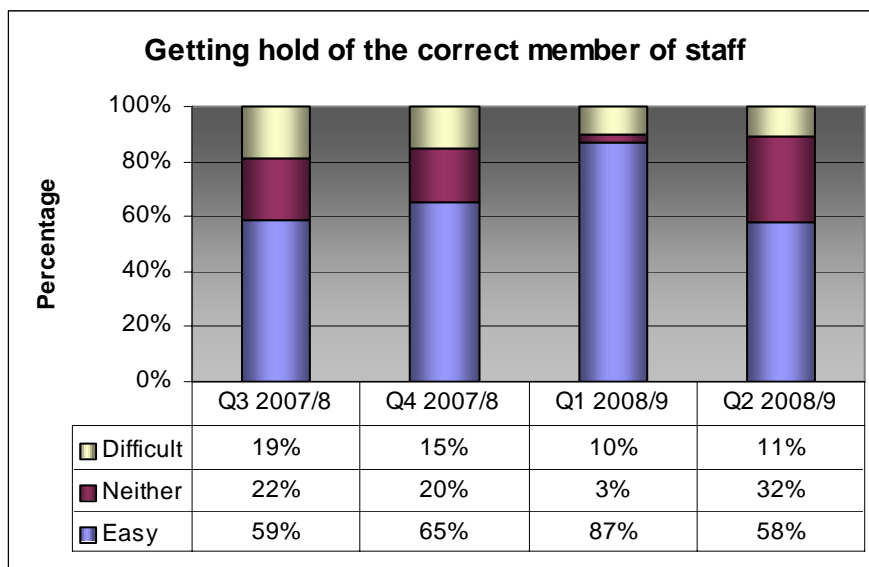
Satisfaction with the overall cleanliness of the internal communal areas

The percentage of residents satisfied with the overall cleanliness of their internal communal areas improved again this quarter, up to 74%. This aspect is strongly correlated with overall satisfaction, and as we see here the increase in satisfaction with this aspect is matched by the increase in overall satisfaction. Dissatisfaction here will almost certainly lead to overall dissatisfaction.



Getting hold of the correct member of staff

Many more respondents were neutral in their response to this question, leading to a sharp decrease in the proportion who found it easy to get hold of staff, if not a rise in the proportion who found it difficult. Dissatisfied respondents reported much greater difficulty in getting hold of the right person.



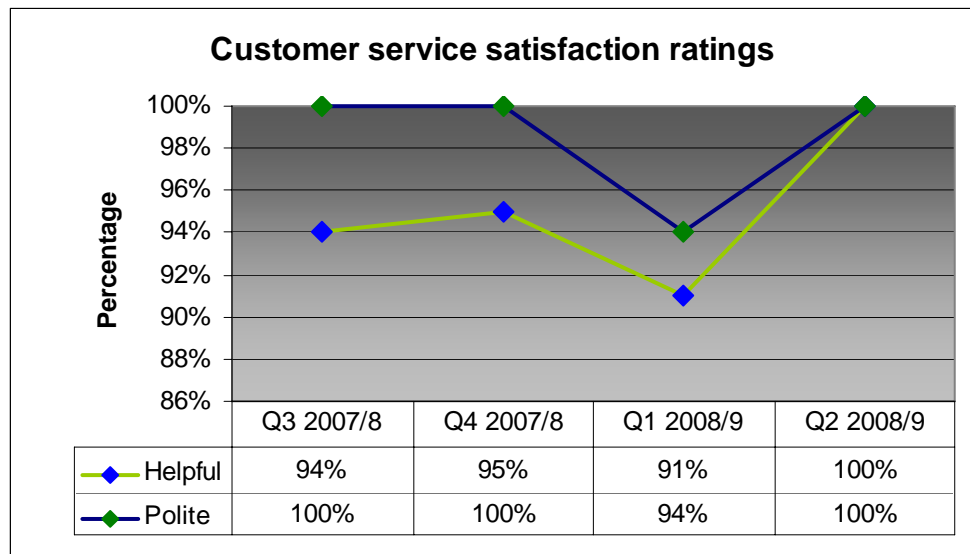
Performance on services

Most services have achieved increases in their satisfaction level, which is a positive result considering that all services in the table below (except communal grass cutting) are strongly correlated with overall satisfaction.

Services	Q3 2007/08	Q4 2007/08	Q1 2008/09	Q2 2008/09
Abandoned vehicles removal	89%	82%	82%	81%
Communal grass cutting	90%	85%	88%	87%
Graffiti removal	79%	70%	78%	84%
Litter picking	71%	61%	68%	73%
Bulk refuse removal	81%	68%	73%	79%
Refuse collection	88%	83%	77%	89%

Customer Service Ratings

Tenants' perception of staff's courtesy and assistance is unanimously positive this quarter, an excellent reflection upon the staff concerned. This satisfaction with customer service is reflected in the increase in overall satisfaction.

