



Personal Statements Customer Feedback

May 2020

Background



Rationale:

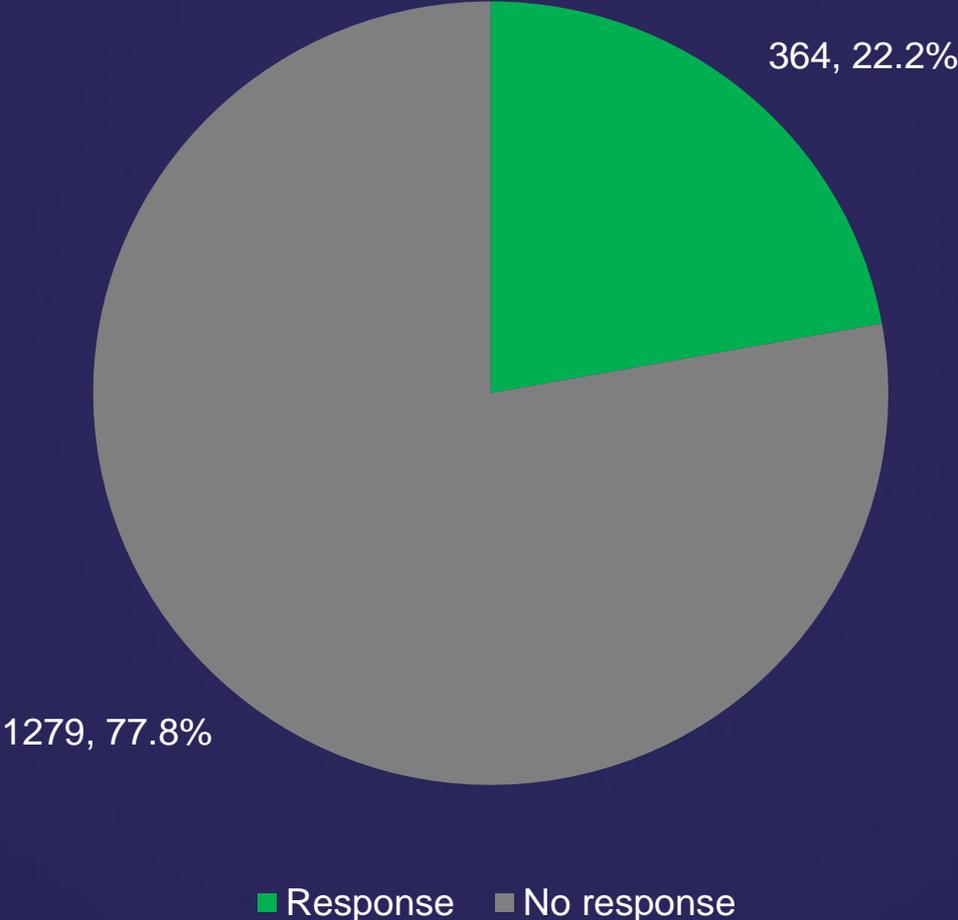
The Personal Statement provides a summary of customers' household members, rent account activity, investment in the local area and satisfaction with our services.

This is the first time Accent has produced a document like this, so we consulted with customers as to whether this was useful and to hear their suggestions as to how it could be improved for next time.

