



SATISFACTION SURVEY PERFORMANCE REPORT

FOR QUARTER FOUR 2008/09

HOME OWNERSHIP SERVICE

PREPARED BY: SERVICE IMPROVEMENT TEAM



Ealing Homes

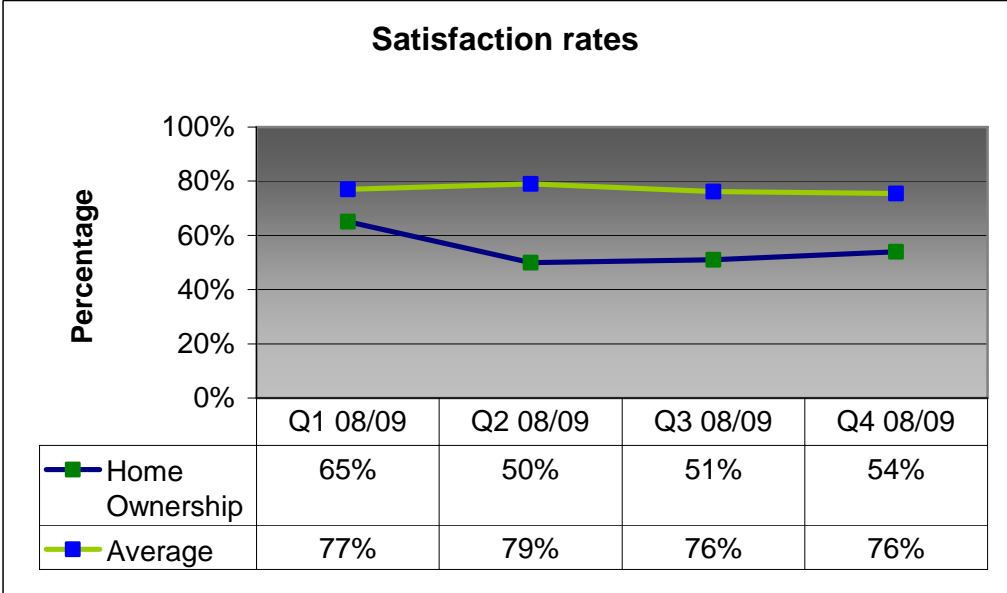
QUALITY • SERVICE • VALUE

Home Ownership Satisfaction Survey – Q4 (Jan-Mar) 2008/09

Main Findings

Satisfaction with service provided by the Home Ownership team

Overall satisfaction with the Home Ownership service improves slightly to 54% this quarter, up from 51% in the preceding quarter.



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 (8%) found it easy to get hold of the right person, when 76% of satisfied respondents found it easy.
- Only 45% of dissatisfied respondents found staff helpful, compared with the sizeable majority (93%) of satisfied respondents.
- 78% of satisfied respondents were happy with how their last query was dealt with, with 56% of dissatisfied respondents feeling happy.
- Dissatisfied respondents had lower satisfaction than satisfied respondents with a range of key services, including ASB (36% v 88%), cleaning (44% v 87%), concierge services (33% v 67%) and repairs (38% v 68%).
- 94% of satisfied respondents were satisfied with Ealing Homes overall, compared to 13% of dissatisfied respondents.
- The degree to which respondents felt informed by Ealing Homes and the Home Ownership team also differed, with 98% of satisfied respondents feeling fully informed (50% for dissatisfied respondents).