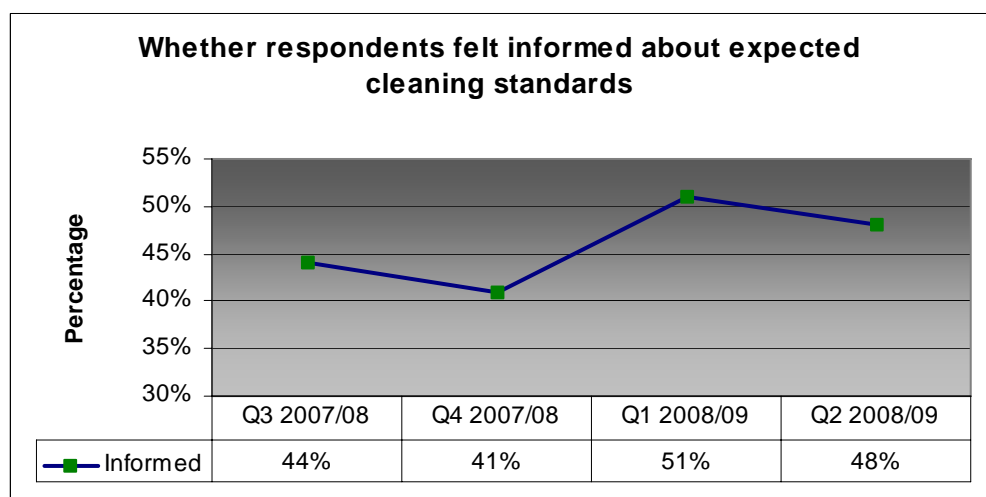


Other findings

The remaining questions were not found to be as significant as the questions in the preceding section in correlating to overall satisfaction. They are still nevertheless useful for identifying potential areas of dissatisfaction and trends in perceptions of the Caretaking & Cleaning service's performance.

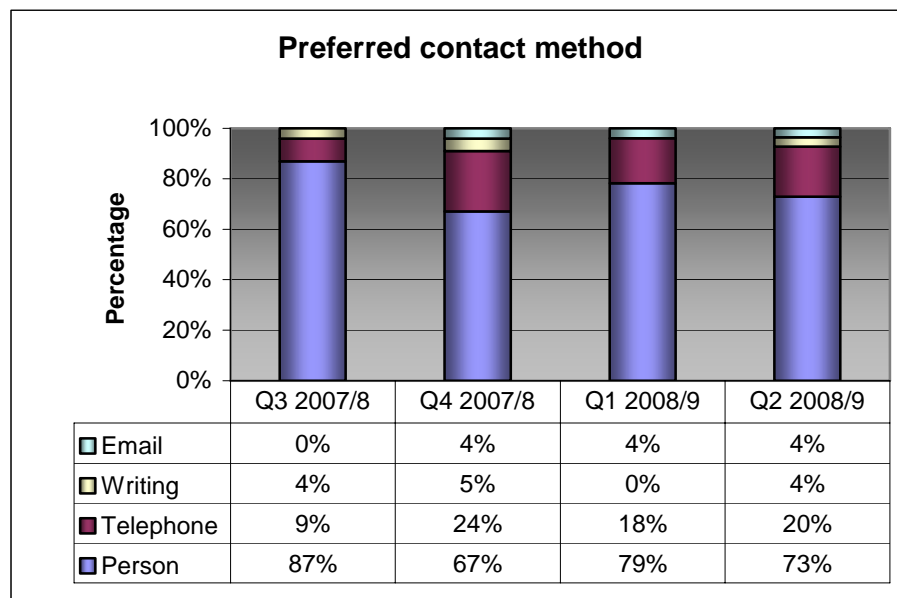
Information about expected cleaning standards

There was a slight dip this quarter in the proportion of respondents who felt appropriately informed about the expected cleaning standards after a good improvement last quarter.