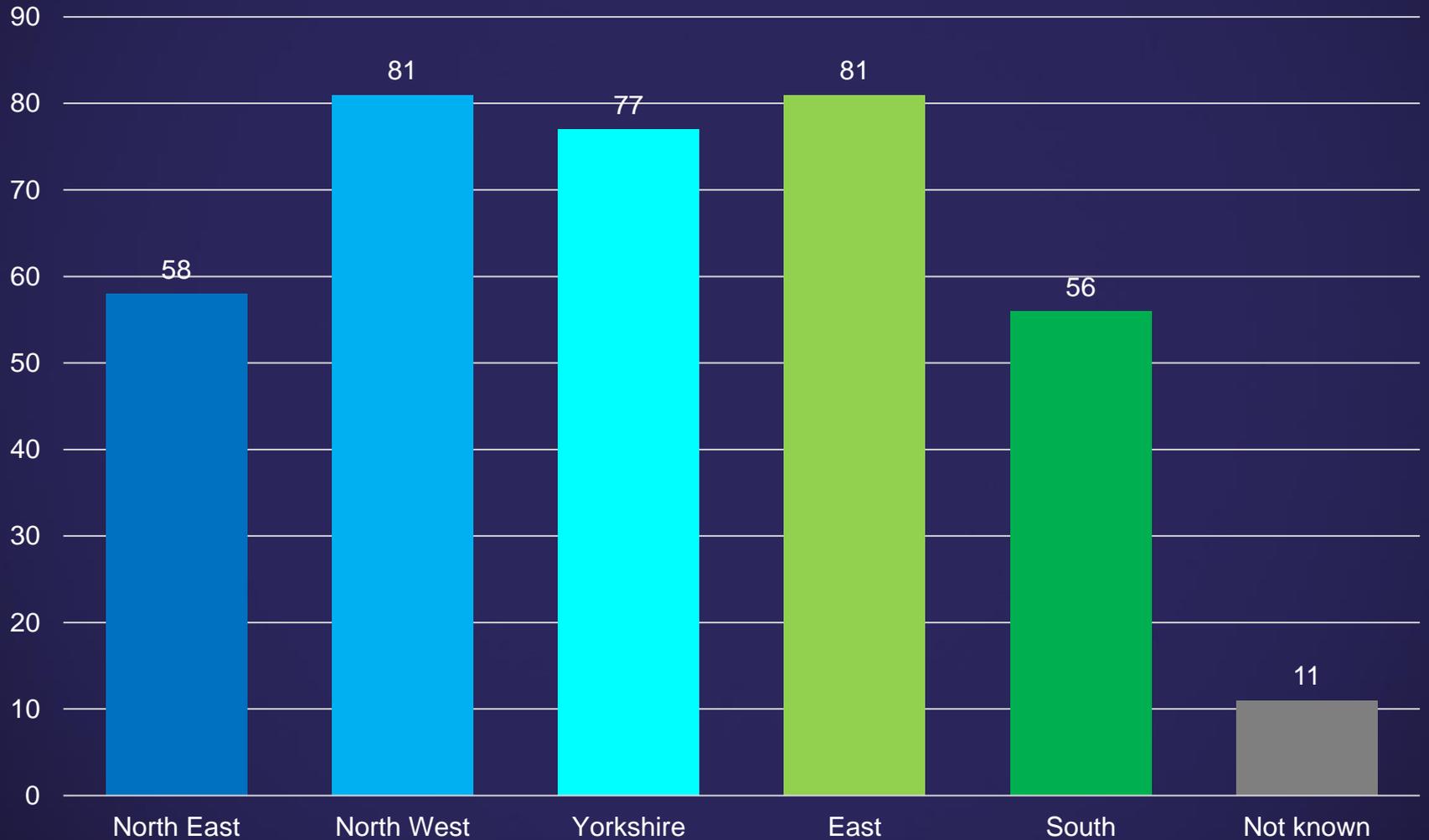
Sample size:

All members of the Accent 500 (who received the Personal Statement) together with a representative sample of other customers were invited to take part in this survey. The survey was carried out exclusively by email. Two attempts were made to contact customers. The survey yielded 364/1643 responses (22.2%), with a margin of error of $\pm 5.1\%$.

