



SATISFACTION SURVEY PERFORMANCE REPORT

FOR QUARTER TWO 2009/10

NEW TENANTS SERVICE

PREPARED BY: SERVICE IMPROVEMENT TEAM

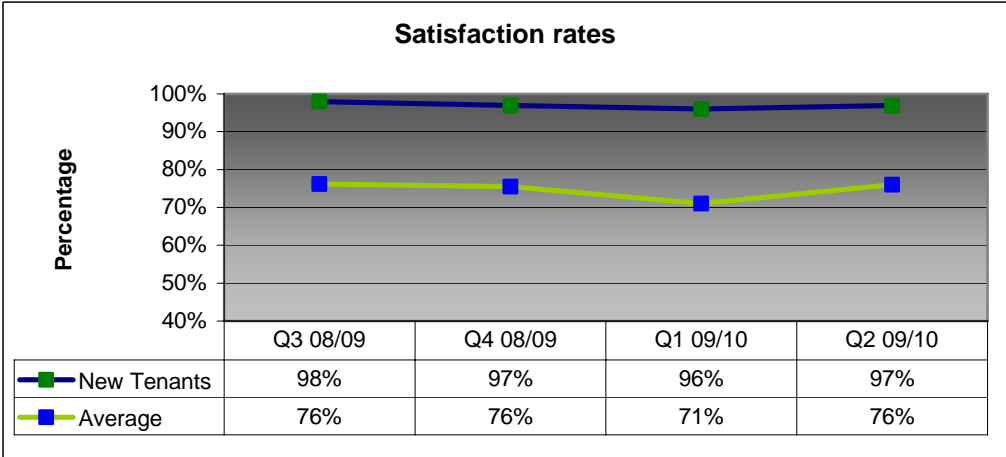


New Tenant Satisfaction Survey – Q2 (Jul-Sep) 2009/10

Main Findings

Satisfaction with service provided by the Voids team

Overall satisfaction with the Voids team remains high at 97% this quarter, up 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

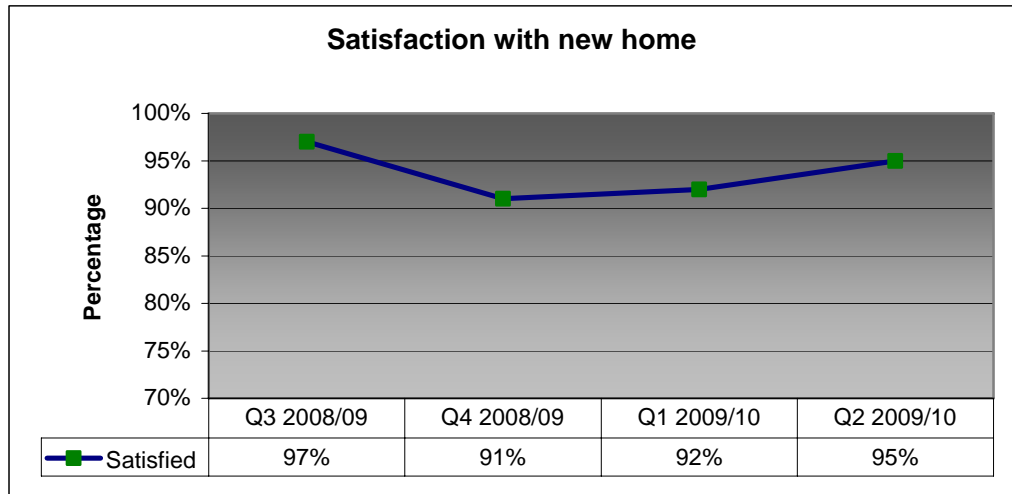
This section offers a more directed focus on the factors that show the strongest relationship to overall satisfaction. Though many factors are relevant to the service provided by the Voids team, some have a much stronger link to overall satisfaction than others, and by identifying and targeting these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

