



Let's Move Survey

October 2019

Background



Commissioned by:

Lisa Watson, ICT Business Partner

Rationale:

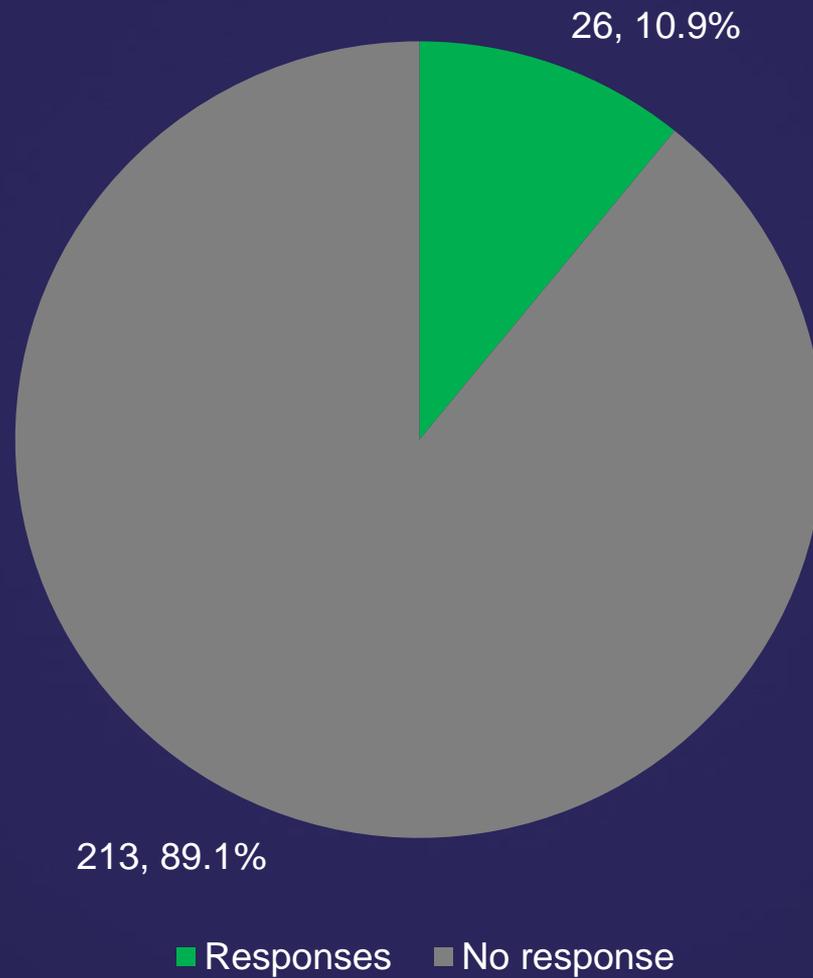
A survey to explore customers' experiences of using Accent's online lettings facility Let's Move. Our aim is to make it easy for customers to apply for a home which matches their needs, and ensure that they have all the information they need to help them settle in.

Sample size:

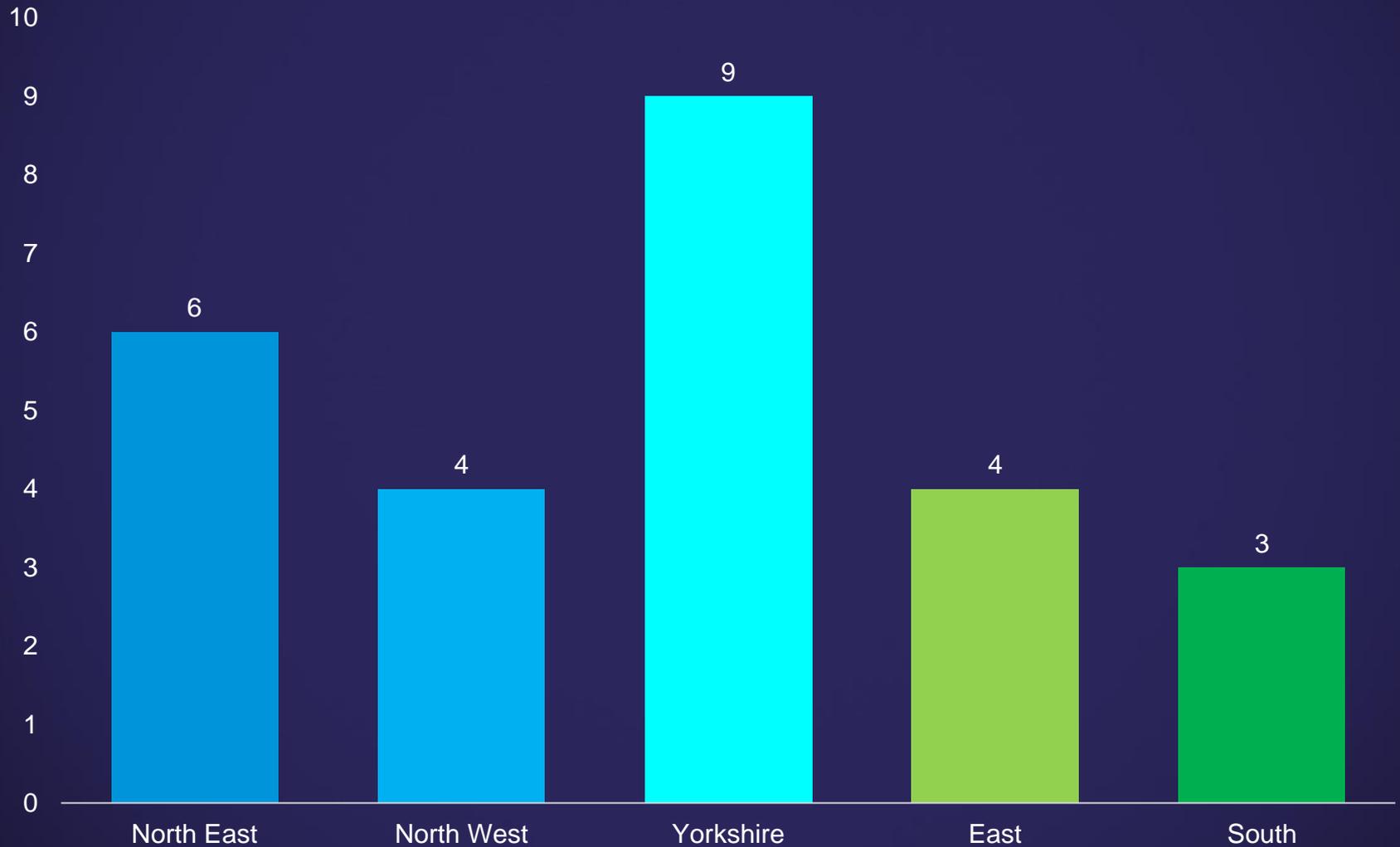
All customers who had successfully secured a tenancy with Accent between August and October 2019, and were thought to have used Let's Move, were invited to take part in this survey. The survey was carried out exclusively by email. Two attempts were made to contact those who were eligible to take part.

In total the survey yielded 26/239 responses (10.9%) with a margin of error $\pm 18.4\%$.

