



SATISFACTION SURVEY PERFORMANCE REPORT

FOR QUARTER ONE 2009/10

HOME OWNERSHIP SERVICE

PREPARED BY: SERVICE IMPROVEMENT TEAM



Ealing Homes
QUALITY • SERVICE • VALUE

Home Ownership Satisfaction Survey – Q1 (Apr-Jun) 2009/10

Main Findings

Satisfaction with service provided by the Home Ownership team

Overall satisfaction with the Home Ownership service falls to 45% this quarter, the first sub-50% satisfaction result in well over a year.



Average = based on average of all Ealing Homes surveys in the quarter

Profile of Dissatisfied Respondents

A summary of dissatisfied tenants:

- Very few dissatisfied respondents (27%) found it easy to get hold of the right person, when 83% of satisfied respondents found it easy.
- Only half of dissatisfied respondents found staff helpful, compared with every satisfied respondent.
- 100% of satisfied respondents were happy with how their last query was dealt with, with just 35% of dissatisfied respondents feeling happy with their most recent query.
- Dissatisfied respondents had lower satisfaction levels than satisfied respondents with a range of key services, including ASB (47% v 89%), cleaning (25% v 89%), concierge services (44% v 90%) and repairs (18% v 84%).
- 95% of satisfied respondents were satisfied with Ealing Homes overall, compared to 0% of dissatisfied respondents.
- The degree to which respondents felt informed by the Home Ownership team also differed, with 100% of satisfied respondents feeling fully informed and 58% for dissatisfied respondents.

Key Driver findings

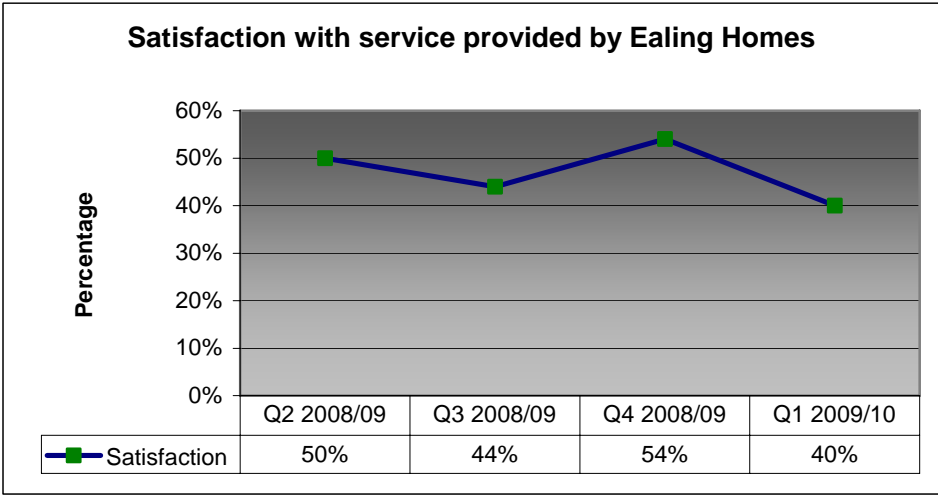
This section offers a more directed focus on the factors that show the strongest relationship to overall satisfaction. Though many factors are relevant to the service provided by the Home Ownership team, some have a much stronger link to overall satisfaction than others, and by identifying and targeting 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 Home Ownership 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:

- Overall satisfaction with Ealing Homes
- Particular services: Concierge services, Anti-Social Behaviour, Cleaning, Repairs
- Information sources
- Particular advice and administration areas: Deeds of postponement, subletting
- Consultation notices
- Staff politeness

Satisfaction with service provided by the Ealing Homes

Overall satisfaction with Ealing Homes among leaseholders declines to 40%, the lowest figure in the past year. This fall in satisfaction with Ealing Homes overall is reflected in the decreased level of satisfaction with Home Ownership services.



Satisfaction rating of the quality of the following services provided

A mixture of results for satisfaction with various services is evident this quarter. Satisfaction has increased with several services, including Concierge services (up to a high of 78%), caretaking, graffiti removal and pest control. Minor decreases are evident in satisfaction with ASB, Cleaning and Repairs and Maintenance.

