



SATISFACTION SURVEY PERFORMANCE REPORT

FOR QUARTER TWO 2009/10

RENTS SERVICE

PREPARED BY: SERVICE IMPROVEMENT TEAM



Ealing Homes

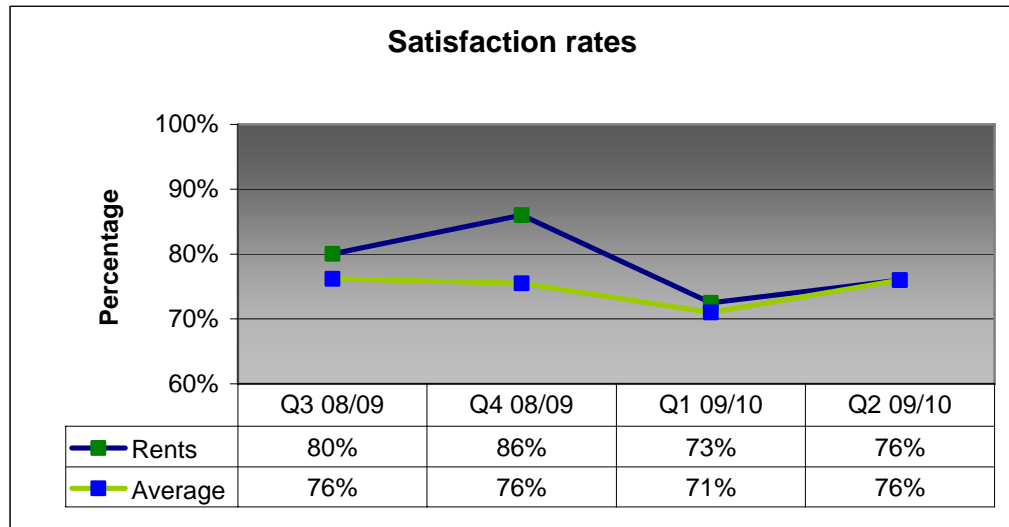
QUALITY • SERVICE • VALUE

Rents Satisfaction Survey – Q2 (Jul-Sept) 2009/10

Main Findings

Satisfaction with service provided by the Rents team

The overall satisfaction with the Rents service among respondents is at 76%, an improvement from the rate last quarter of 73%.



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

Profile of Dissatisfied Respondents

A summary of dissatisfied tenants:

- The majority of satisfied respondents considered their staff interactions to have been helpful. Only 17% of dissatisfied respondents found staff helpful.
- 93% of satisfied respondents considered their staff interactions to have been polite and only 25% of dissatisfied respondents felt the same.
- 93% of satisfied respondents were able to easily get hold of the right person, whereas only 46% of dissatisfied respondents described this access as easy.

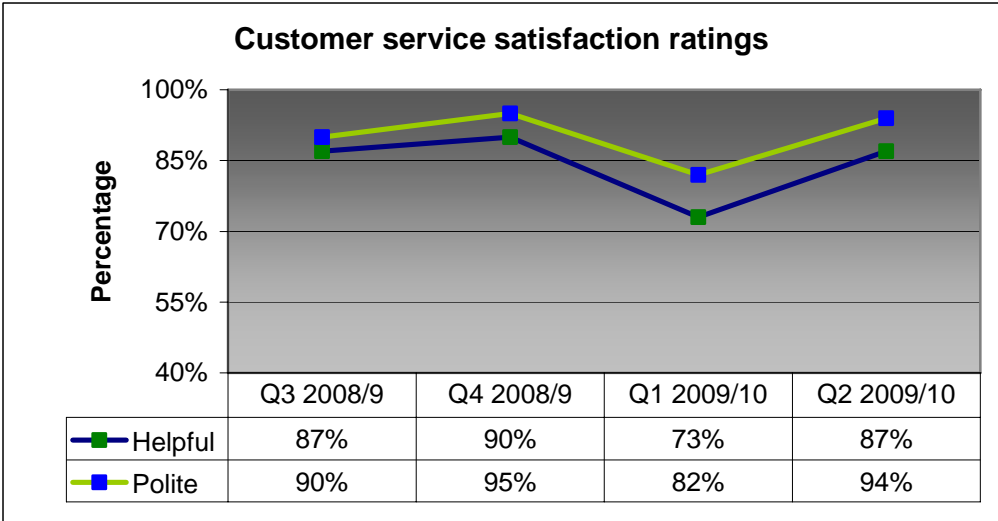
Key Driver findings

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 Rents 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 Rents 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:

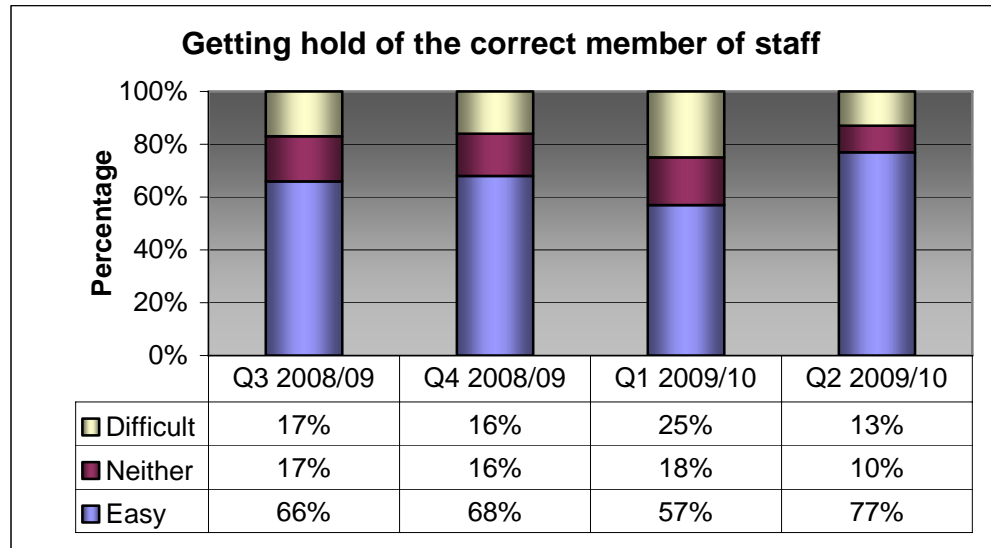
- Staff helpfulness
- Staff politeness
- Getting hold of the right person
- Opportunity to pay rent arrears in installments

Customer Service Ratings Both customer service ratings have improved this quarter, with staff helpfulness back up to 87%, as it was in quarter 3. Staff politeness has shot up to 94% from 82%.



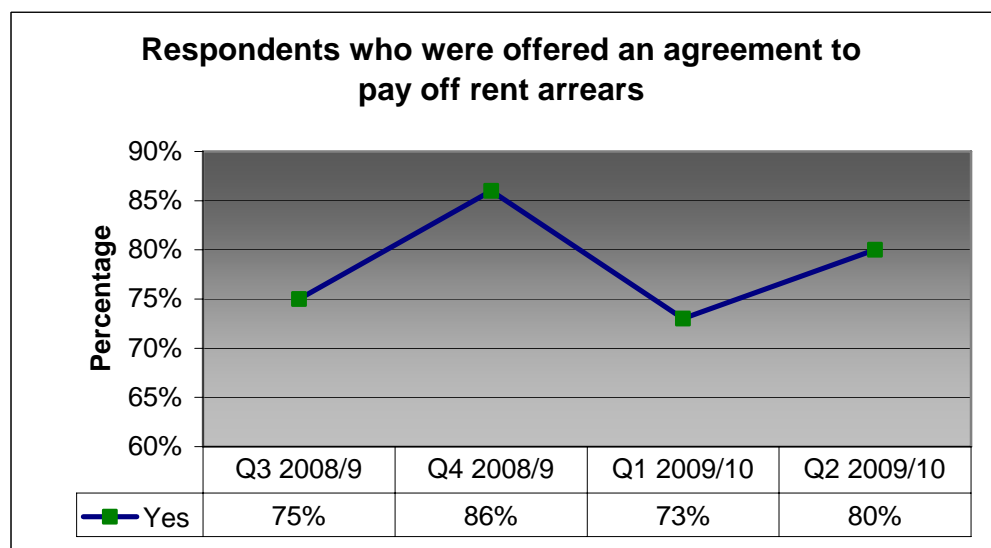
Getting hold of the right member of staff

The percentage of respondents who found it easy to reach the correct member of staff jumps to 77%, the highest it's been over the past four quarters. Those respondents who found it difficult to get hold of the correct member of staff fell to 13%.



Agreements to pay off arrears

The proportion of respondents being offered an agreement to pay off their arrears improves to 80% this quarter. All key drivers have shown an improvement this quarter, which is reflected with the increase in the 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 Rents service's performance.

Was information provided about benefits?

There was a varied response regarding awareness of benefits among this quarter's respondents. All respondents stated they were informed about housing benefit.