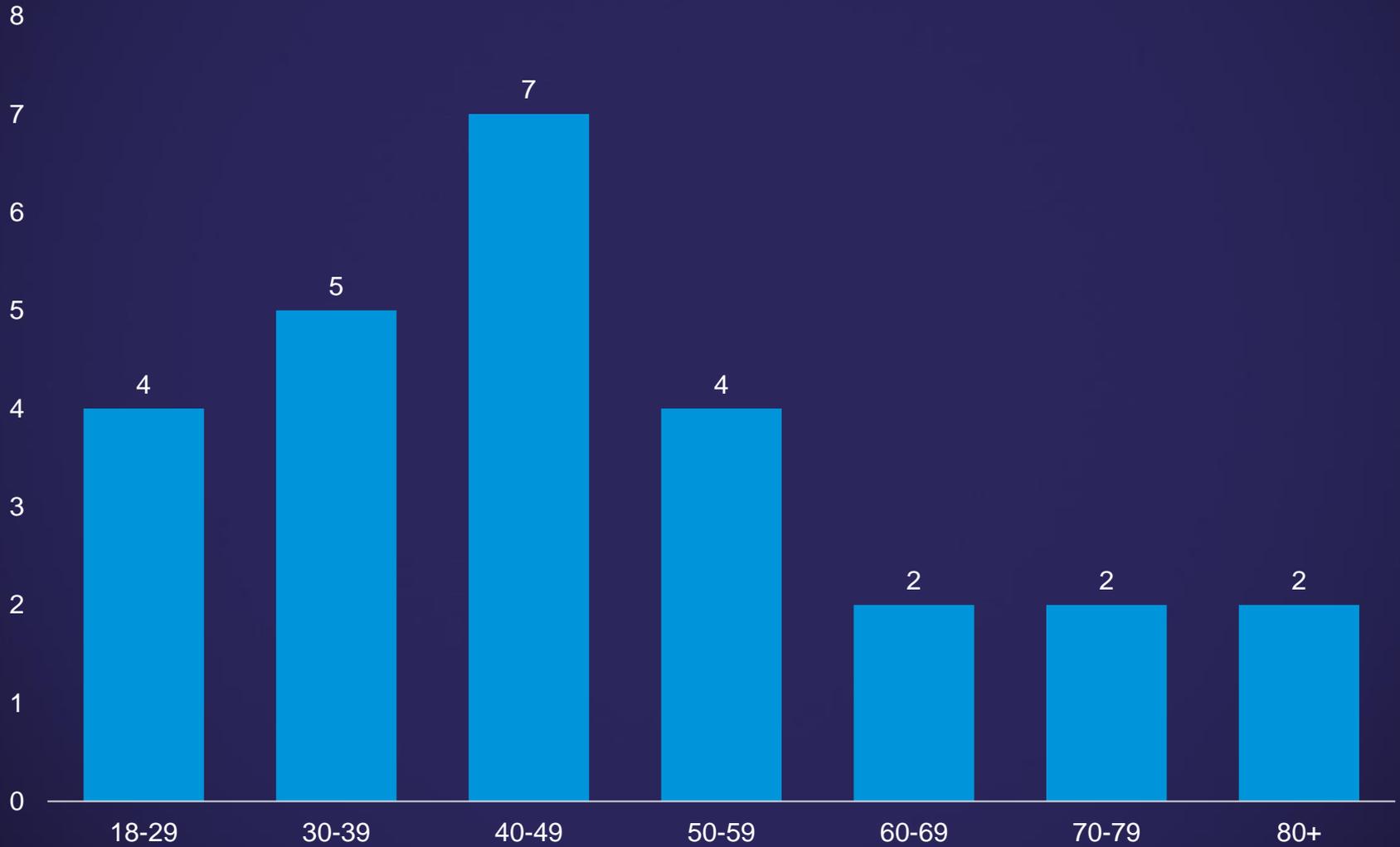
Responses



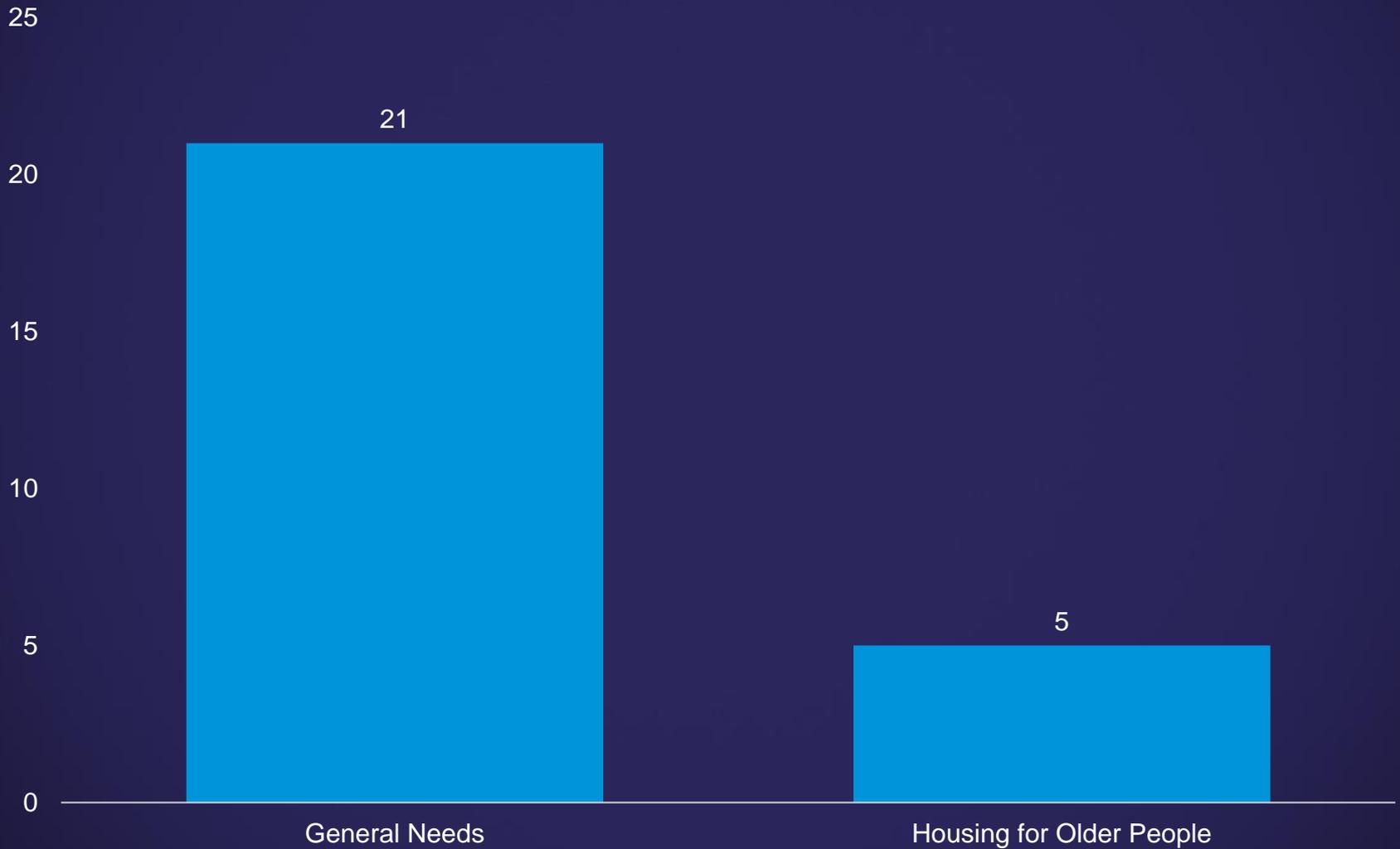
Responses by Region



Responses by Age Band



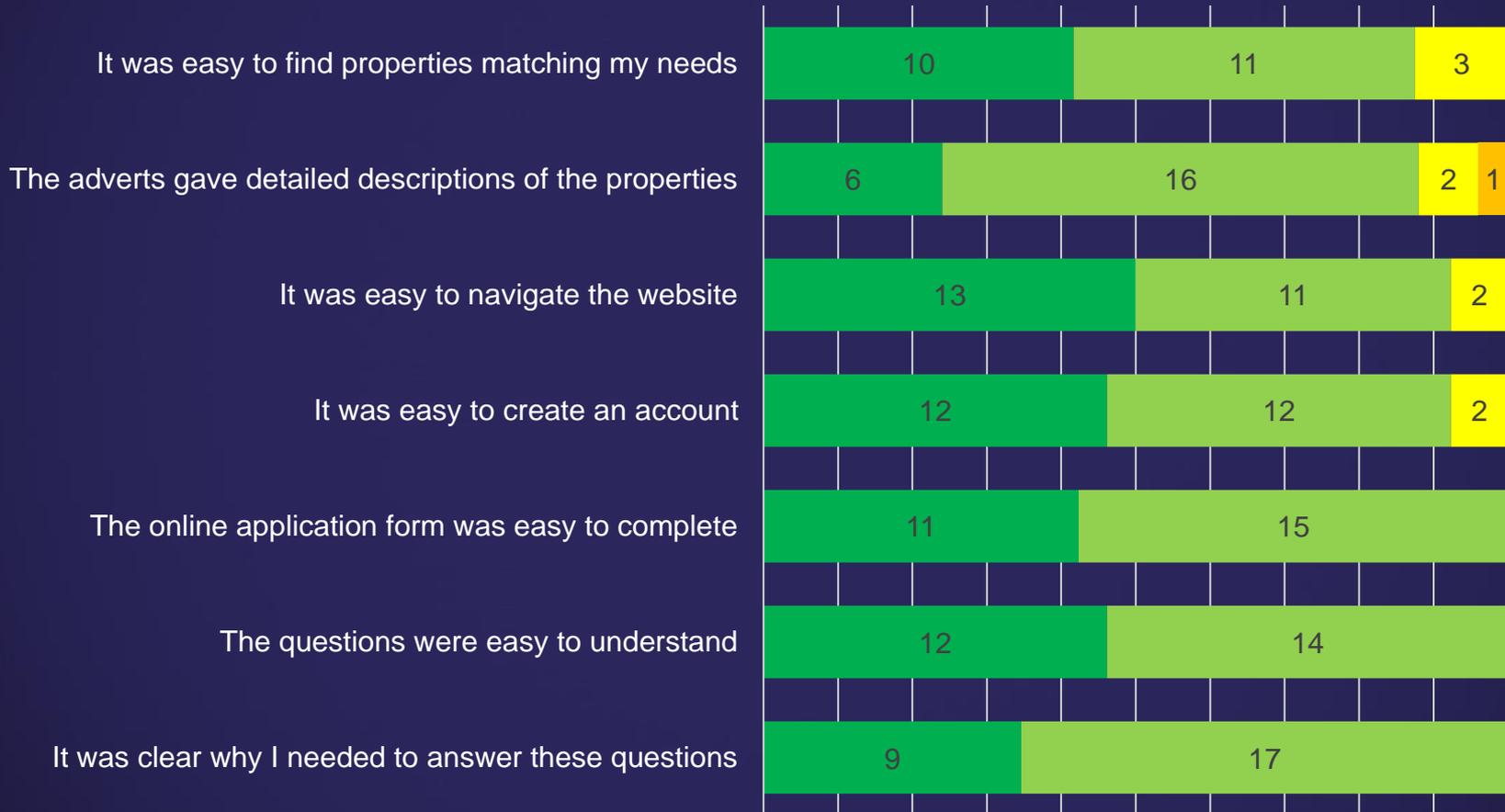
Responses by Tenure Type



Thinking about your experience using 'Let's Move', to what extent do you agree with the following?