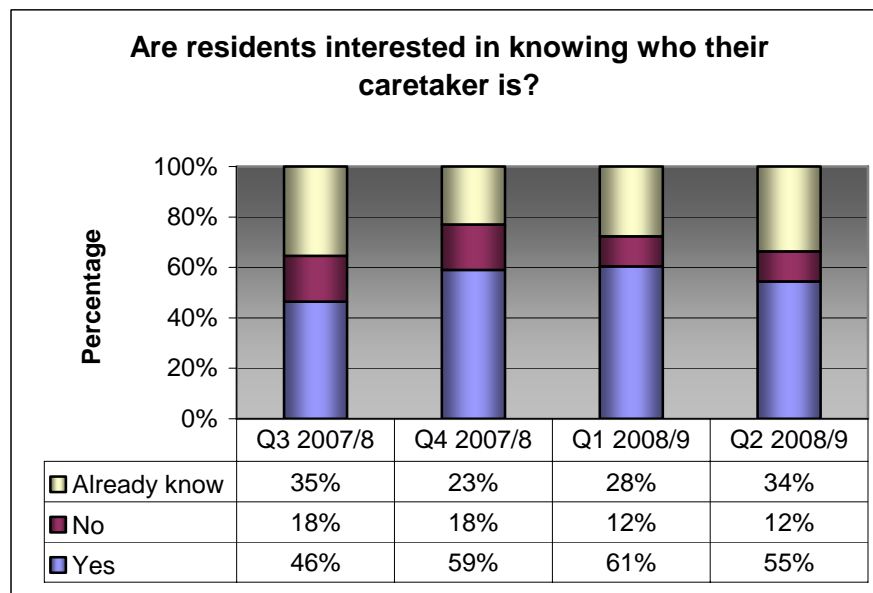
**Contact with
Caretaking and
Cleaning team**

Personal contact remains overwhelmingly the most common communication method this quarter.



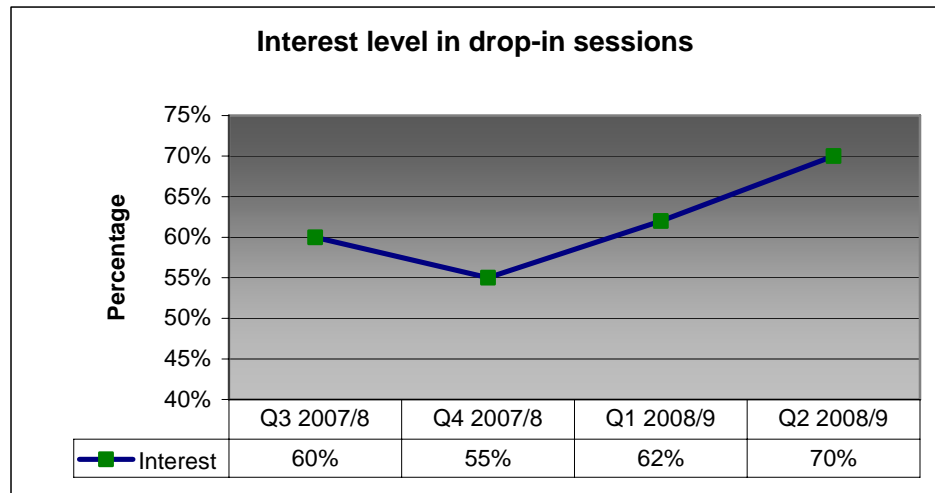
**Knowledge of
caretaker**

This quarter sees an increase in the proportion of respondents who already know who their caretaker is, the highest figure in three quarters at 34%. The people who are disinterested in knowing remains the same.



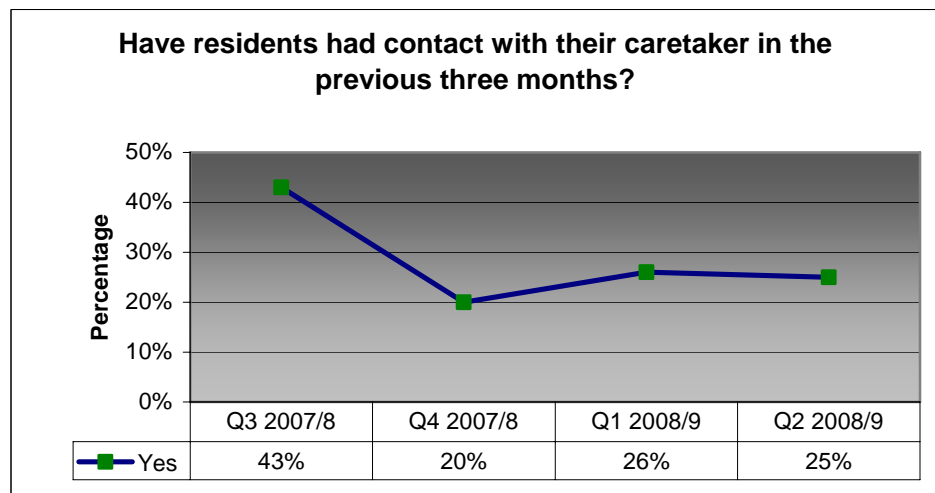
Drop-in sessions with staff to discuss problems

Interest from residents regarding drop-in sessions continues to increase this quarter, with interest at a year-high of 70%.