Service Area	Q2 2008/09	Q3 2008/09	Q4 2008/09	Q1 2009/10
ASB	57%	67%	66%	63%
Caretaking	50%	66%	59%	68%
CCTV	53%	66%	61%	50%
Cleaning	41%	66%	59%	56%
Concierge Services	50%	74%	53%	78%
Gardening	53%	62%	51%	67%
Graffiti Removal	78%	88%	71%	88%
Litter Picking	57%	70%	71%	72%
Pest Control	54%	76%	68%	76%
Repairs & Maintenance	42%	52%	50%	49%

Quality of information via different sources

Responses of 'Satisfactory' or better show satisfaction with different information sources. Satisfaction with all information sources but the handbook reduces this quarter.

Source	Q2 2008/09	Q3 2008/09	Q4 2008/09	Q1 2009/10
Internet	85%	69%	80%	74%
Key Issues magazine	90%	90%	92%	89%
Leaflets	82%	85%	87%	83%
Leaseholder forum	77%	82%	85%	80%
Leaseholder handbook	93%	89%	92%	92%

Home Ownership Advice & Administration

Responses of 'Satisfactory' or better show satisfaction with different advice and administration services. Satisfaction falls with advice and administration services this quarter, except for Deeds of Postponement.

Home Ownership Services	Q2 2008/09	Q3 2008/09	Q4 2008/09	Q1 2009/10
Subletting	64%	75%	79%	75%
Building Insurance	78%	83%	93%	88%
Deeds of Postponement	77%	81%	80%	93%
Alterations	56%	75%	67%	65%

Major Works Team

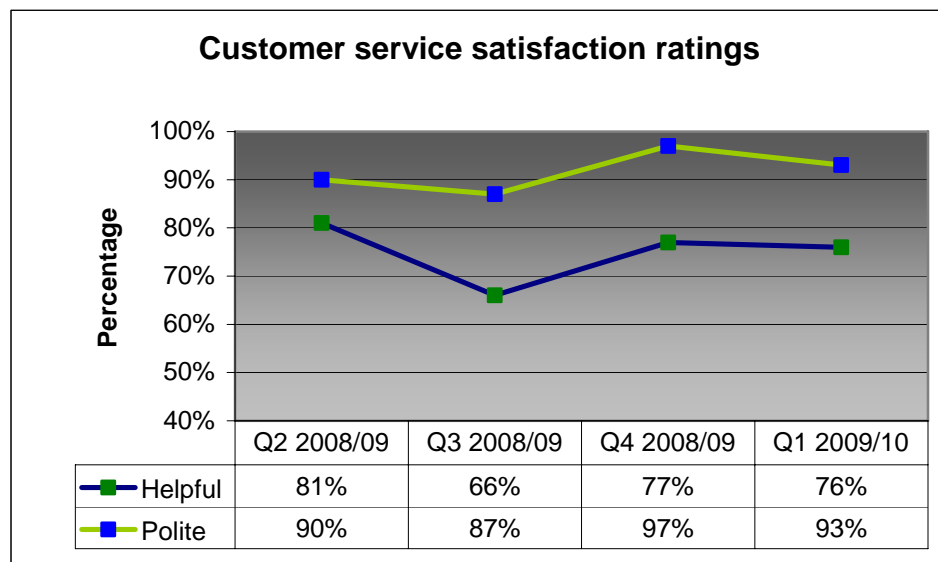
Responses of 'Satisfactory' or better show satisfaction with Major Works Team services. This quarter sees a series of slight reductions in satisfaction with the quality and comprehensibility of major works team notices.