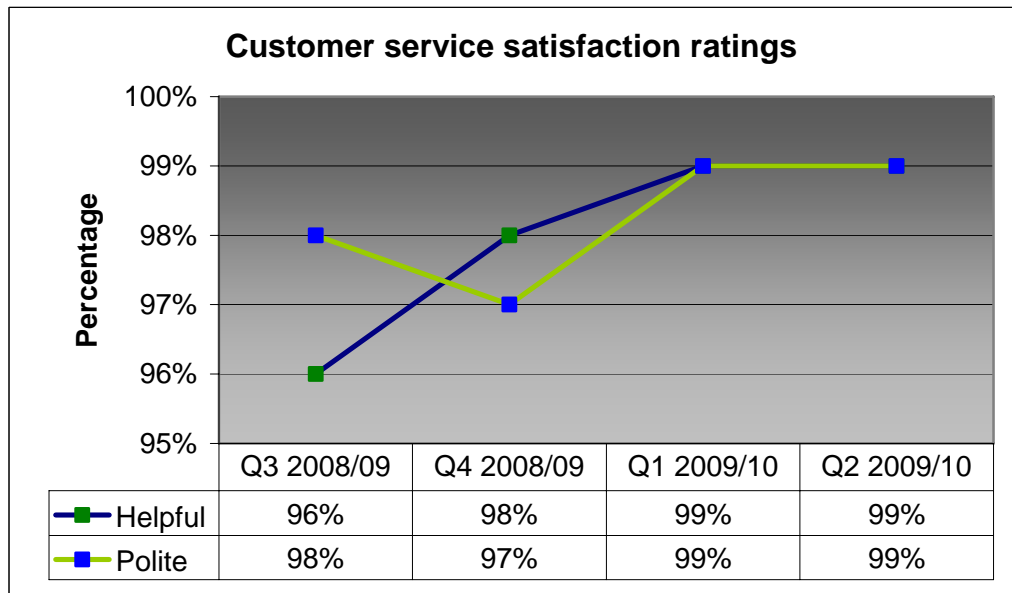
Satisfaction with new home

This quarter saw satisfaction among respondents with their new home increase to 95%.



Customer Service Ratings

This quarter shows continued 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 both the neighbourhood and state of repair aspects of the property, whilst suitability of needs remains consistent at 93%.

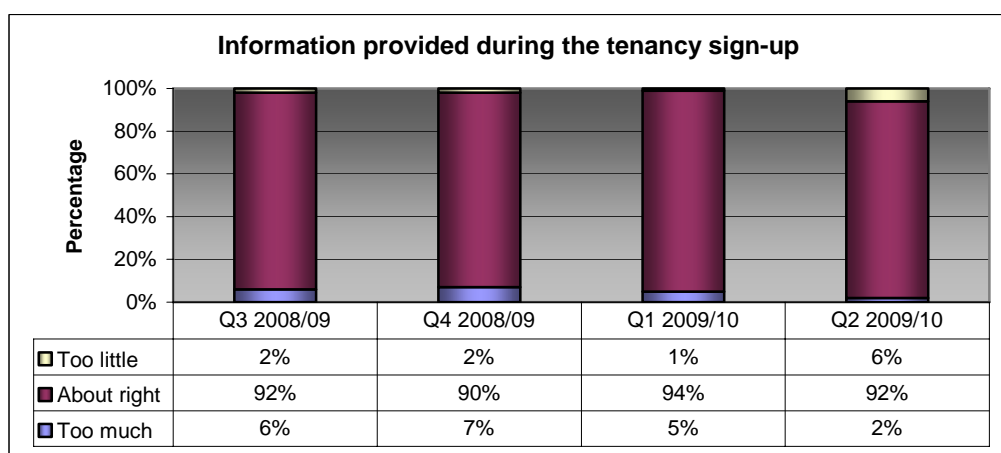
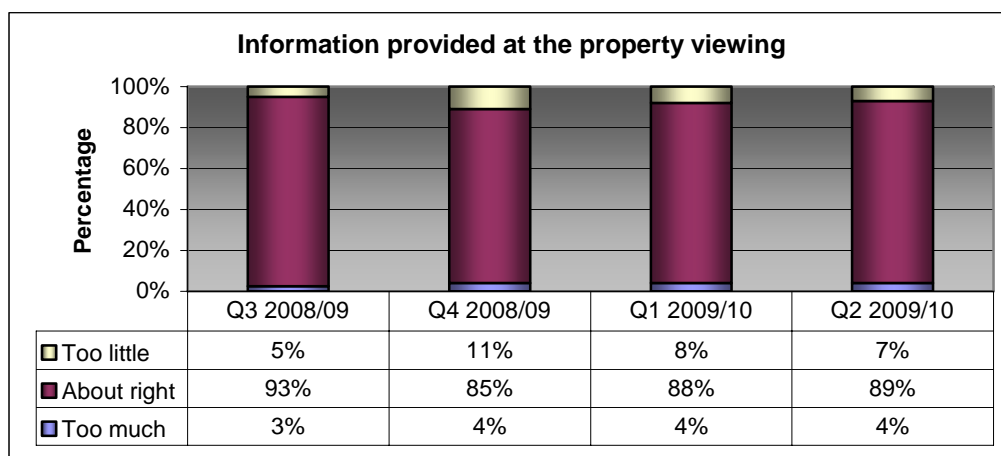
Property Aspect	Q3 2008/09	Q4 2008/09	Q1 2009/10	Q2 2009/10
Neighbourhood	98%	94%	90%	94%
State of repair	92%	84%	79%	82%
Suitability to needs	93%	87%	93%	93%