Key Driver findings

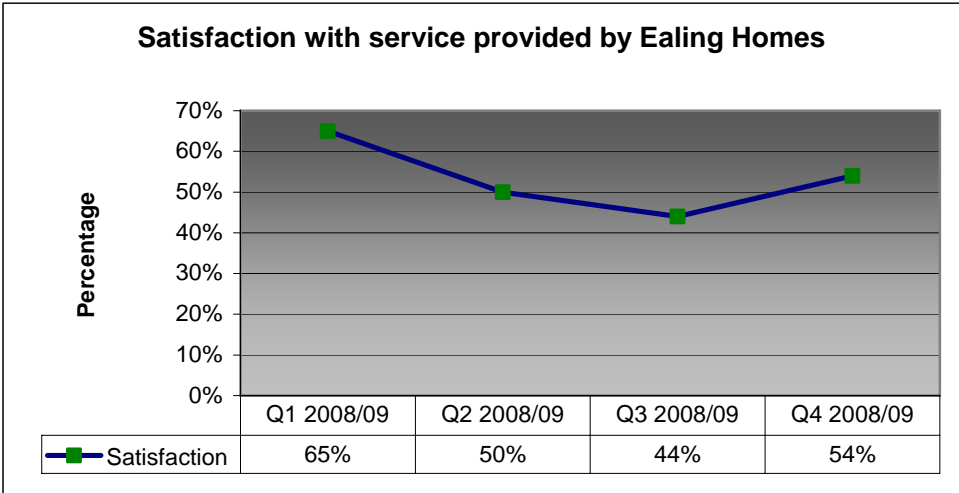
This section offers a more directed focus on the factors that show the strongest relationship to overall satisfaction. Though many factors are relevant to the service provided by the Home Ownership team, some have a much stronger link to overall satisfaction than others, and by identifying and targeting 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 picks up well to 54%, an improvement over the satisfaction level with Ealing Homes in the previous two quarters. This mirrors the level of satisfaction with Home Ownership services, reinforcing the strong link between the two elements.



Satisfaction rating of the quality of the following services provided

Satisfaction has decreased with every service (except litter picking) in quarter four. The biggest decrease was for concierge services, down from 74% to 53%. The decrease hasn't prevented overall satisfaction from increasing this quarter in spite of an identified high correlation between these factors, so other aspects of the home ownership service must be increasingly appreciated by residents this quarter.

Service Area	Q1 2008/09	Q2 2008/09	Q3 2008/09	Q4 2008/09
ASB	75%	57%	67%	66%
Caretaking	67%	50%	66%	59%
CCTV	52%	53%	66%	61%
Cleaning	62%	41%	66%	59%
Concierge Services	75%	50%	74%	53%
Gardening	74%	53%	62%	51%
Graffiti Removal	80%	78%	88%	71%
Litter Picking	68%	57%	70%	71%
Pest Control	56%	54%	76%	68%
Repairs & Maintenance	49%	42%	52%	50%

Quality of information via different sources

Responses of 'Satisfactory' or better show satisfaction with different information sources. Satisfaction with all information sources increases this quarter, especially the Internet resources.

Source	Q1 2008/09	Q2 2008/09	Q3 2008/09	Q4 2008/09
Internet	76%	85%	69%	80%
Key Issues magazine	92%	90%	90%	92%
Leaflets	84%	82%	85%	87%
Leaseholder forum	79%	77%	82%	85%
Leaseholder handbook	89%	93%	89%	92%

Home Ownership Advice & Administration

Responses of 'Satisfactory' or better show satisfaction with different advice and administration services. Good results for advice and administration services this quarter, except for a fall in satisfaction with Alterations advice.

Home Ownership Services	Q1 2008/09	Q2 2008/09	Q3 2008/09	Q4 2008/09
Subletting	83%	64%	75%	79%
Building Insurance	90%	78%	83%	93%
Deeds of Postponement	79%	77%	81%	80%
Alterations	70%	56%	75%	67%