Benefit	Q3 2008/9	Q4 2008/9	Q1 2009/10	Q2 2009/10
Housing Benefit	71%	83%	67%	100%
Tax Credits	44%	78%	58%	50%
Other benefits	17%	76%	31%	43%

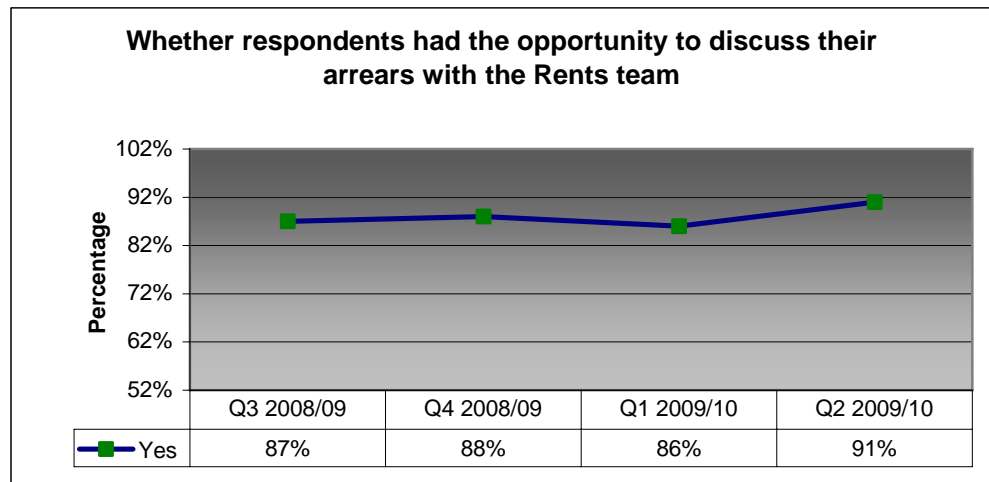
Offer of debt counseling

This question has been altered from its previous wording. 35% of all respondents indicated that they felt they would have benefited from debt counseling advice, a drop from the last quarter. As for the particular debt counseling that was offered, the percentage of each increased, in particular, contact details for specialist independent agency and referrals to the benefit services.

	Would you have benefited from debt counselling advice?	Basic debt advice from Rent officer	Contact details for specialist independent agency	Referral to benefit services Money Advice offer
Q2 2009/10	35%	50%	40%	22%
Q1 2009/10	45%	40%	15%	15%

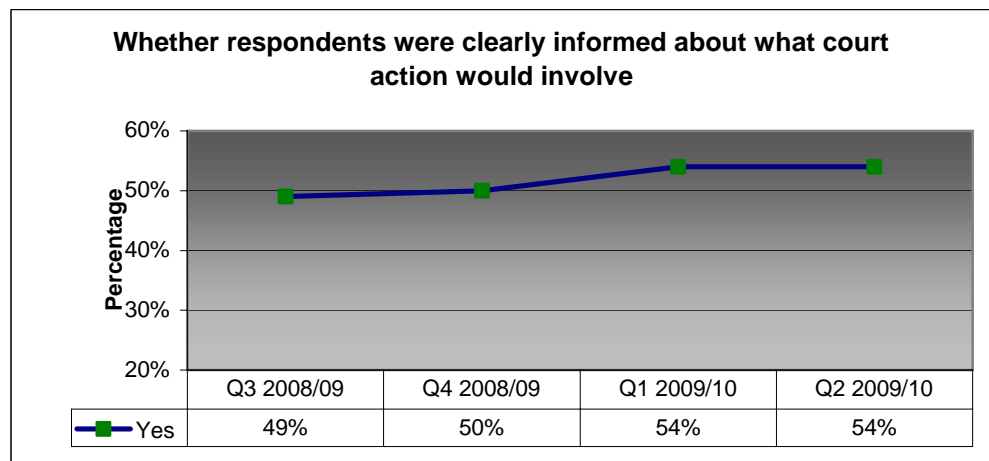
Accessibility of Rents team

This quarter saw an improvement of the percentage of respondents who felt that they had the opportunity to discuss their arrears situation with the Rents team, now at 91%.



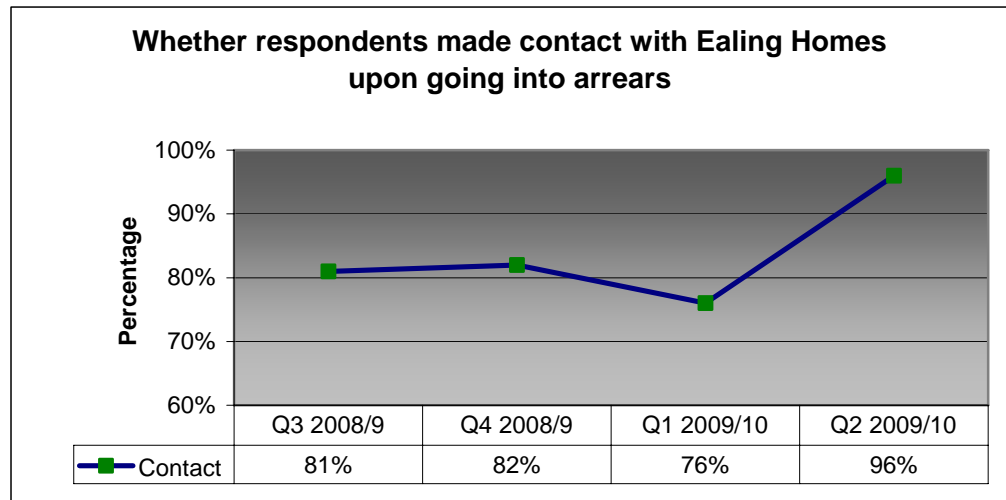
Legal proceedings

Information about legal proceedings remain steady this quarter, with over half of respondents feeling aware of the ramifications of legal proceedings.



