



# SATISFACTION SURVEY PERFORMANCE REPORT

*FOR QUARTER ONE 2009/10*

## NEW TENANTS SERVICE

PREPARED BY: SERVICE IMPROVEMENT TEAM



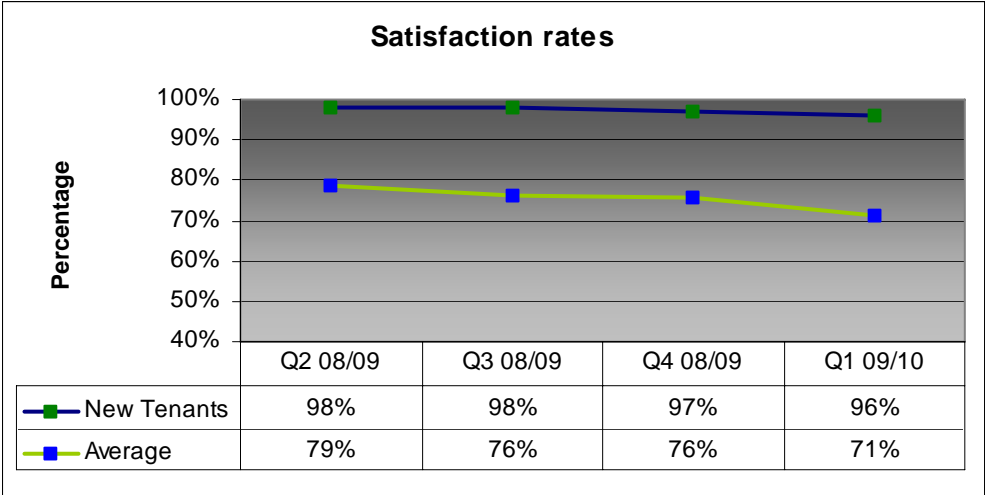
**Ealing Homes**  
QUALITY • SERVICE • VALUE

# New Tenant Satisfaction Survey – Q1 (Apr-Jun) 2009/10

## Main Findings

**Satisfaction with service provided by the Voids team**

Overall satisfaction with the Voids team remains high at 96% this quarter, down slightly from last quarter’s result. Satisfaction with this service remains the highest among all services surveyed.



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

## Key Driver findings

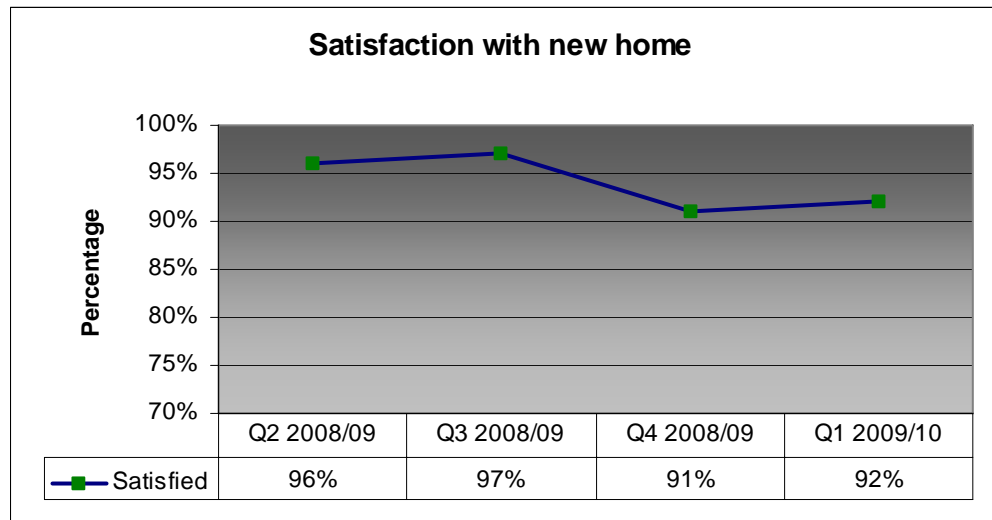
*This section offers a more directed focus on the factors that show the strongest relationship to overall satisfaction. Though many factors are relevant to the service provided by the Voids team, some have a much stronger link to overall satisfaction than others, and by identifying and targeting these 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 Voids 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 new home
- Staff helpfulness and politeness
- Property aspects: state of repair and suitability for needs