Invoices and Consultation Notices for Works	Quality and Content			
	Q2 2008/09	Q3 2008/09	Q4 2008/09	Q1 2009/10
Consultation Notices	66%	72%	75%	72%
Invoices	67%	72%	73%	71%
Works to Common Parts	47%	59%	65%	52%

Invoices and Consultation Notices for Works	Easy to Understand			
	Q2 2008/09	Q3 2008/09	Q4 2008/09	Q1 2009/10
Consultation Notices	69%	70%	77%	75%
Invoices	71%	75%	71%	69%

Customer Service Ratings

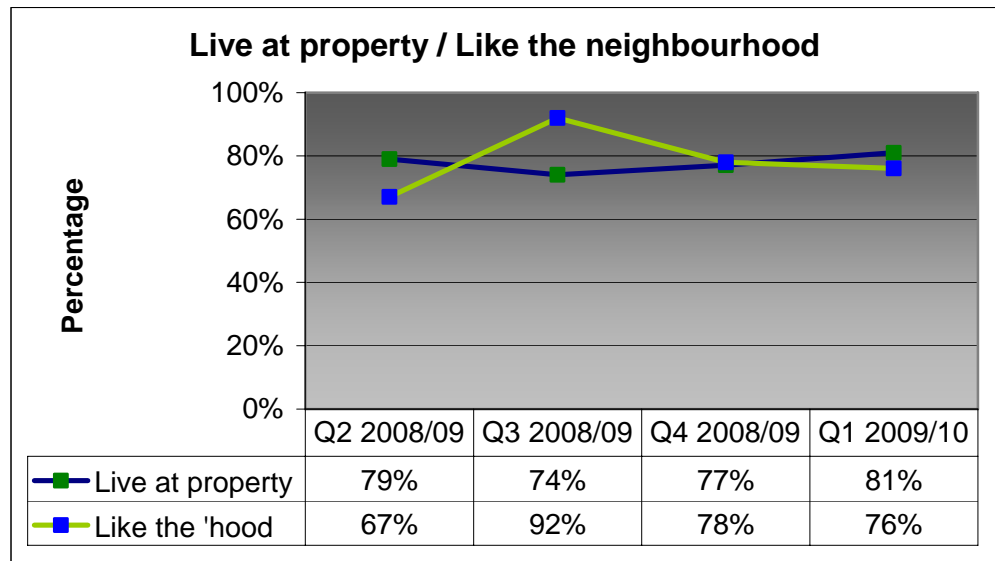
There are minor reductions in the satisfaction with customer service from the Home Ownership team this quarter. Helpfulness holds at 76% while perceived politeness is received in 93% of cases.



Other findings

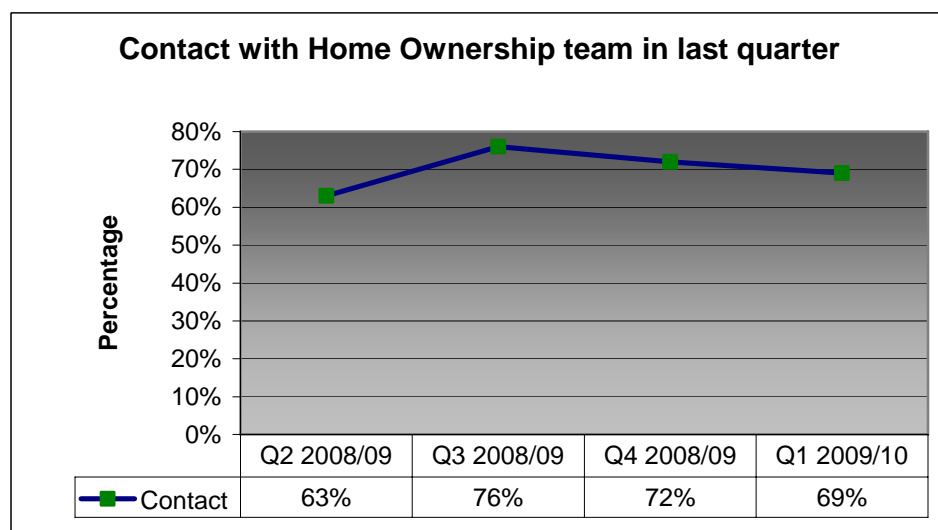
The remaining questions were not found to be as significant as the questions in the preceding section in correlating to overall satisfaction. They are still nevertheless useful for identifying potential areas of dissatisfaction and trends in perceptions of the Home Ownership team's performance.