Major Works Team

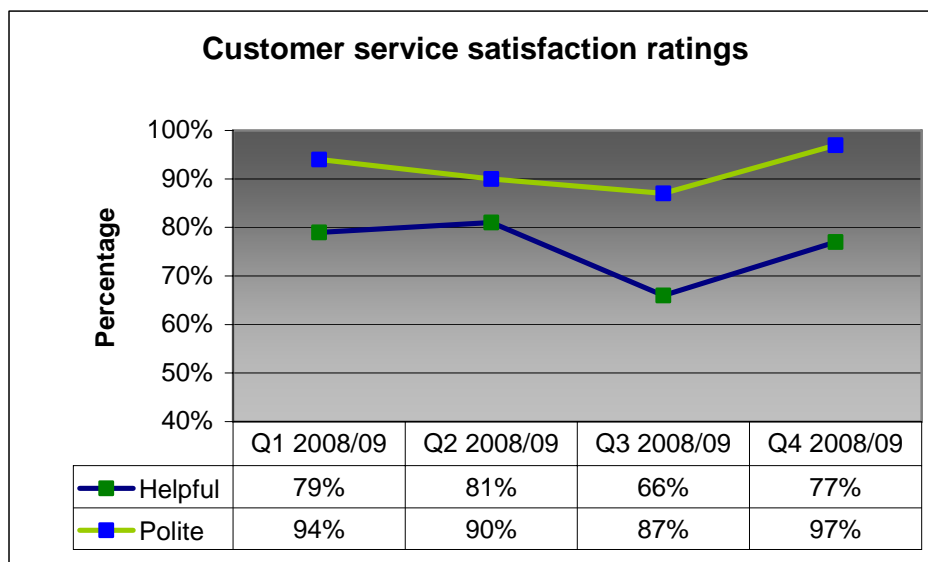
Responses of 'Satisfactory' or better show satisfaction with Major Works Team services. This quarter sees another series of improvements for the quality and ease of understanding of the major works team's services.

Invoices and Consultation Notices for Works	Quality and Content			
	Q1 2008/09	Q2 2008/09	Q3 2008/09	Q4 2008/09
Consultation Notices	68%	66%	72%	75%
Invoices	66%	67%	72%	73%
Works to Common Parts	59%	47%	59%	65%

Invoices and Consultation Notices for Works	Easy to Understand			
	Q1 2008/09	Q2 2008/09	Q3 2008/09	Q4 2008/09
Consultation Notices	75%	69%	70%	77%
Invoices	73%	71%	75%	71%

Customer Service Ratings

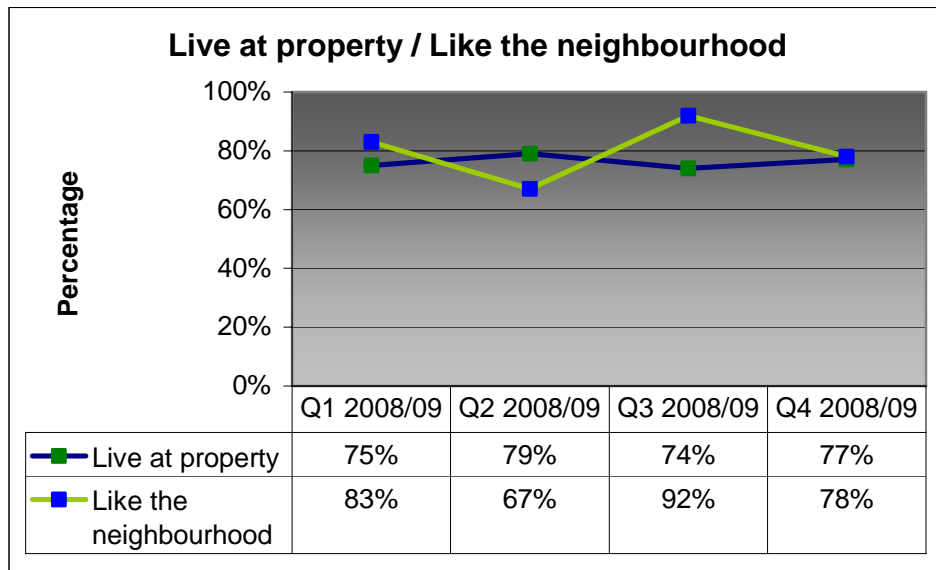
There are good results for customer service ratings this quarter, which would certainly contribute to the improvement in overall satisfaction. Helpfulness increases from 66% to 77%, while perceived politeness of staff picks up from 87% to a year-high of 97%.