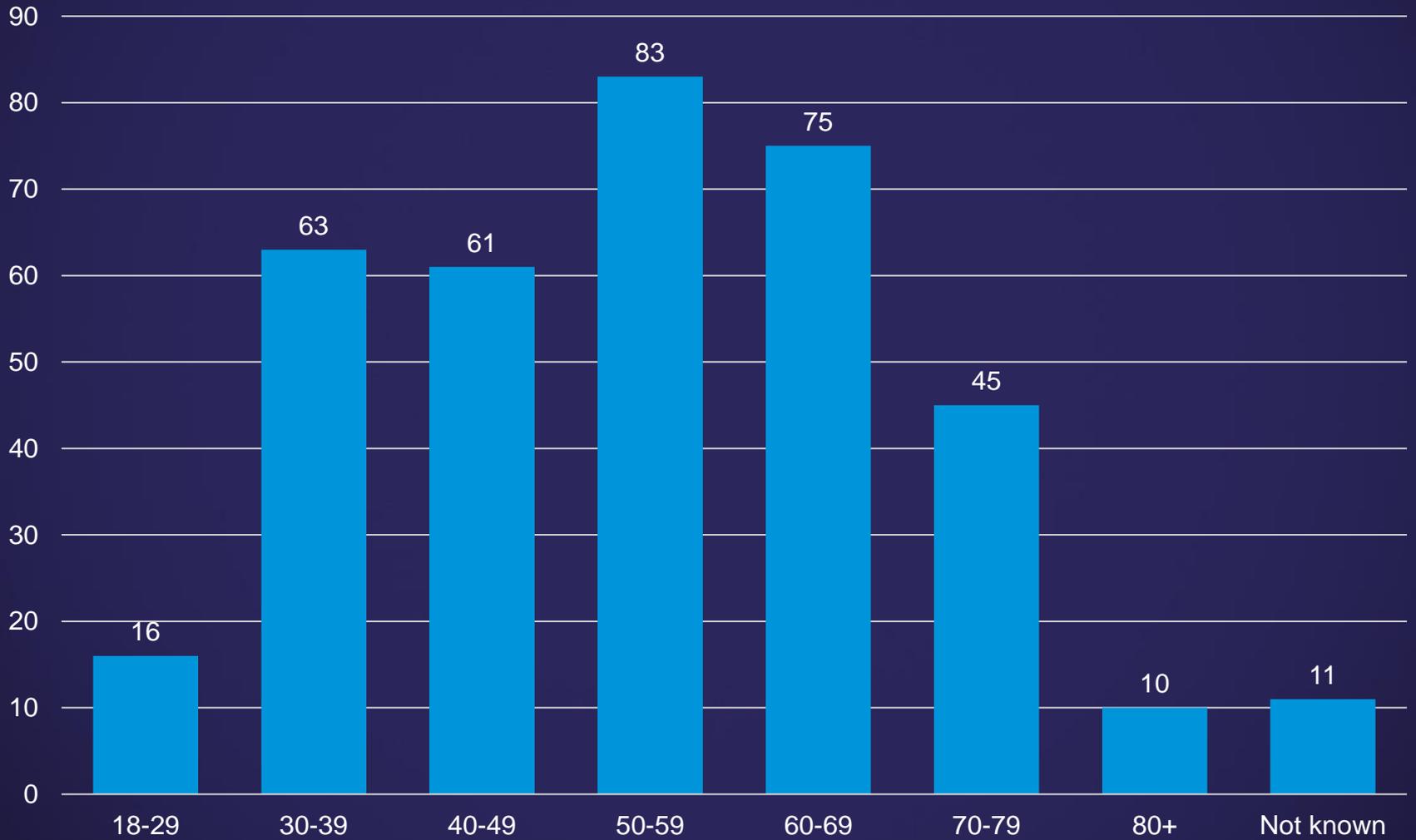
Responses



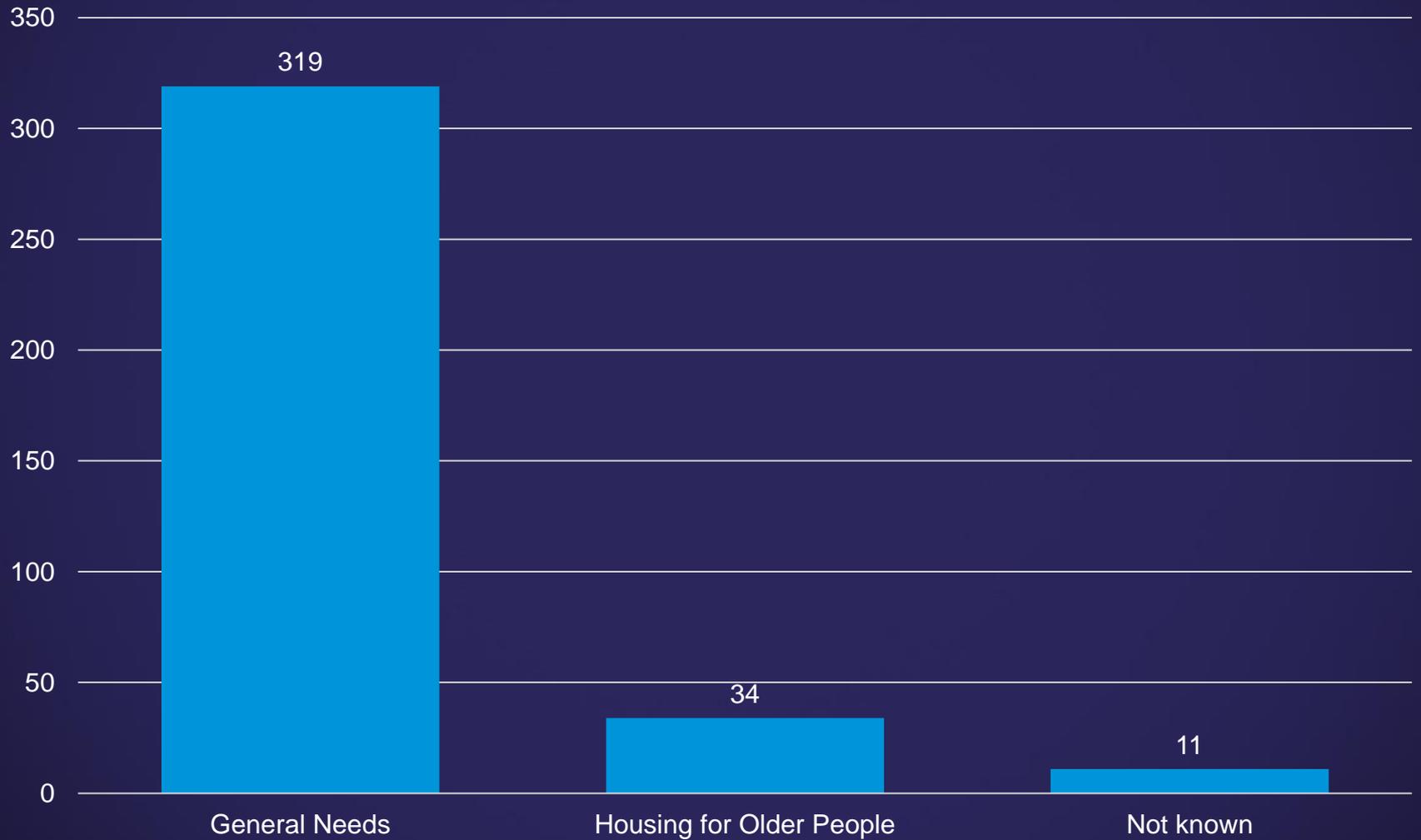
Responses by Region