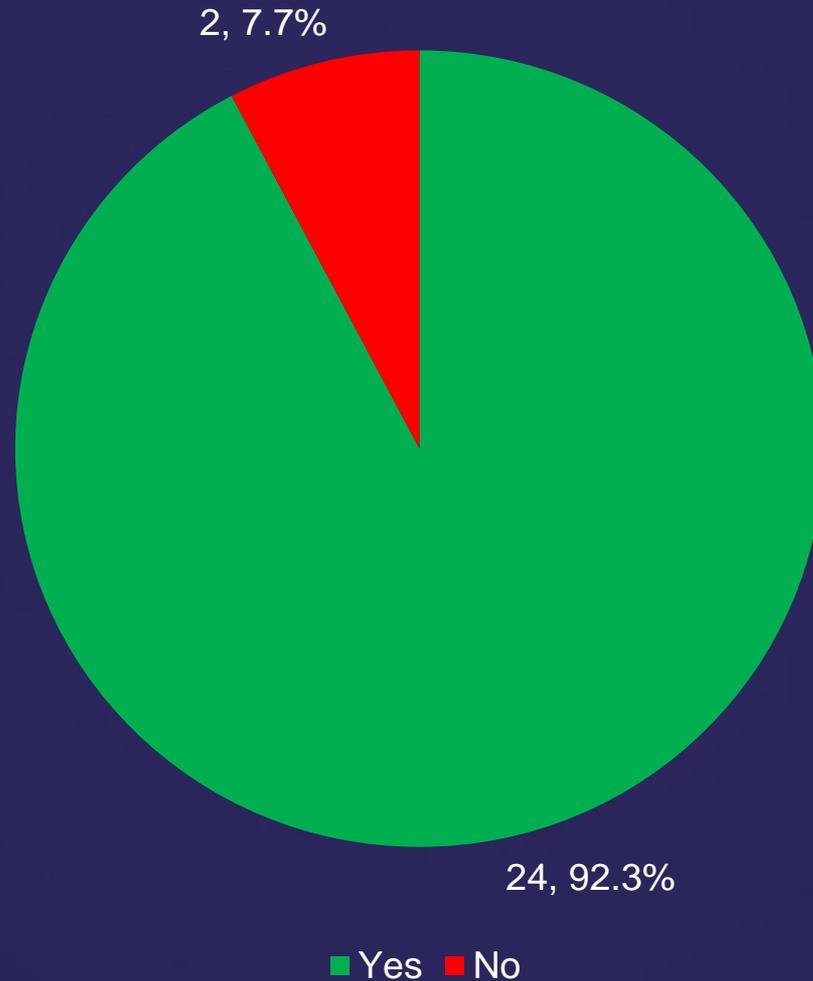


0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

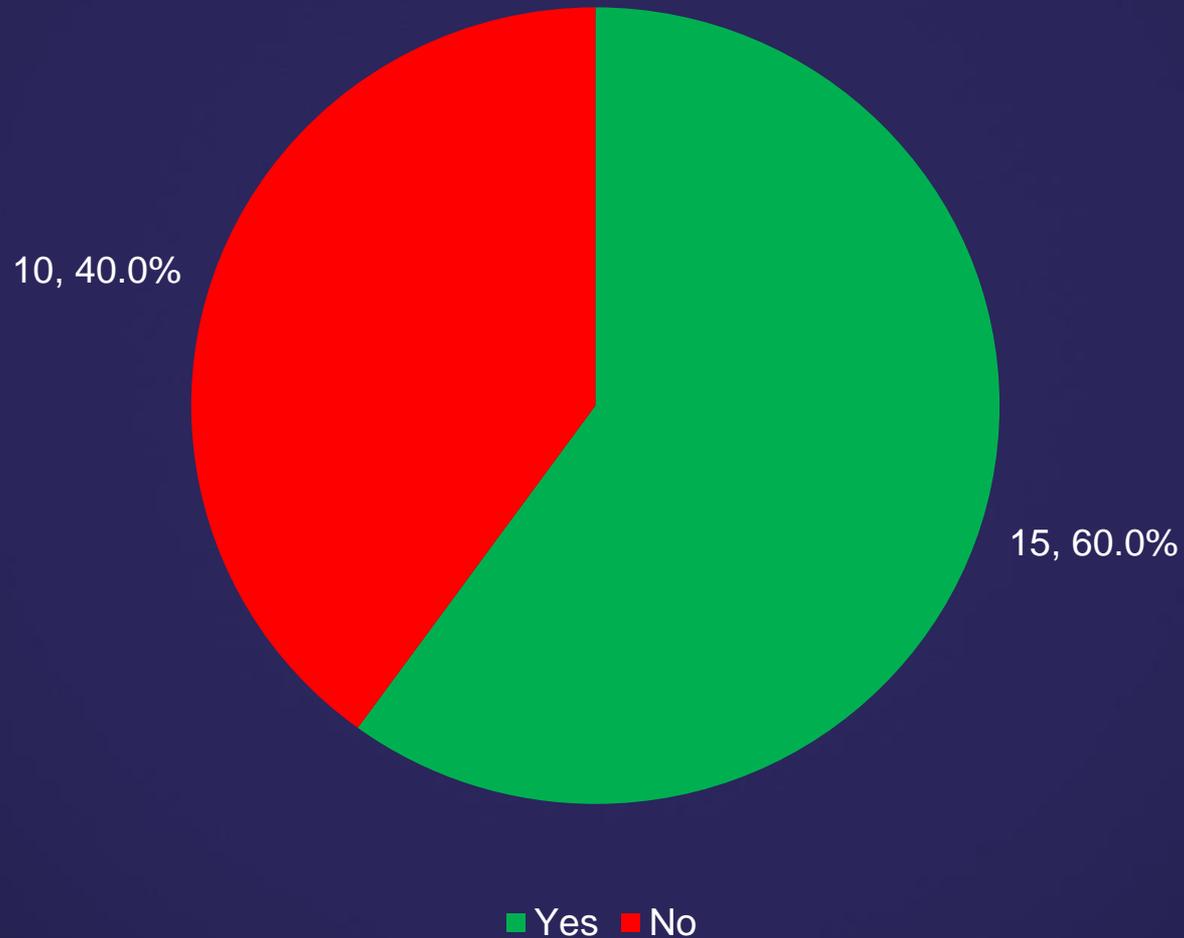


■ Strongly agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree

Did we keep you sufficiently informed about the progress of your application?



Would you have liked more regular updates?



At which additional point(s) during your application would you have liked an update?



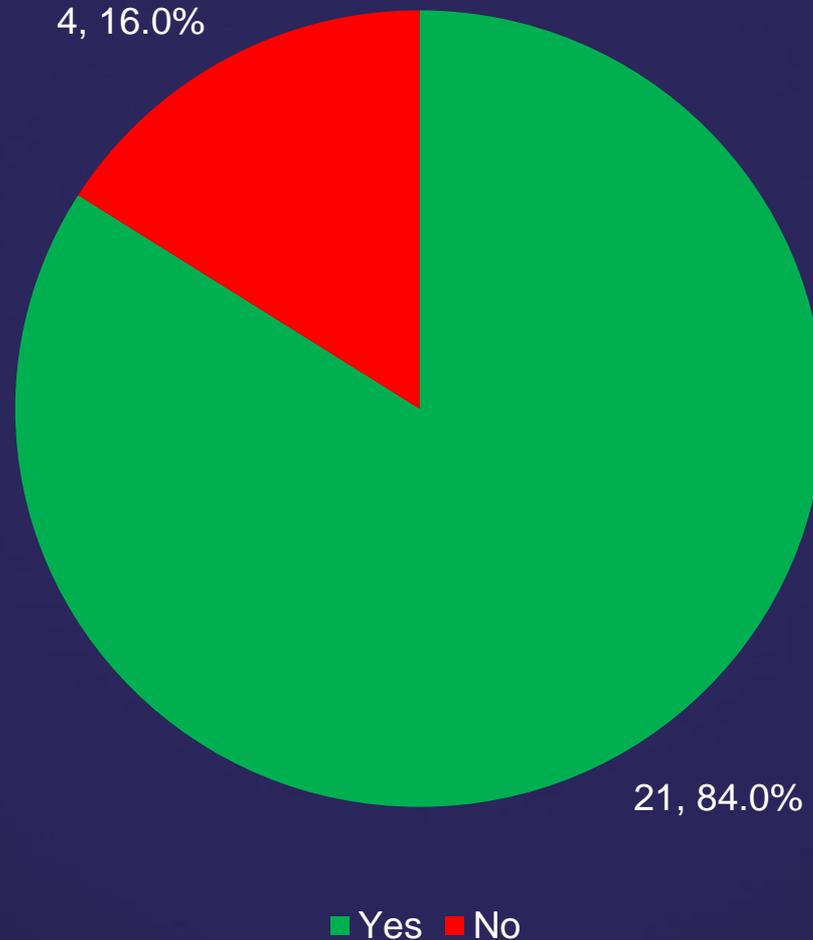