Other findings

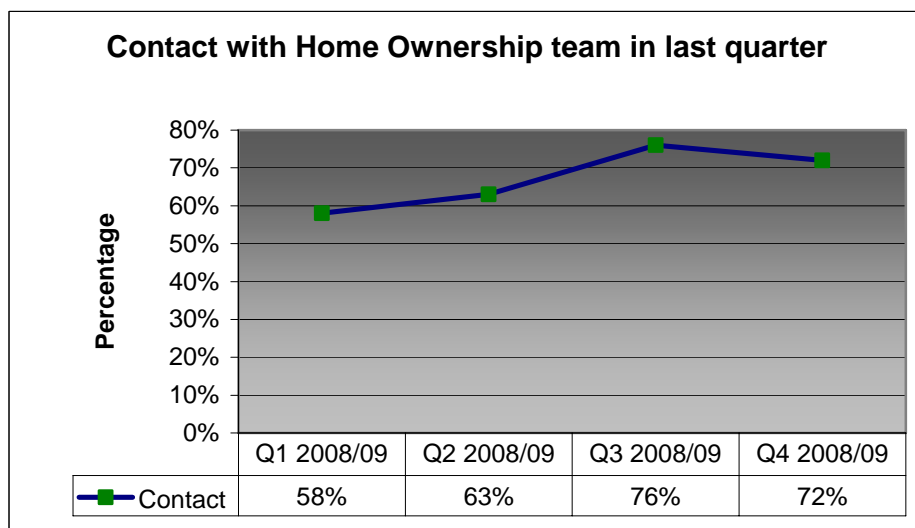
The remaining questions were not found to be as significant as the questions in the preceding section in correlating to overall satisfaction. They are still nevertheless useful for identifying potential areas of dissatisfaction and trends in perceptions of the Home Ownership team's performance.

Resident at the property The proportion of respondents who like the neighbourhood they live in has decreased this quarter, down to 78% from a high of 92% of respondents. The proportion of respondents who live at the property is up slightly to 77%.



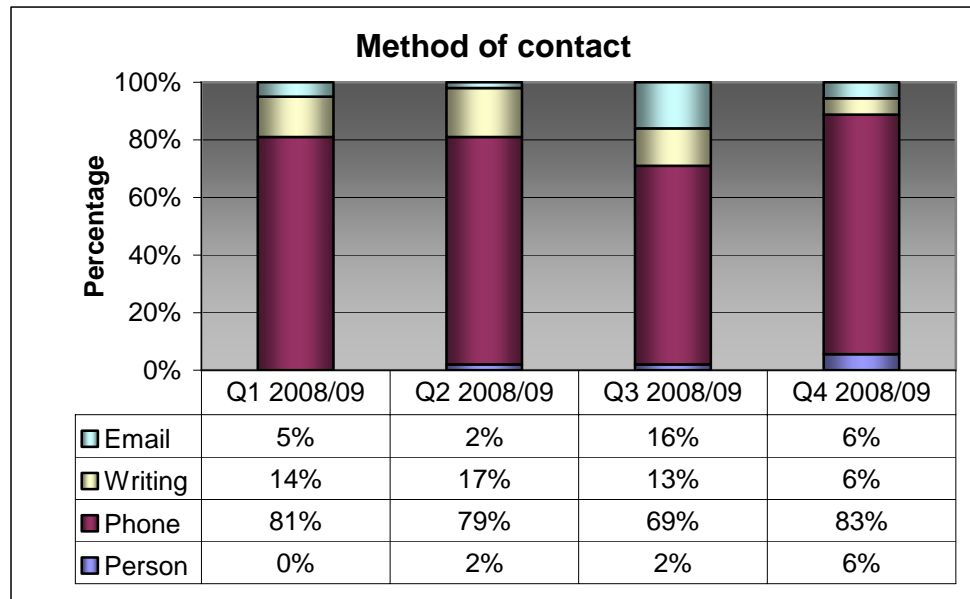
Contact with Home Ownership team

The percentage of respondents in recent contact with the Home Ownership team moves down slightly to 72%.