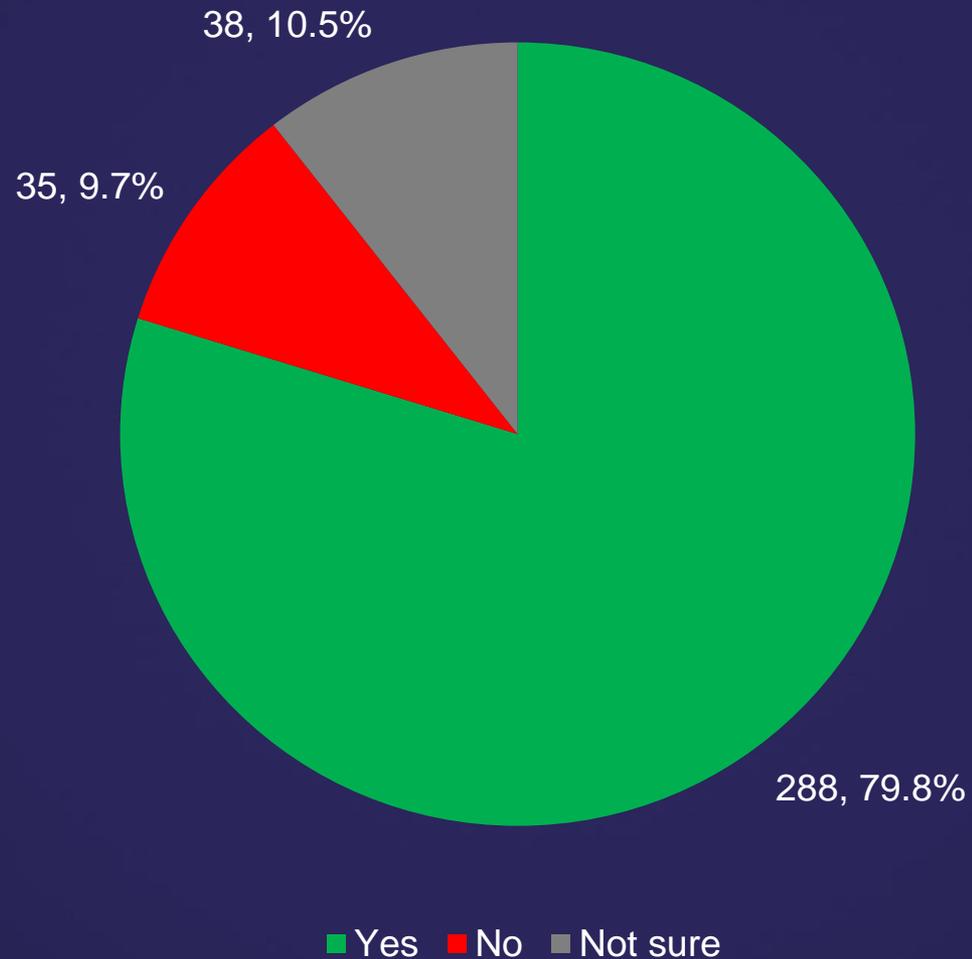
Responses by Age Band



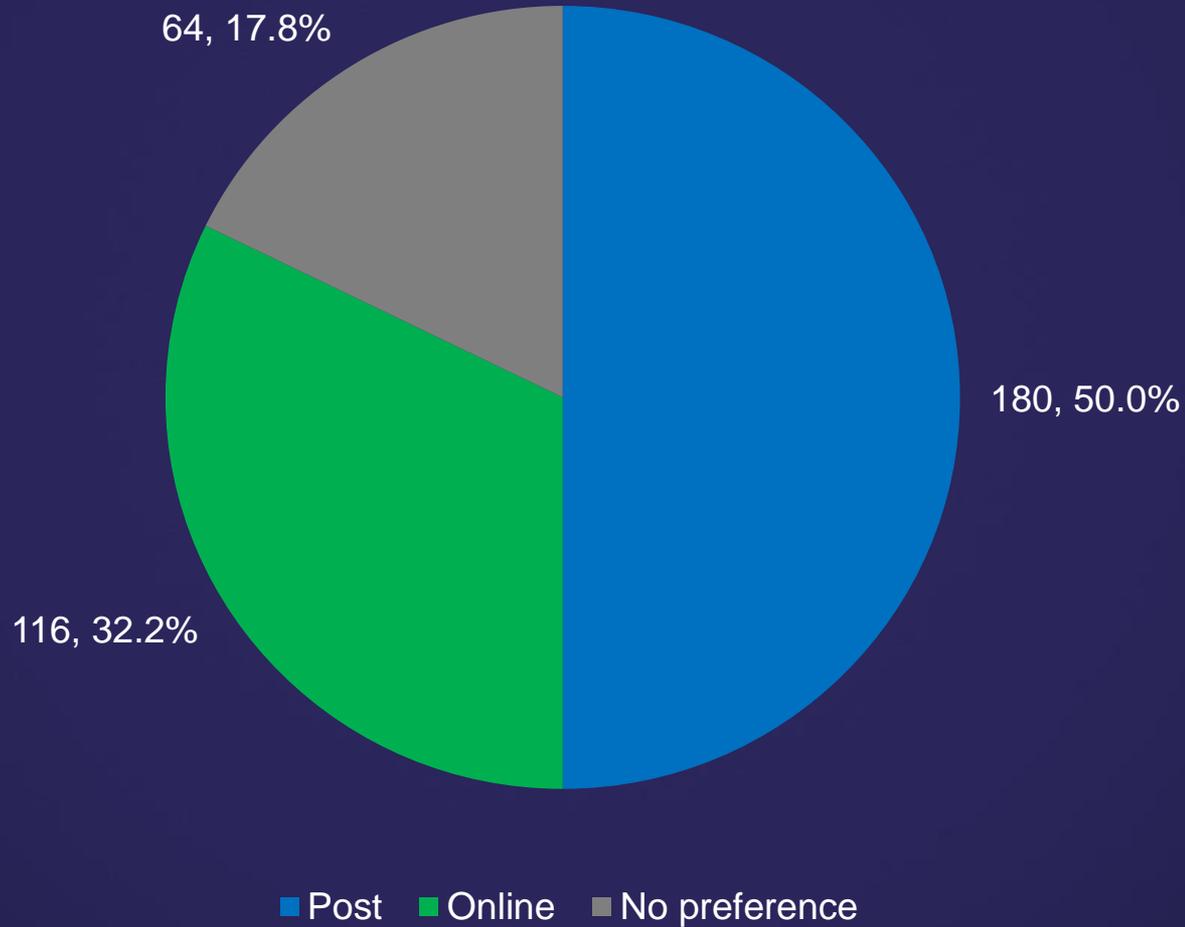