I had to ring on several occasions to ask about progress on my application. At one point I was told... I wouldn't stand a chance. Then someone rang me asking for more information and... I was definitely being considered. It was confusing.

Whilst references were being checked.

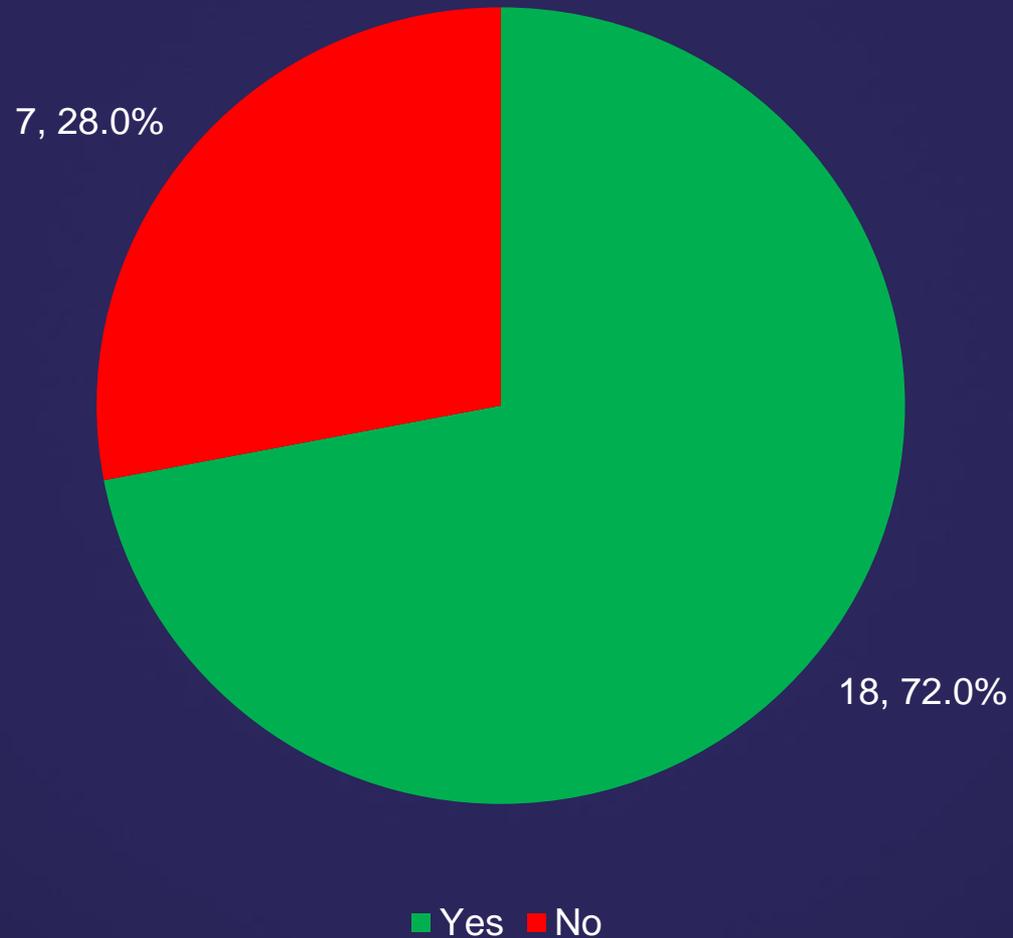
If application was successful via email, as I was always on the account to check.

Weekly emails would have been good so I knew the progress of when I would be able to sign my tenancy so I could have arranged around a move date.