Resident at the property The proportion of respondents who like the neighbourhood they live in has decreased this quarter, down to 76% from a high of 92% of respondents. The proportion of respondents who live at the property is up slightly to 81%.



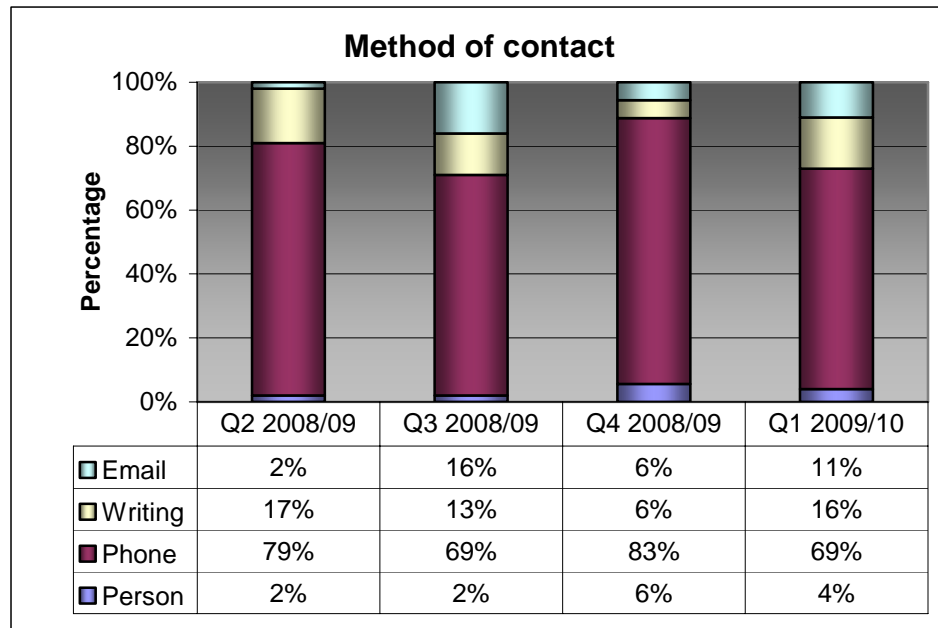
Contact with Home Ownership team

The percentage of respondents in recent contact with the Home Ownership team moves down slightly to 69%.



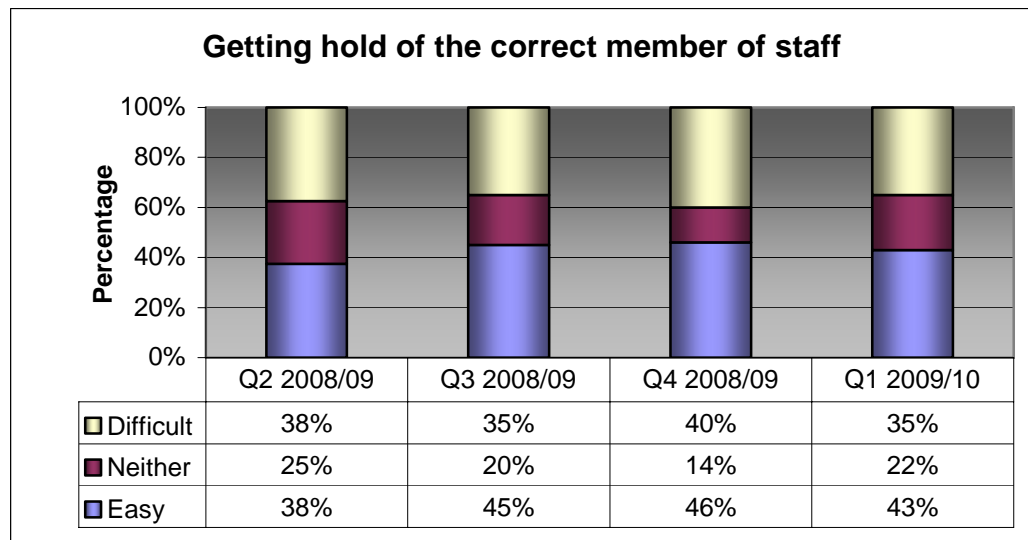
Method of Contacting with Home Ownership team

The preferred method of contact among the majority of respondents remains telephone by a considerable margin this quarter.