Contacting the Rent team when in arrears

The percentage of respondents who contact the Ealing Homes Rents team has jumped up to 96% this quarter.



Reasons for going into arrears

Changes in circumstances and other represent the primary reasons for respondents' accounts going into arrears.

Reasons for Going into Arrears	Q3 2008/09	Q4 2008/09	Q1 2009/10	Q2 2009/10
Delay in Claiming Housing Benefit	25%	4%	17%	8%
Change in benefits being claimed	19%	17%	17%	14%
Non-dependent charge for children	1%	0%	1%	3%
Change in circumstances e.g. new jobs	16%	33%	20%	22%
Change in family circumstances	16%	17%	20%	23%
Other	23%	29%	25%	31%

Feedback/Improvements/Actions

Areas of concern The following are areas of concern:

- No main areas of concern this quarter.

Areas of improvement The following are areas of improvement:

- The overall satisfaction level goes up slightly to 76%.
- Ratings for customer service have improved, both for perceived helpfulness and politeness.
- The percentage of respondents who were offered an agreement to pay off their arrears goes up from 73% to 80%.
- Majority of respondents found it easy to get hold of the right member of staff this quarter.
- 91% of respondents felt they had the opportunity to discuss their arrears with the Rents team.

Actions from Quarter 1 Rents managers provided the following feedback for quarter 1:

Q1 included the period of the computer virus-which affected the Rents Team for a period of 4 weeks, and the telephone payment line even longer. This would naturally have affected satisfaction, as Residents would not have been able to contact their Rent Officer during the period the phones were down, and would have experienced difficulties in accessing a Rent Officer, even when there was a limited service.

Residents also felt dissatisfied in not being able to make payments over the phone for a considerable period of time, and then when systems returned felt further aggravation in being asked to make up for payments-they were unable to make during the virus, hence the decline in those being offered agreements. We hope that having overcome these difficulties, satisfaction will improve in these areas in the next quarter.

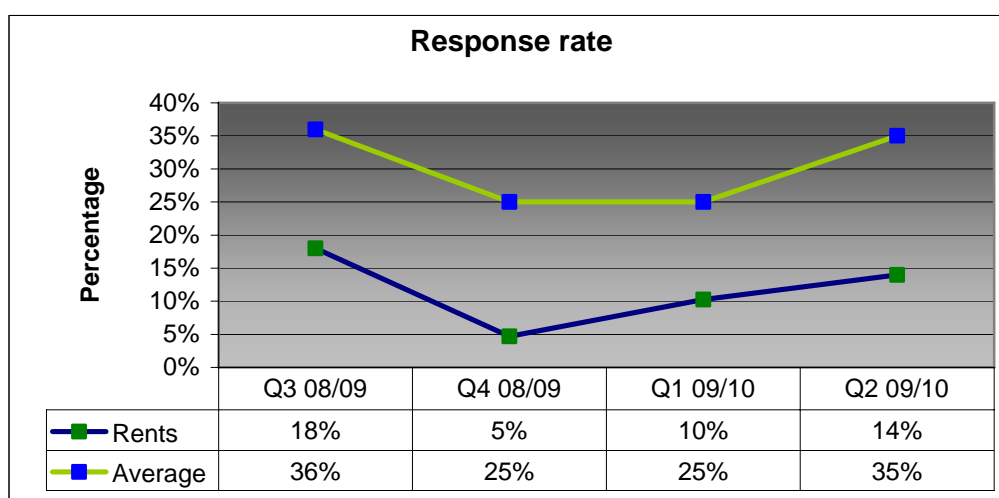
Feedback from Manager for Quarter 2 Rents managers provided the following feedback for quarter 2:

The feedback from the Rent satisfaction survey this quarter was very heartening, as satisfaction with the Rent Service has remained high, and reflects the hard work that Rent Officers have been carrying out, and will continue to do so-in order that satisfaction remains high.

Methodology

Method used The Customer satisfaction survey is based on the STATUS survey. Residents were selected randomly by their postcode, and a postal survey was conducted. The survey was carried out during Quarter 2 2009/10. All responses to the survey have been included.

Response Rate Quarter 2 had a 14% (72/512) response rate, an improvement from the 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	66% BME
Disability		14%	30%
Gender		50% Female	63% Female
Age	21-39	42%	30%
	40-59	48%	38%
	60-70	5%	15%
	71+	5%	15%