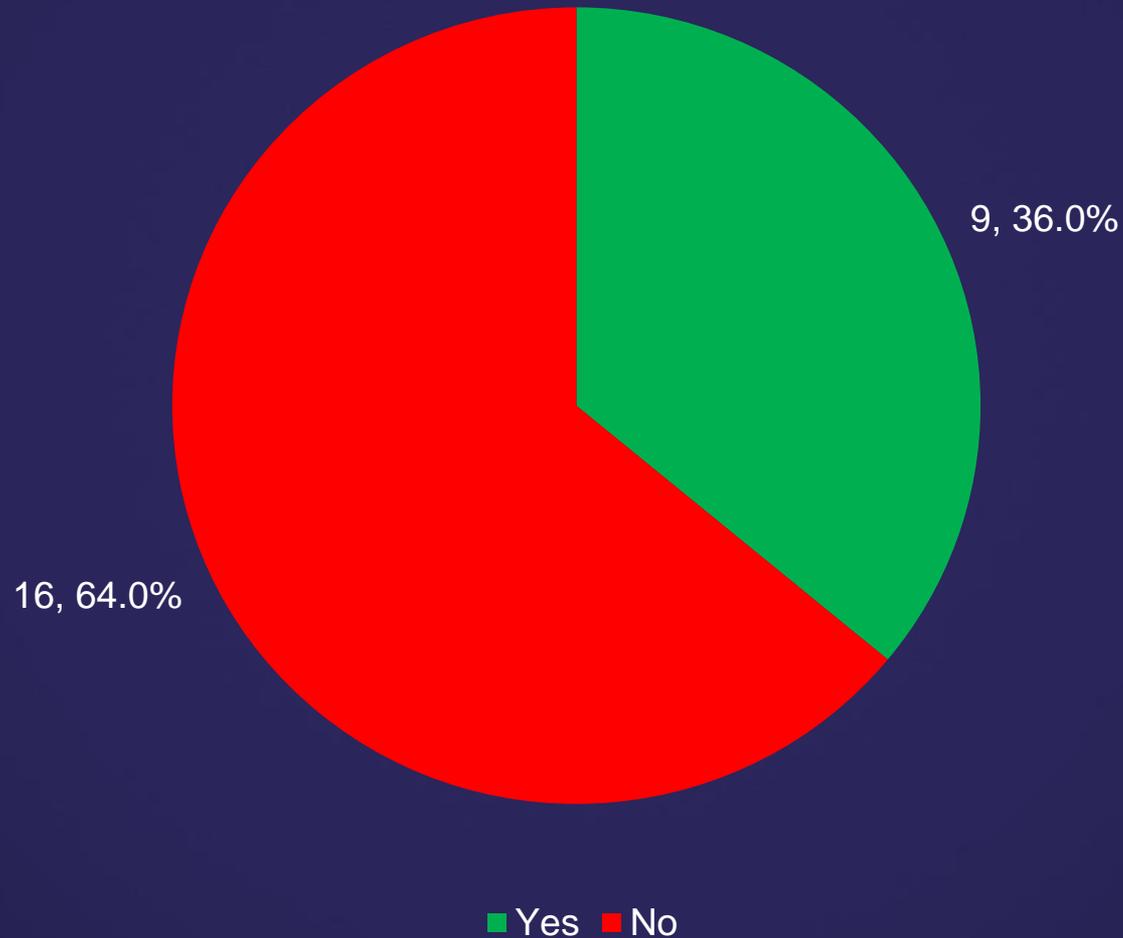
When you received an update from Let's Move, was it clear what would happen (or what you needed to do) next?



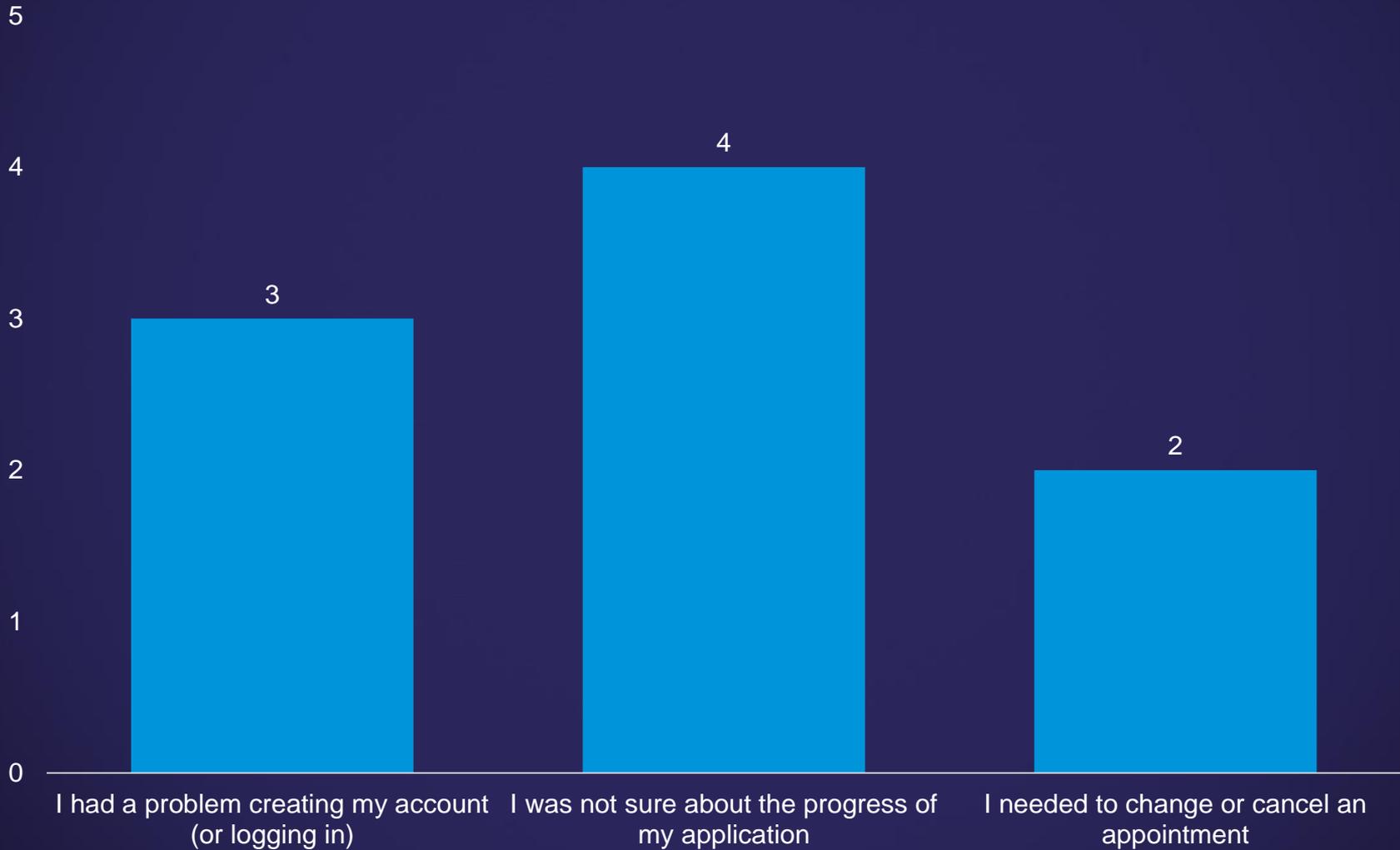
Would you have liked to receive updates by text message?