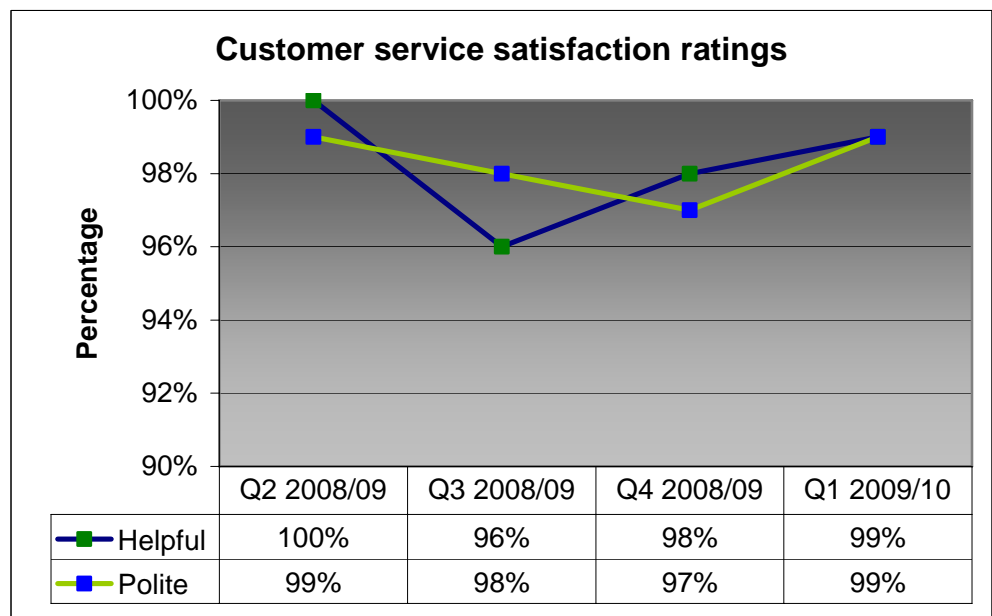
**Satisfaction with new home**

This quarter saw satisfaction among respondents with their new home crawl back up to 92%.



**Customer Service Ratings**

This quarter shows high levels of satisfaction ratings for both the customer service areas at 99%.



**Satisfaction with property aspects**

In this question there is an improvement with only one of the property aspects suitability of needs, which has jumped up to 93%, the same as two quarters ago. Whereas satisfaction with the remaining property aspects have fallen, especially state of repairs from 84% in the previous quarter to 79% this quarter.

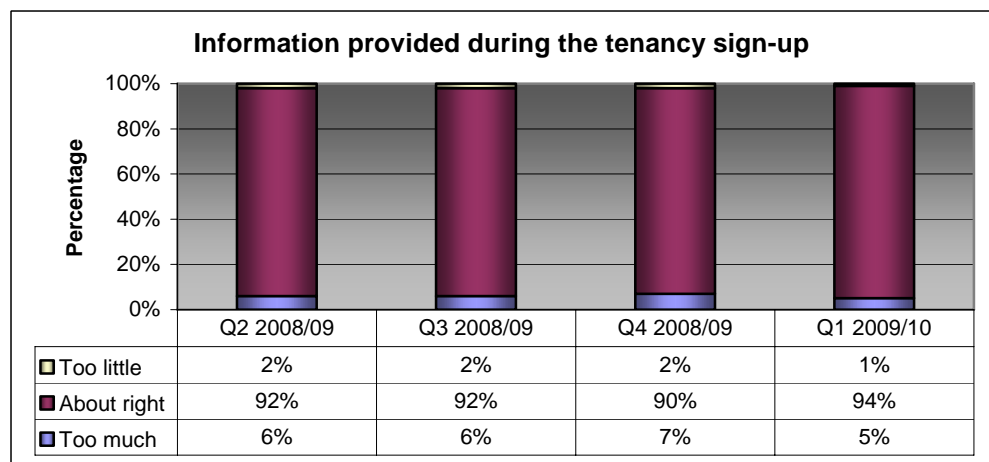
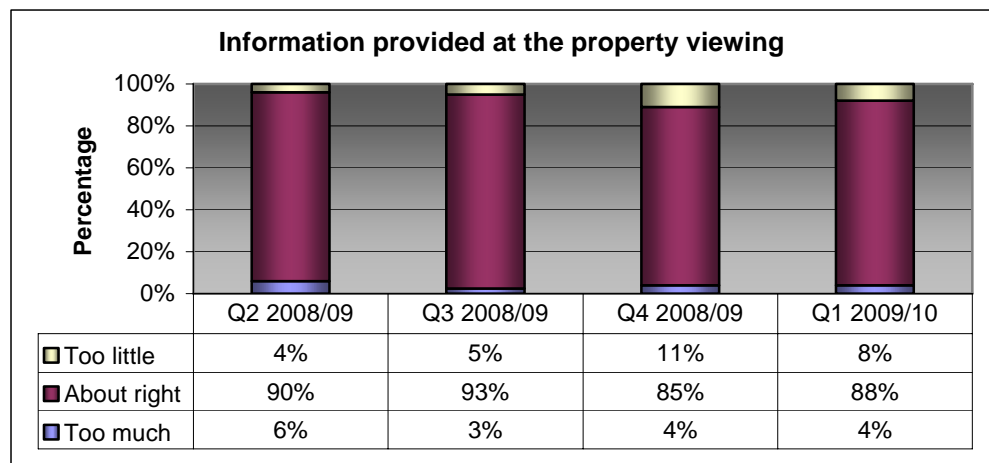
Property Aspect	Q2 2008/09	Q3 2008/09	Q4 2008/09	Q1 2009/10
Neighbourhood	98%	98%	94%	90%
State of repair	97%	92%	84%	79%
Suitability to needs	96%	93%	87%	93%

**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 Voids service’s performance.

**Information provided during lettings process**

The information provided during the lettings process remains pitched at the right level, with very high levels of satisfaction.