Responses by Tenure Type



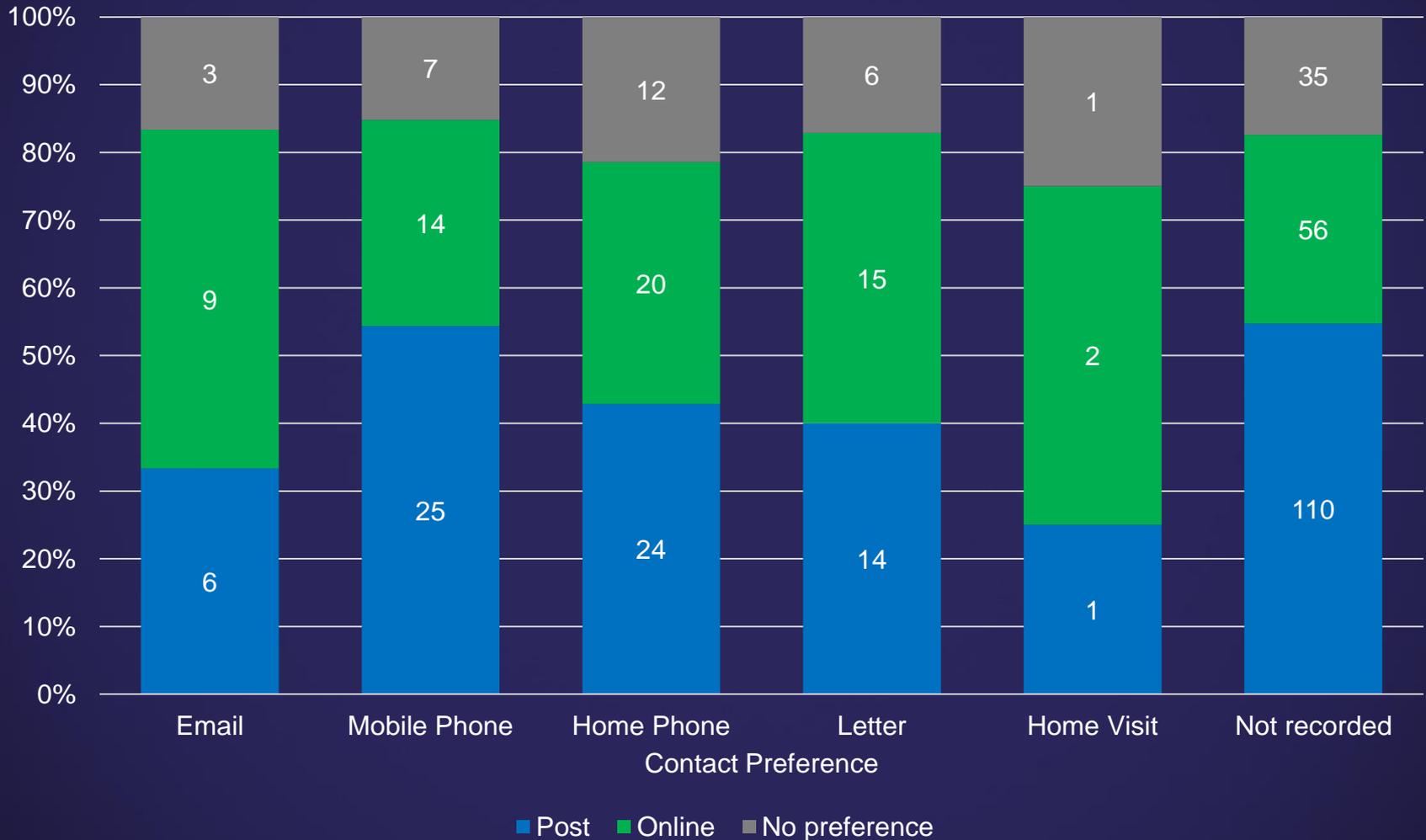
Do you remember receiving a Personal Statement?