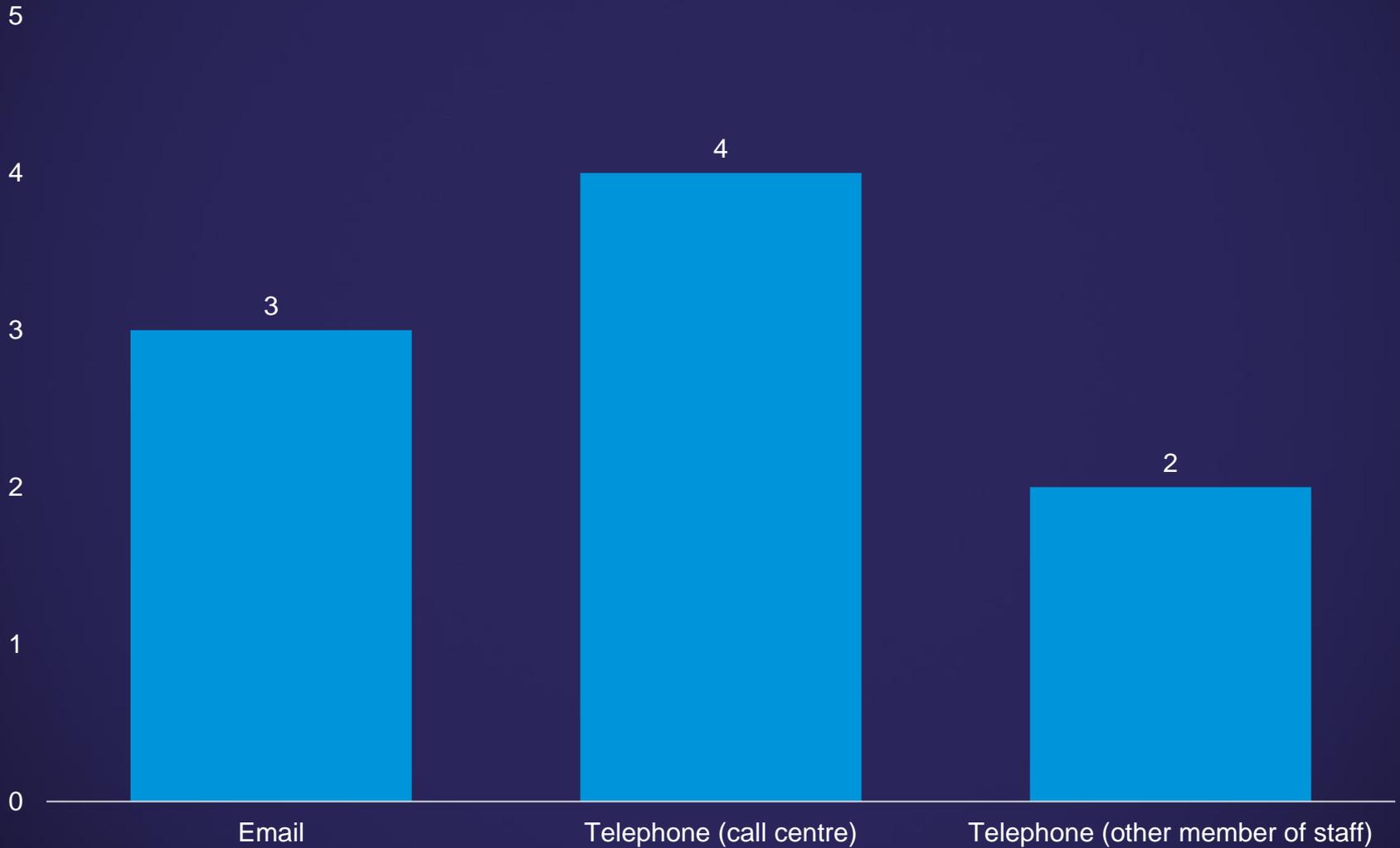
Did you need to get in touch at any stage during your application, to raise a query?



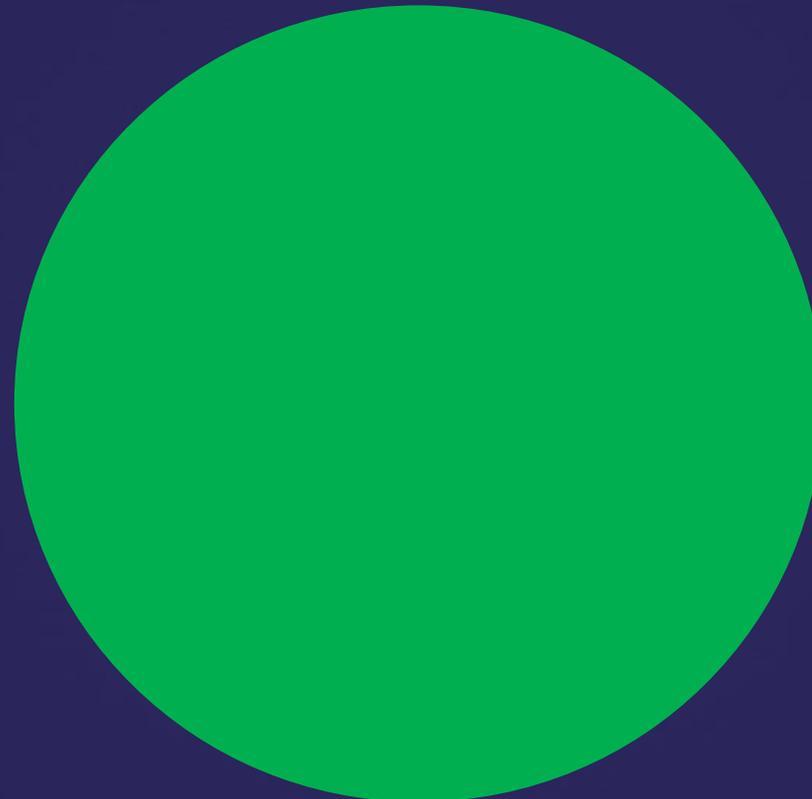
Why did you need to get in touch? (Tick all that apply)



How did you raise your query?



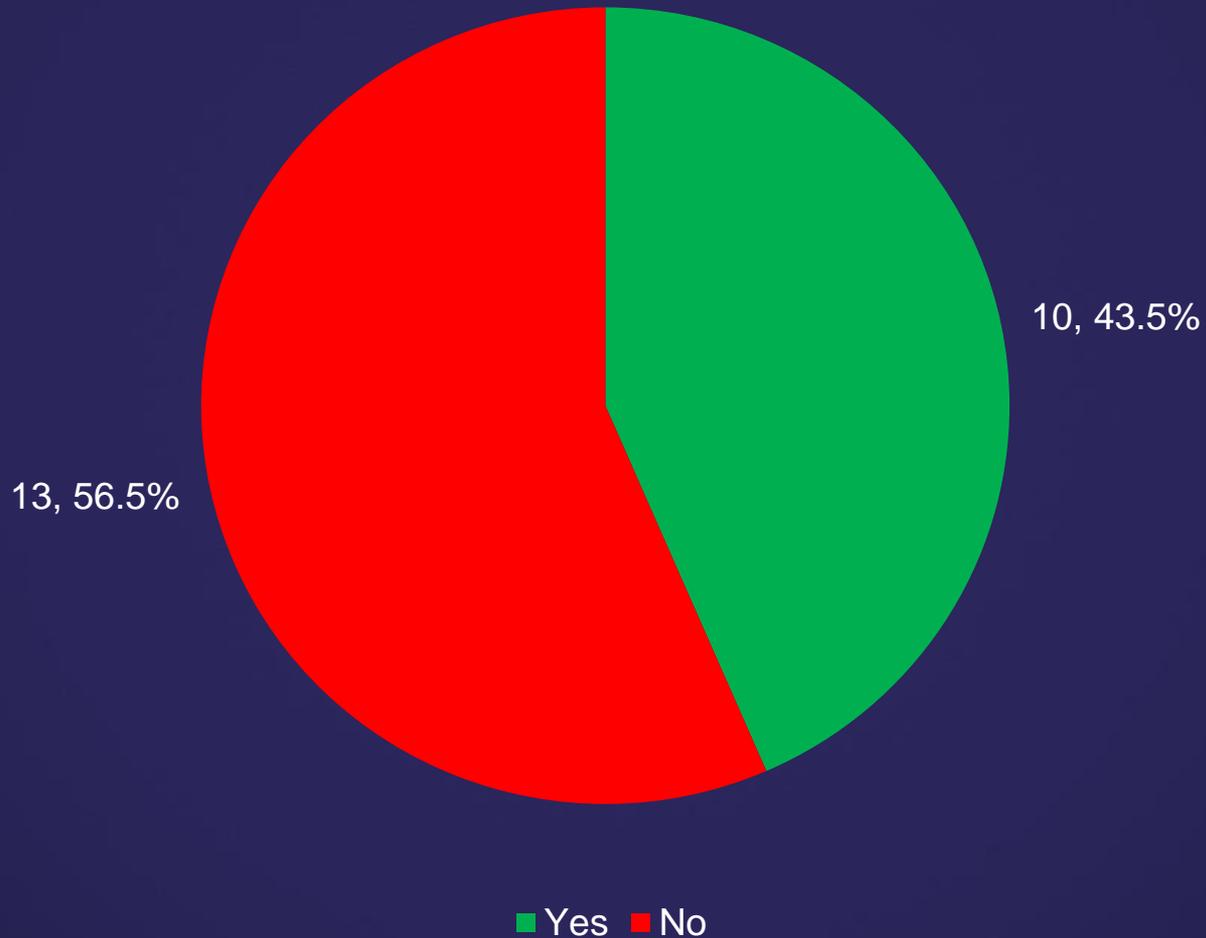
Were we able to resolve your query?