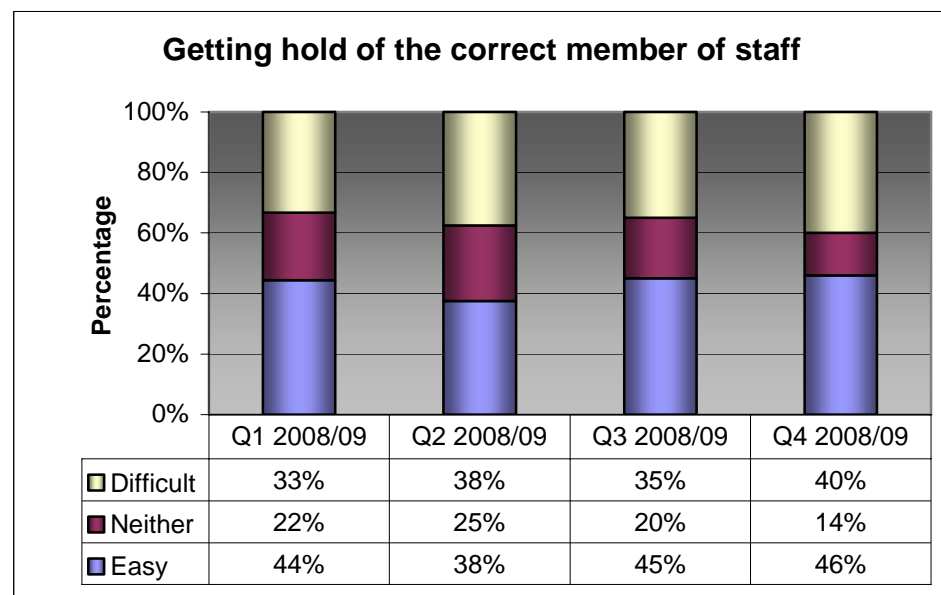
Method of Contacting with Home Ownership team

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 broadly similar proportion of respondents who found it easy to get hold of the right member of staff this quarter, though a slight increase in those who found it difficult.



Service Charge Team

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

Invoices and Service Charges	Quality and Content			
	Q1 2008/09	Q2 2008/09	Q3 2008/09	Q4 2008/09
Estimated Invoices (sent in March)	65%	66%	75%	75%
Statements (sent half-year)	73%	77%	77%	83%
Final Accounts (sent in Sept)	64%	65%	70%	77%

Invoices and Service Charges	Easy to Understand			
	Q1 2008/09	Q2 2008/09	Q3 2008/09	Q4 2008/09
Estimated Invoices (sent in March)	68%	69%	71%	80%
Statements (sent half-year)	69%	80%	77%	86%
Final Accounts (sent in Sept)	61%	68%	74%	76%

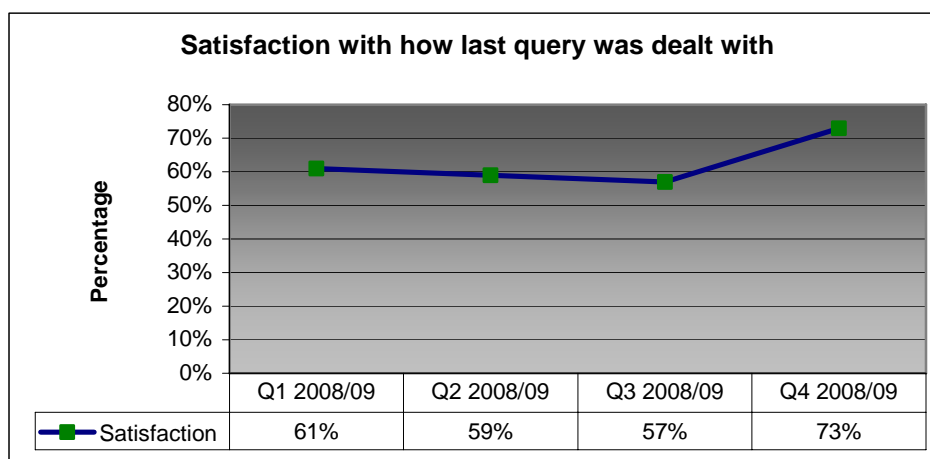
Involvement

The table shows satisfaction has improved again for respondent’s perceptions of being informed by both the Home Ownership team and Ealing Homes.