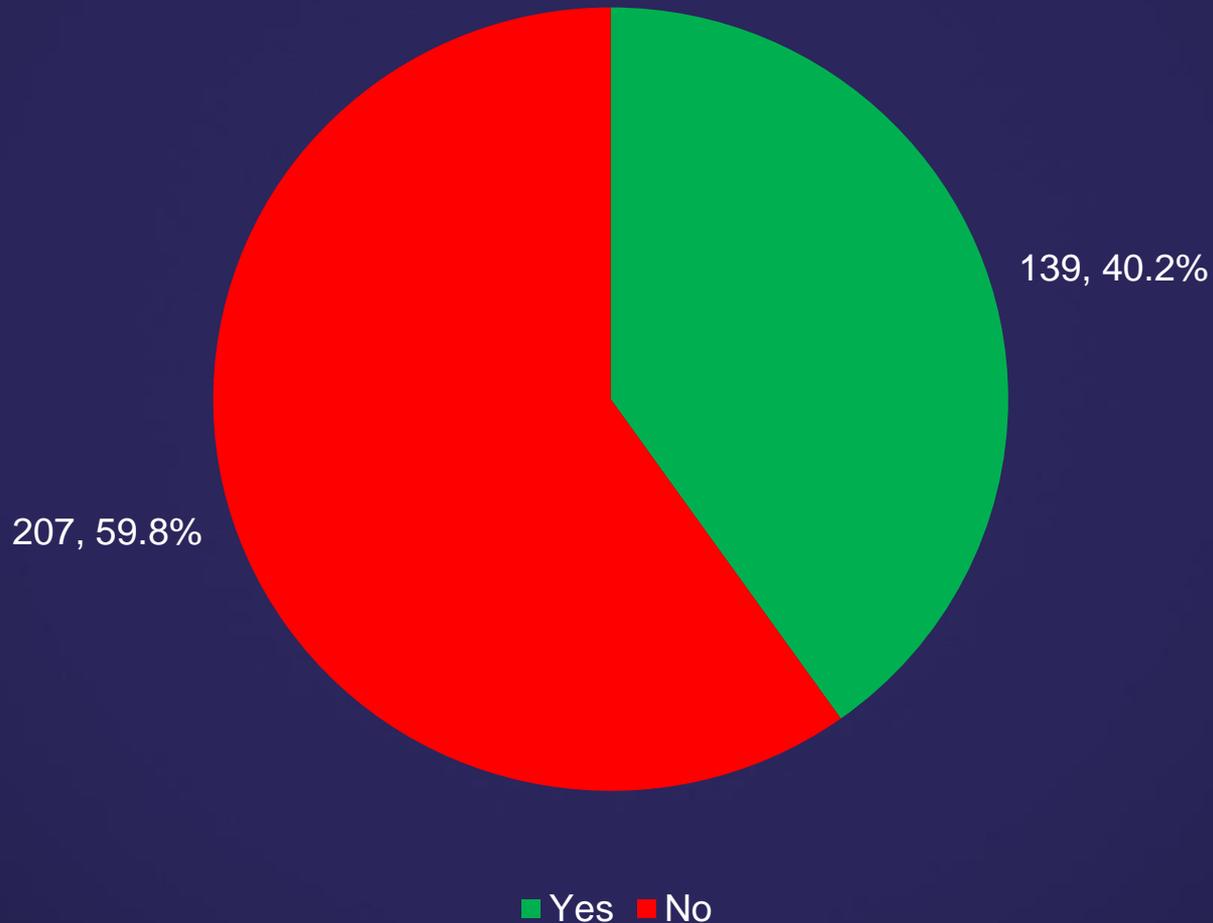
How would you prefer to receive documents like this?