9, 100.0%

■ Yes

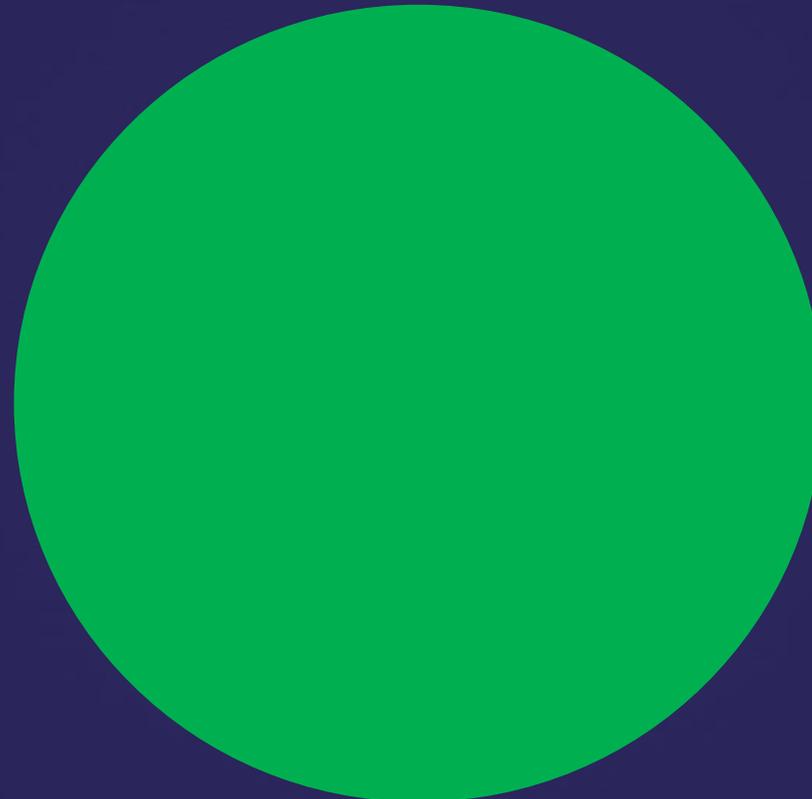
Did you set up property alerts, to notify you when a property matching your needs became available?



If no, why not? (Tick all that apply)



Did you find the property alerts useful?



10, 100.0%

■ Yes

How does your experience using 'Let's Move' compare with your previous experience of applying for housing through your local council or through a letting agent (if applicable)?



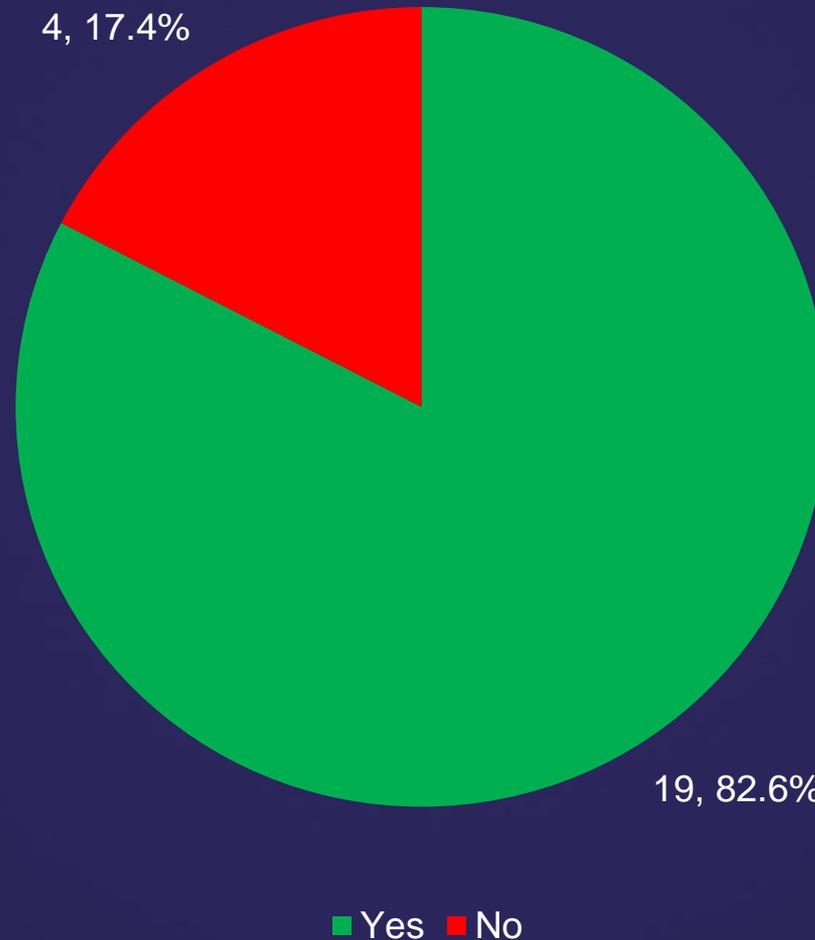
Found it very simple and straightforward.

Quick, efficient and no hassle.