**Satisfaction  
with the service  
received**

The responses to the satisfaction with the services received this quarter shows an improvement with property viewing and tenancy sign up, both up by a percentage. Satisfaction regarding the property offer remains unchanged at 92% this quarter.

<b>Stage</b>	<b>Q2 2008/09</b>	<b>Q3 2008/09</b>	<b>Q4 2008/09</b>	<b>Q1 2009/10</b>
Property Offer	93%	96%	92%	92%
Property Viewing	96%	98%	97%	98%
Tenancy Sign Up	99%	99%	97%	98%

## Feedback/Improvements/Actions

### Areas of concern

The following are areas of concern:

- Overall satisfaction decreases slightly from 97% to 96%.
  - Satisfaction with aspects of the property (including their neighbourhood and the state of repair of their house) continues to decline this quarter.
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### Areas of improvement

The following are areas of improvement:

- The perceived levels of staff politeness and staff helpfulness have improved to 99% this quarter.
  - Satisfaction among respondents with their new home improves from 91% to 92%.
  - Satisfaction with the service received at various stages has also improved this quarter.
  - Continued satisfaction with the level of information provided during the lettings process.
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### Actions from Quarter 4

The following feedback was provided by the manager in quarter 4:

The following actions will be taken to ensure that the tenants' satisfaction with customer service rating is increased and we retain the overall satisfaction rate:

- 1) Having completed analysis of the extra comments we receive, it will assist us in identifying why the satisfaction has gone down and also help in improving the process and the procedure
  - 2) The reason for the drop in the satisfaction with the repairs is that we have stop doing the decorations and we are now issuing decoration vouchers however will continuously monitor this driver and to ensure the satisfaction does increase
  - 3) Regarding the neighbourhood issues, this is forwarded to the area team for investigation
  - 4) With the help of SIT in re-engineering the void process, it will assist me in streamlining the process but also look at the ways of improving tenants satisfaction
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### Feedback from Manager for Quarter 1

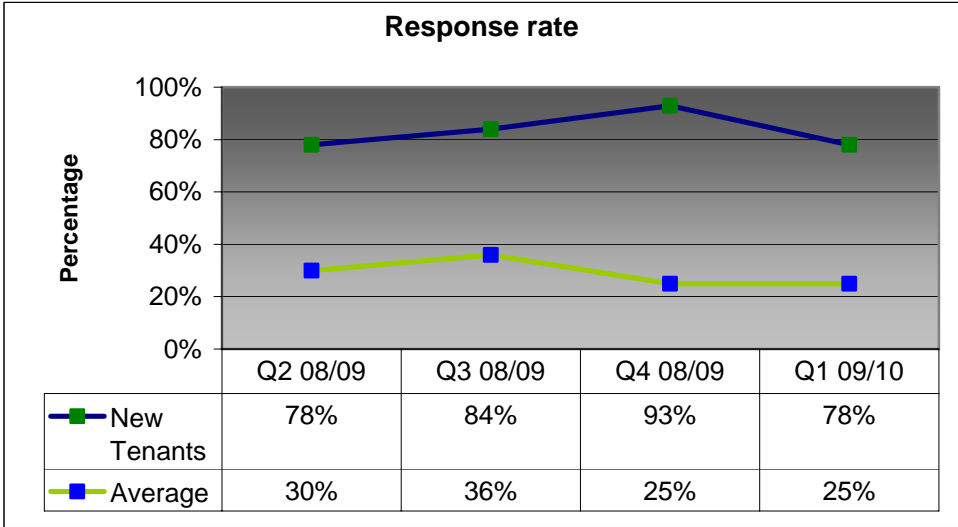
The following feedback was provided by the manager in quarter 1:

- 1) Having completed analysis of the extra comments we receive, it has helped us in identifying why the satisfaction has gone down and we are addressing them individually
- 2) The reason for the drop in the satisfaction with the repairs is that we have stopped doing the decorations and we are now issuing decoration vouchers however will continuously monitor this driver and to ensure the satisfaction does increase
- 3) Regarding the neighbourhood issues, this is forwarded to the area team for investigation

## Methodology

**Method used** The Customer satisfaction survey is based on the STATUS survey. A postal survey was conducted and sent to all new residents. The survey was carried out during Quarter 1 2009/10. All responses to the survey have been included.

**Response Rate** The response rate in quarter 1 was 78% (127/163), a significant drop on the response rate of 93% last quarter.



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

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

Diversity strand		Survey sample	Tenant population
Ethnicity		70% BME	62% BME
Disability		33%	30%
Gender		51% Female	63% Female
Age	21-39	36%	30%
	40-59	32%	38%
	60-70	16%	15%
	71+	14%	15%