Getting hold of the right member of staff

There is a slightly reduced proportion of respondents who found it easy to get hold of the right member of staff this quarter, though a similar decrease in those who found it difficult.



Service Charge Team

Responses of ‘Satisfactory’ or better show satisfaction with the Service Charge team’s services. Reductions in satisfaction are observed across the range of invoices.

Invoices and Service Charges	Quality and Content			
	Q2 2008/09	Q3 2008/09	Q4 2008/09	Q1 2009/10
Estimated Invoices (sent in March)	66%	75%	75%	69%
Statements (sent half-year)	77%	77%	83%	75%
Final Accounts (sent in Sept)	65%	70%	77%	67%

Invoices and Service Charges	Easy to Understand			
	Q2 2008/09	Q3 2008/09	Q4 2008/09	Q1 2009/10
Estimated Invoices (sent in March)	69%	71%	80%	74%
Statements (sent half-year)	80%	77%	86%	71%
Final Accounts (sent in Sept)	68%	74%	76%	73%

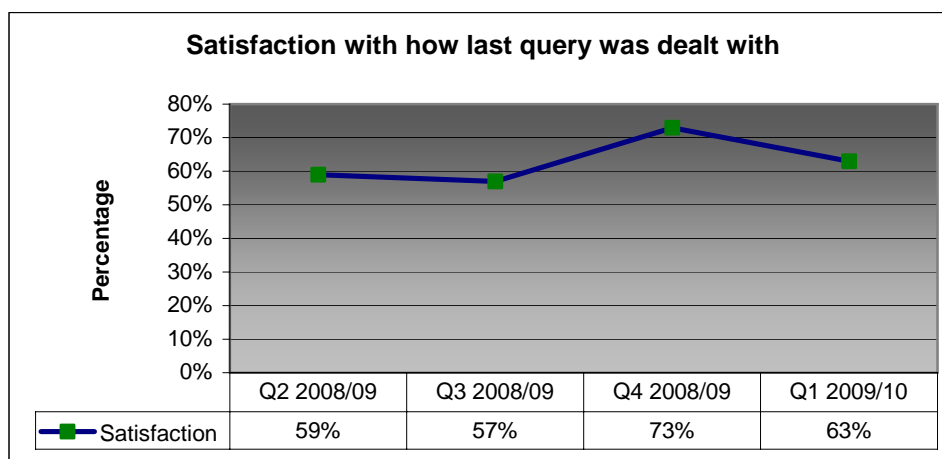
Involvement

The table shows satisfaction has improved again for respondent’s perceptions of being informed by the Home Ownership team, with a very minor reduction in perception of information from Ealing Homes generally.

Kept Informed by:	Q2 2008/09	Q3 2008/09	Q4 2008/09	Q1 2009/10
Ealing Homes	77%	79%	82%	81%
Home Ownership	68%	74%	76%	80%

Satisfied with the way the last query was dealt with

63% of respondents were satisfied with the dealing of their last query, down from a high of 73% in the last quarter.



Feedback/Improvement/Actions

Areas of concern

The following are areas of concern:

- Overall satisfaction has decreased from 54% to 45%, while satisfaction with Ealing Homes among leaseholders falls from 54% to 40%
 - The quality of information sources is less satisfactory to respondents
 - The advice and administration function is less satisfactory to respondents
 - Satisfaction with all notices and invoices from both the Major Works team and the Service Charge team has fallen
 - Satisfaction with the last query made by respondents has fallen from 73% to 63%
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Areas of improvement

The following are areas of improvement:

- Satisfaction with concierge services has risen strongly from 53% to 78%
 - The percentage of respondents who rate getting hold of the right person as difficult has fallen from 40% to 35%
 - Respondents feeling informed by the Home Ownership team have risen in proportion from 76% last quarter to 80% this quarter
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Actions from Quarter 4

The following feedback was provided on quarter 4:

We are pleased that satisfaction has increased across all areas in Q4. This takes the average HOS satisfaction rate to 55% for the year 08/09 showing consistent and continued improvement within HOS (43.3% for 06/07 and 48.3% for 07/08). We acknowledge that more work is required to continue this upward trend but we feel this is a respectable rate when benchmarked against other authorities.