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 a slight drop with all three services provided.

Stage	Q3 2008/09	Q4 2008/09	Q1 2009/10	Q2 2009/10
Property Offer	96%	92%	92%	91%
Property Viewing	98%	97%	98%	94%
Tenancy Sign Up	99%	97%	98%	97%

Feedback/Improvements/Actions

Areas of concern

The following are areas of concern:

- Satisfaction with the service received at various stages of the property offer, viewing and tenancy sign up have dropped slightly this quarter.
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Areas of improvement

The following are areas of improvement:

- Overall satisfaction increases back up to 97% as in the previous quarter 4.
 - The perceived levels of staff politeness and staff helpfulness remain consistent and high at 99% this quarter.
 - Satisfaction among respondents with their new home continues to improve, now at 95%.
 - Satisfaction with aspects of the property (including their neighbourhood and the state of repair of their house) improve this quarter.
 - Continued satisfaction with the level of information provided during the lettings process.
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Actions from 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
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Feedback from Manager for Quarter 2

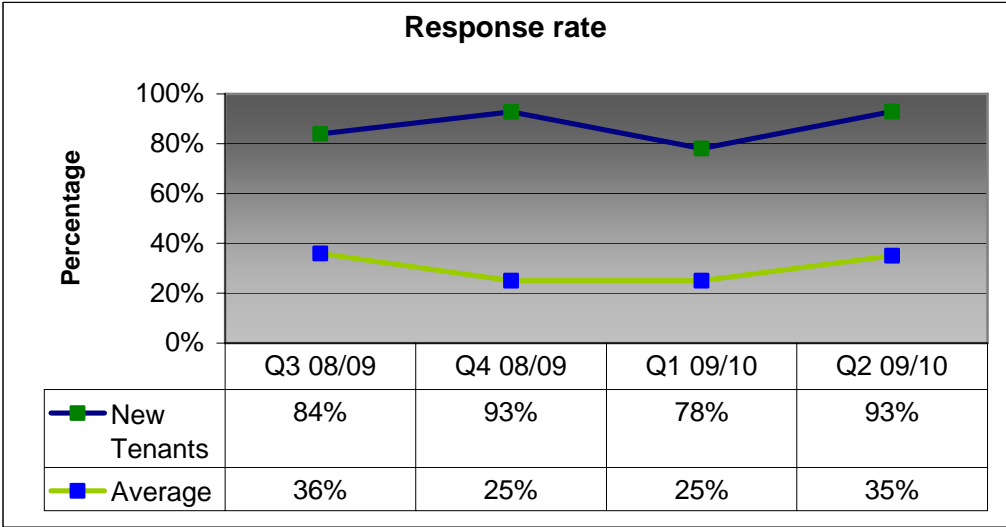
The following feedback was provided by the manager in quarter 2:

Having completed analysis of the extra comments we receive from the tenants, it has helped us in identifying why the satisfaction has gone down at the various stages of the property offer, viewing and tenancy sign up and we are addressing them individually.

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 2 2009/10. All responses to the survey have been included.

Response Rate The response rate in quarter 2 was 93% (140/150), a significant improvement on the response rate of 78% 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		72% BME	66% BME
Disability		31%	30%
Gender		50% Female	63% Female
Age	21-39	35%	30%
	40-59	36%	38%
	60-70	15%	15%
	71+	13%	15%