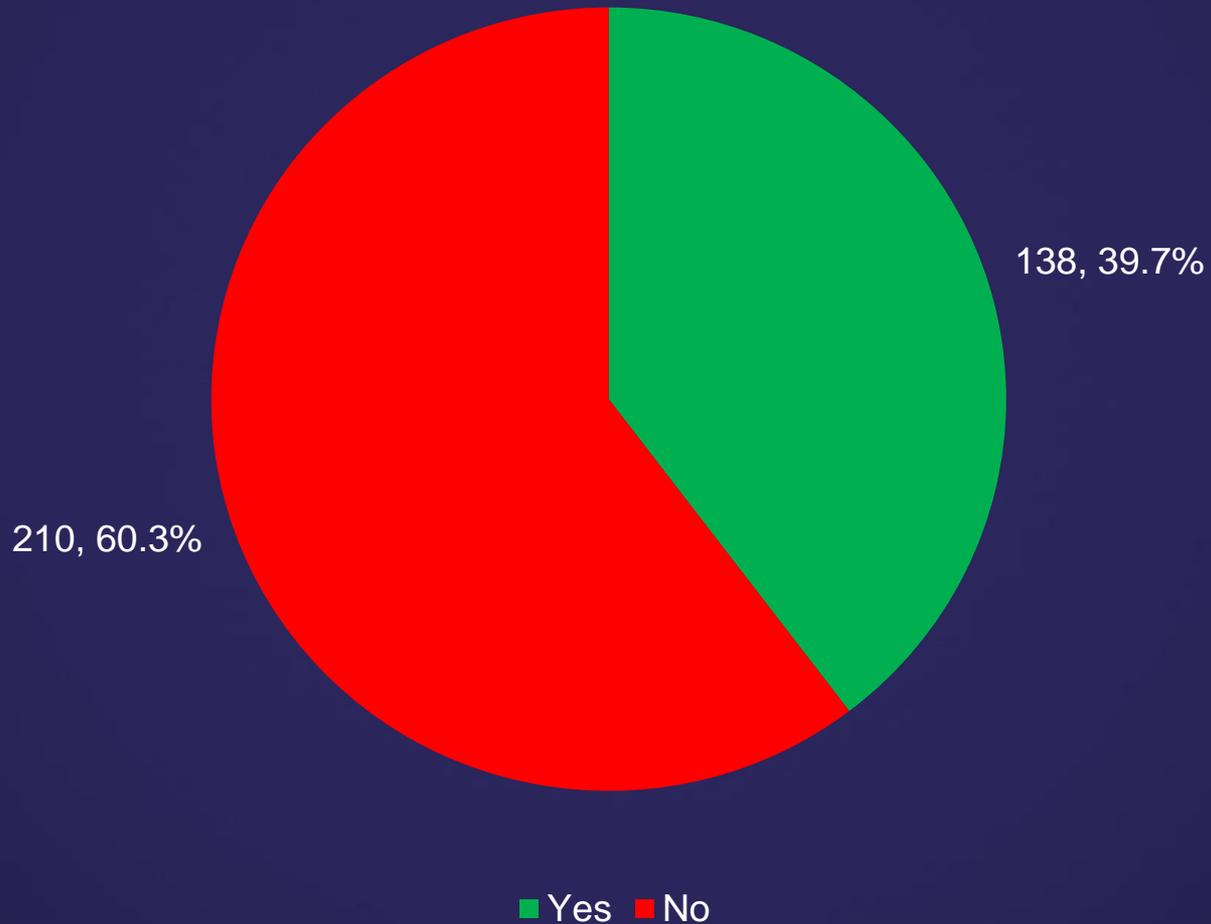
How would you prefer to receive documents like this?



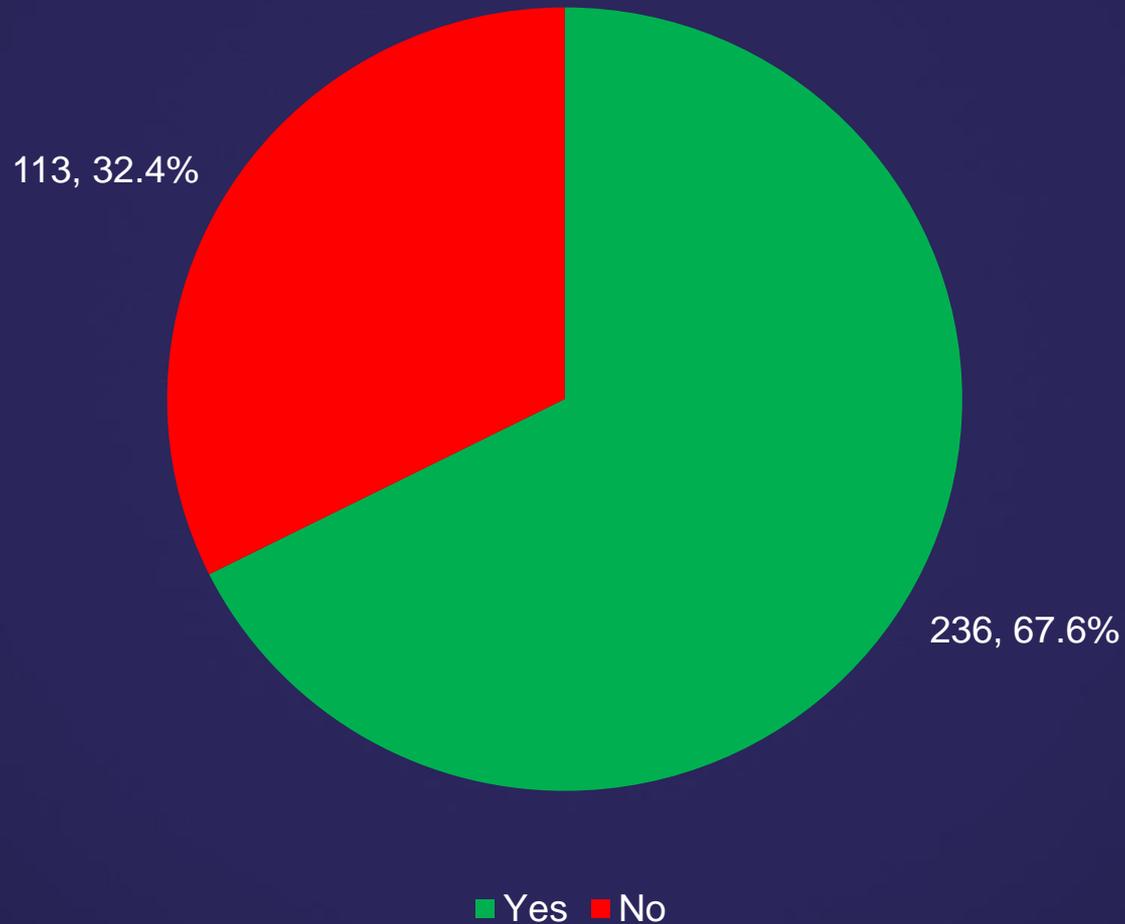
Were you aware that the role of Customer Partner had replaced the role of the Housing Officer?