Contact with caretaker

The percentage of respondents stating that they have had contact with their caretaker remains relatively steady at 26%, well down from the 43% in Q3 2007/08.



Feedback/Improvements/Actions

Areas of concern

The following are areas of concern:

- The proportion of respondents who found it easy to get hold of staff dropped from 87% to 58% this quarter, a large decrease for an important aspect of satisfaction
 - A slight decrease in the proportion of respondents who felt uninformed about expected cleaning standards after a good increase in the previous quarter. This issue is particularly acute for dissatisfied respondents, with only 8% of them feeling appropriately informed
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Areas of improvement

The following are areas of improvement:

- A good improvement in the overall satisfaction level, from 74% to 81%
 - A solid increase in number of respondents who are satisfied with the overall cleanliness of internal communal areas
 - Improvements in the satisfaction ratings for most of the services (and no significant decreases), including a particularly good improvement in satisfaction with refuse collection after poorer performance in the previous quarter.
 - Satisfaction ratings for both helpfulness and politeness are at 100% among respondents.
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Actions from Quarter 1

Estate Services managers provided the following feedback to the Quarter 1 survey results:

- Will be meeting with Clean and Green and raising with them issue of tenant satisfaction in refuse collection progressively falling over the last 4 quarters to find out if there is an underlying reason for this.
 - 5% increase from last quarter's sample makes the increase in overall satisfaction from 63% in Qtr 4 to 74% in Qtr 1 more encouraging. The initiative of using CSAs to increase the sample size is working well.
 - Bi-annual jet washing programme of bin and chute areas has now commenced.
 - New 4 cleaning standards booklet has now been published and will be rolled out to Caretaking staff.
 - Cleaning schedules now in the blocks of all major estates.
 - Seniors have been asked to increase monitoring to raise standards in caretaker performance
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Feedback from Manager for Quarter 2

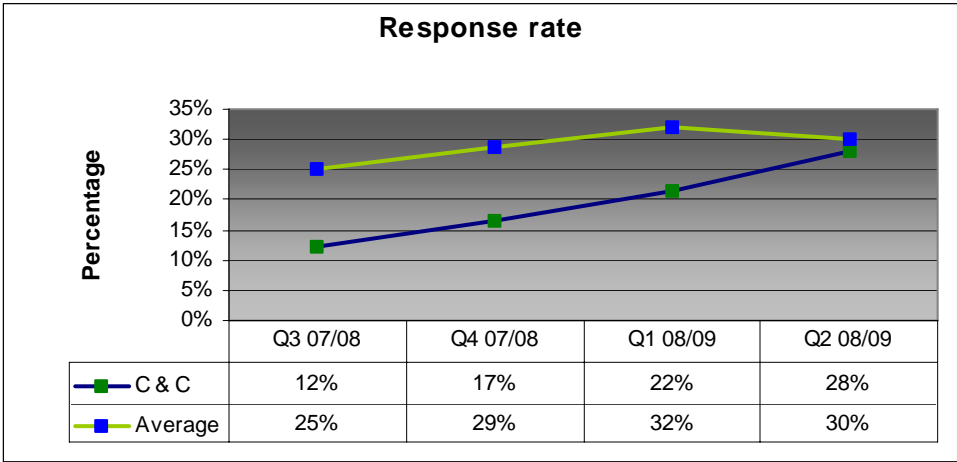
Estate Services managers provided the following feedback to the Quarter 2 survey results:

Regarding the drop in respondents getting hold of the right person, this is a disappointing result - the 2 CSAs are the first point of contact and both these officers are very experienced to deal with Estate Service issues. I will be asking my CSAs to ensure that tenants are signposted to the 'appropriate officer' and to chase up call back requests to drive up this satisfaction in this area. We have cleaning schedules now in the majority of our blocks which clearly gives tenants the work our caretakers should be doing each week. We will use the CSAs to refer tenants to this when they call to increase awareness about the service our caretakers provide.

Methodology

Method used The Customer satisfaction survey is based on the STATUS survey. Residents were selected randomly from the resident population, and a postal survey was conducted. The survey was carried out during Quarter 2 2008/09. All responses to the survey have been included.

Response Rate Quarter 2 had a 28% (166/600) response rate, up again from the 22% response rate in the previous quarter in a consistent four-quarter upward trend.



Diversity information The table below shows a breakdown of respondents by selected strands of equality.

Diversity strand		Survey sample	Tenant population
Ethnicity		48% BME	61% BME
Disability		27%	26%
Gender		63% Female	63% Female
Age	21-39	22%	32%
	40-59	34%	37%
	60-70	22%	14%
	71+	22%	15%