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

Satisfied with the way the last query was dealt with

73% of respondents were satisfied with the dealing of their last query, a solid improvement from the 57% rating last quarter.



Feedback/Improvement/Actions

Areas of concern

The following are areas of concern:

- Satisfaction with services provided are largely down, including caretaking, cleaning, concierge service and the Repairs service.
 - The percentage of respondents who like the neighbourhood they live in has decreased in this quarter to 78%, compared with a high 92% last quarter.
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Areas of improvement

The following are areas of improvement:

- Overall satisfaction improves to 54%, spurred by an increase in satisfaction with Ealing Homes from 44% to 54%.
 - Satisfaction with information sources, advice and administration are all generally up.
 - Satisfaction with the invoices and notices of the Major Works and Service Charge teams has improved.
 - Customer service ratings have increased, with politeness at 97% and helpfulness at 77%.
 - The proportion of residents who feel informed by both Home Ownership services and Ealing Homes generally have increased.
 - Satisfaction among respondents with the dealing by home ownership of their most recent query increases to 73%, up from 57%.
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Actions from Quarter 3

The following feedback was provided on quarter 3:

We are disappointed that satisfaction remains in the low 50% region.

Welcome packs and Energy Performance Assessments were introduced in Q3 for leaseholders but these initiatives impact on only a small number of leaseholders. As a result these are likely to have been overshadowed by demands for Ground Rent and Final Accounts which affected all leaseholders. In addition to this approximately 20% of all leaseholders were issued large invoices for major works and or S20B notices advising invoices would following in due course.

**Feedback
from Manager
for Quarter 4**

The following feedback was provided for 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.

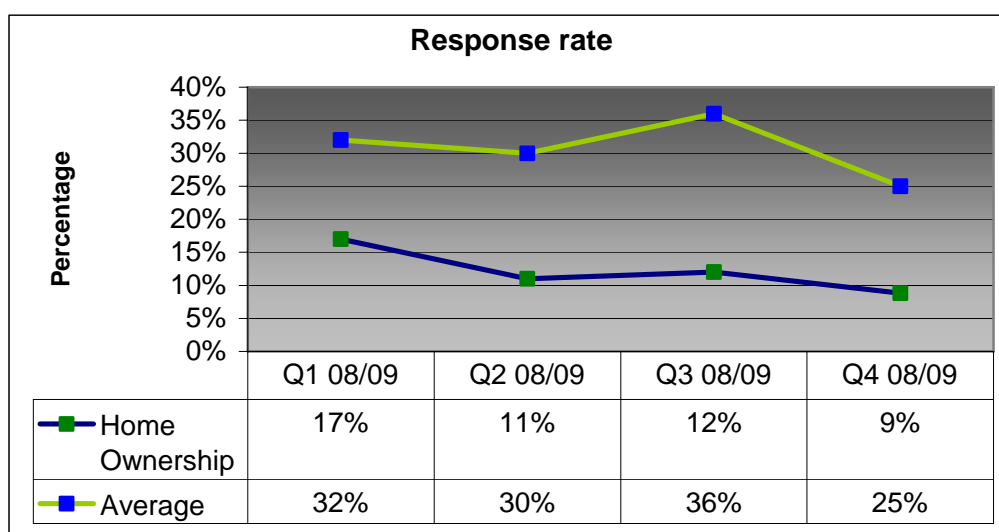
We are particularly pleased that helpfulness and politeness have increased and feel that this is a direct result of customer services training that all staff attended between Dec 08 and Jan 09.

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

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 4 2008/09. All responses to the survey have been included.

Response Rate Quarter 4 has shown a 9% (53/600) response rate, down on last quarter's return rate of 12%.



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

Diversity information

Diversity strand		Survey sample	Tenant population
Ethnicity		64% BME	61% BME
Disability		16%	30%
Gender		45% Female	63% Female
Age	21-39	45%	31%
	40-59	27%	38%
	60-70	16%	15%
	71+	12%	15%