We are particularly pleased that helpfulness and politeness have increased and feel that this is a direct result of customer services training that all staff attended between Dec 08 and Jan 09.

We are disappointed that satisfaction has fallen in respect of services provided by Ealing Homes. A copy of this report will be forwarded to Estate Services and Repairs and Maintenance to review.

**Feedback
from Manager
for Quarter 1**

The following feedback was provided for quarter 1:

We are disappointed that satisfaction fell so dramatically in Q1, however this was not unexpected. We believe the main reason for this was the large number of major works consultation notices that were issued to leaseholders. Over 1000 leaseholders (20% of all leasehold properties) received Section 20 Notices advising them of planned works and their estimated cost. This invariably causes discontent.

In addition to this, all IT and telephone systems were affected by a virus for a 2-3 week period in May and June. The short term impact of this was the inability for leaseholders to contact Home Ownership and missed correspondence deadlines. The longer term impact was the delay in responding to issues due to the backlog that had built up.

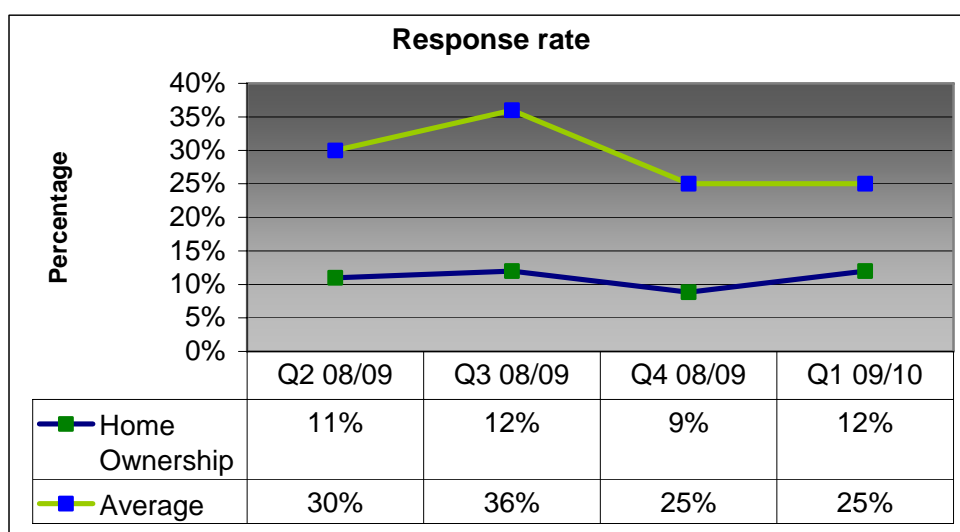
Satisfaction may have also been affected by service charge estimates that were issued in April. Whilst this is an annual event and costs remained similar to the previous year, the invoice coupled with the current state of the economy and the major works notices may have added to a general sense of dissatisfaction.

Unfortunately, we do not expect to see a marked improvement in satisfaction for some time as Section 20 Notices for major works schemes continue to be issued with invoices to follow.

Methodology

Method used The Customer satisfaction survey is based on the STATUS survey. Residents were chosen randomly by their postcode, and a postal survey was conducted. The survey was carried out during Quarter 1 2009/10. All responses to the survey have been included.

Response Rate Quarter 4 has shown a 12% (74/600) response rate, up from last quarter's return rate of 9%.



Average = based on average of all Ealing Homes surveys in the quarter

Diversity information

Diversity strand		Survey sample	Tenant population
Ethnicity		50% BME	62% BME
Disability		13%	30%
Gender		43% Female	63% Female
Age	21-39	31%	30%
	40-59	33%	38%
	60-70	16%	15%
	71+	19%	15%