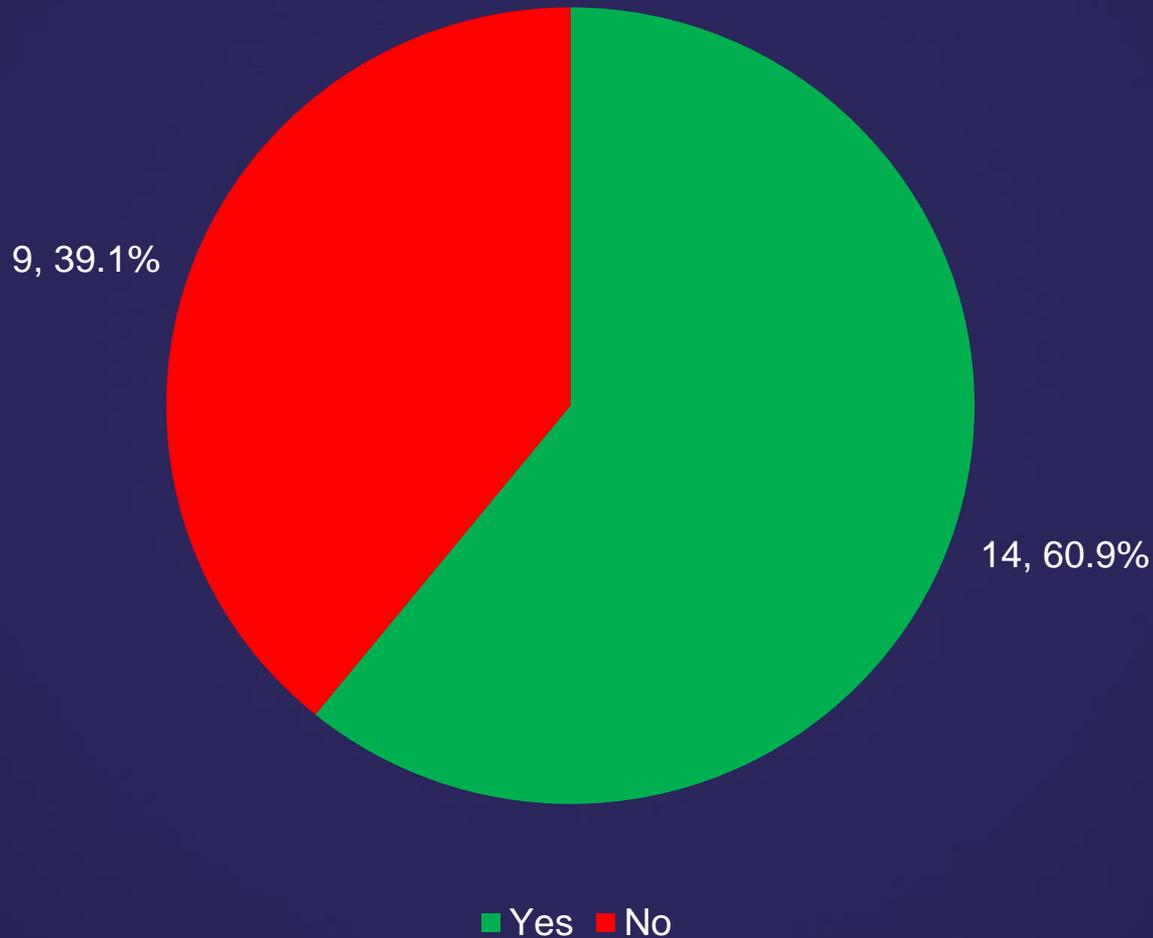
No comparison. So much more efficient and more compassionate [regarding] application.

'Let's Move' is the best agency and I had [the] best experience! Thank you!

Did the welcome meeting tell you everything you needed to know about your new home, your tenancy and the services that Accent provides?



Do you think the video was the most effective way to communicate this information?



Is there anything that was not covered in the video, or anything you would have liked more detail about?



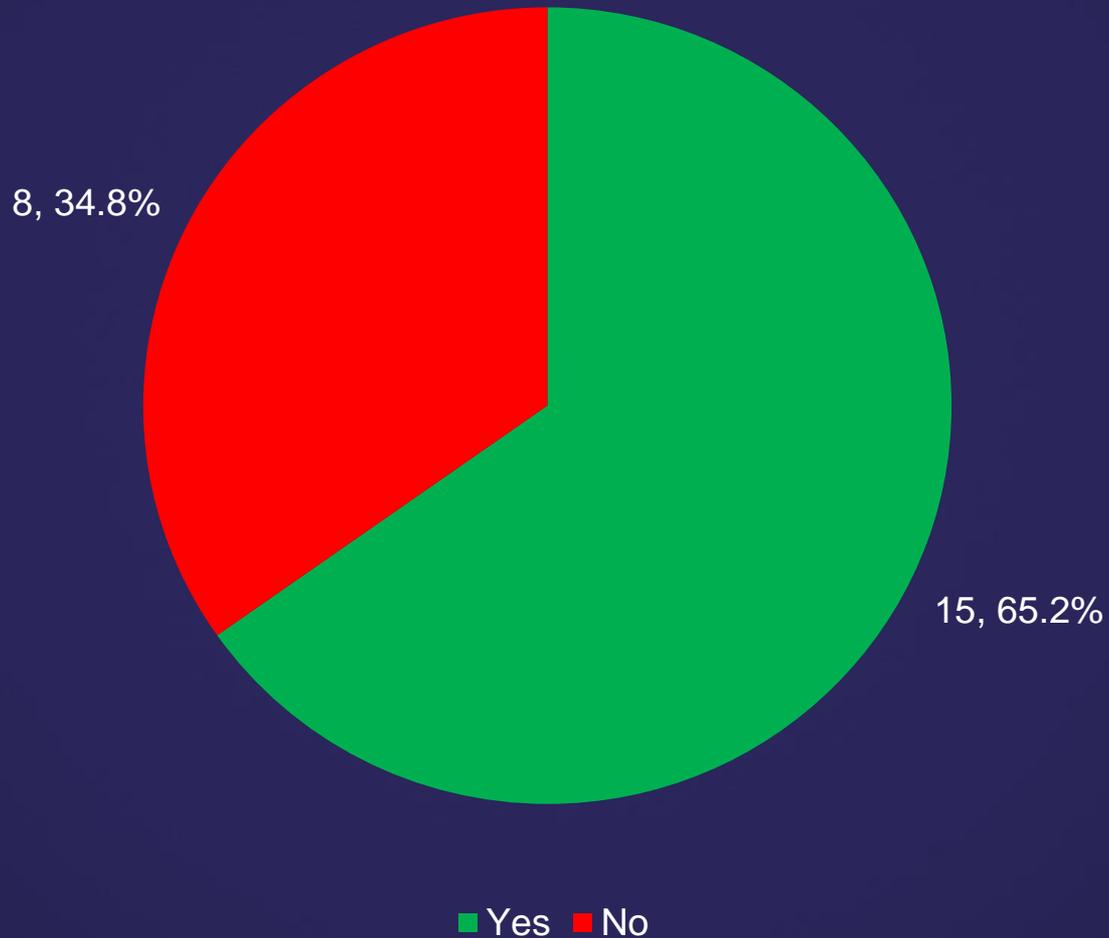
When we had the meeting with the housing officer we were told that we would have to pay one month in advance and one month. We were not expecting to have to pay almost £1000 in rent and had to borrow money from family. This needs to be made more clear at the beginning of the process.

I was not told about the next door neighbour who had been causing problems for previous tenants.

I absolutely agree with the information in the video! This is perfect way!

I wasn't made aware who my gas and electric company were so needed to call around to find out.

Did you continue to use the online facility (MyAccount) to manage your tenancy?



If no, why not?



Not got round to it yet.

Forget to use online facilities.

Wasn't online. Too busy working.

No need.

Conclusions



- Respondents had few criticisms of Let's Move. One respondent felt that the property descriptions were not detailed enough, and this sentiment was reflected in some of the comments that appeared later in the survey.
- All but two respondents felt that they were kept sufficiently informed about the progress of their application. In spite of this, 60% would have liked more regular updates. Most respondents would have liked to receive text message updates.
- Respondents would have liked more updates about the later stages of their application, for instance; the status of references, confirmation their application had been successful and moving dates.
- $\frac{1}{3}$ respondents raised a query about their application, usually to check its progress.
- None of the respondents reported problems using the website or completing the online forms, although a handful of respondents experienced problems creating an account or logging in.

Conclusions



- Most respondents chose to raise their query by telephone. All enquiries were successfully resolved regardless of the channel through which they had been raised.
- Fewer than half of the respondents set up property alerts. This was usually because the respondent was applying for a particular property and had begun the application process using a different website, but in five cases respondents did not know this was possible. All respondents who had set up property alerts agreed that they were useful.
- Respondents' experience using Let's Move is wholly positive, in comparison to other online lettings systems. The most favoured features were its simplicity, its efficiency and its convenience.
- While most respondents agreed that the video told them everything they needed to know about their new home, some commented that it lacked information particular to their property (for instance; gas and electricity providers).
- $\frac{2}{3}$ respondents continue to use MyAccount to manage their tenancy. There does not appear to be any particular reason why some choose not to.