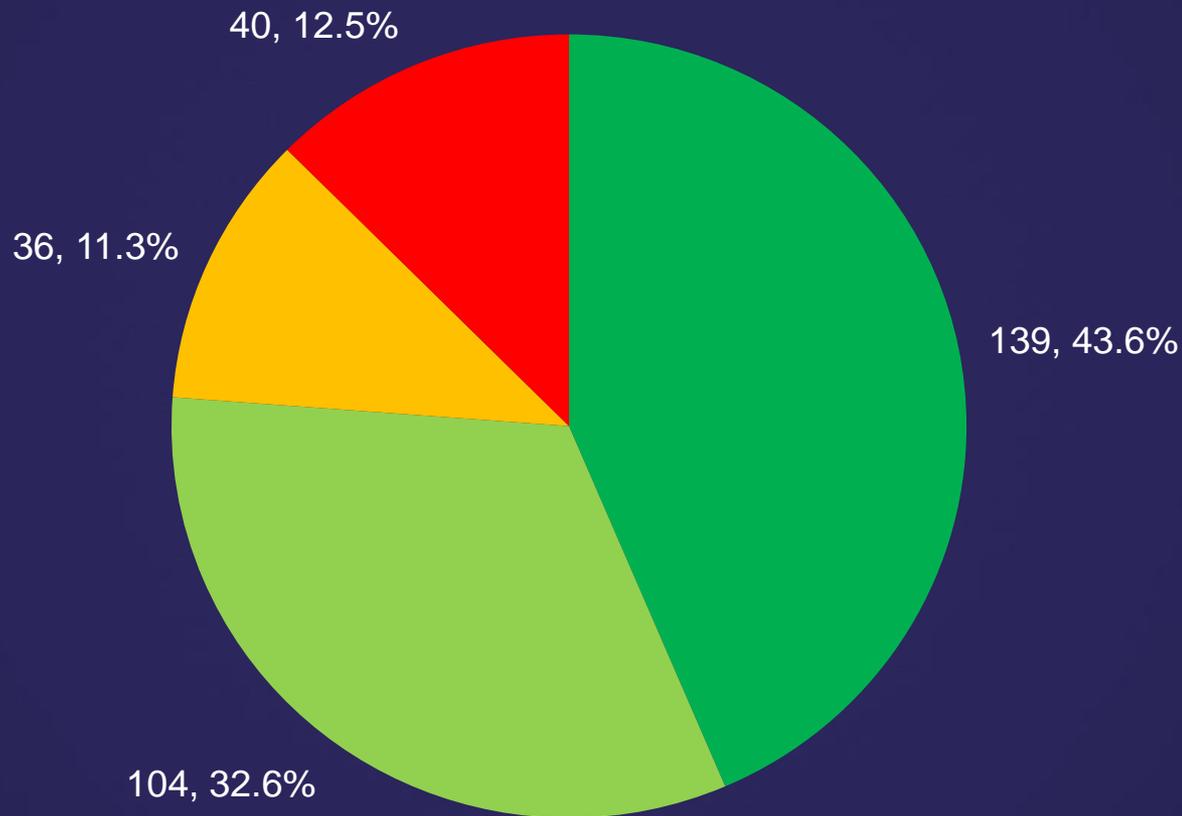
Did you already know who your Customer Partner was?



Did this help you to understand the role of the Customer Partner and what type of enquiries he/she is able to help with?

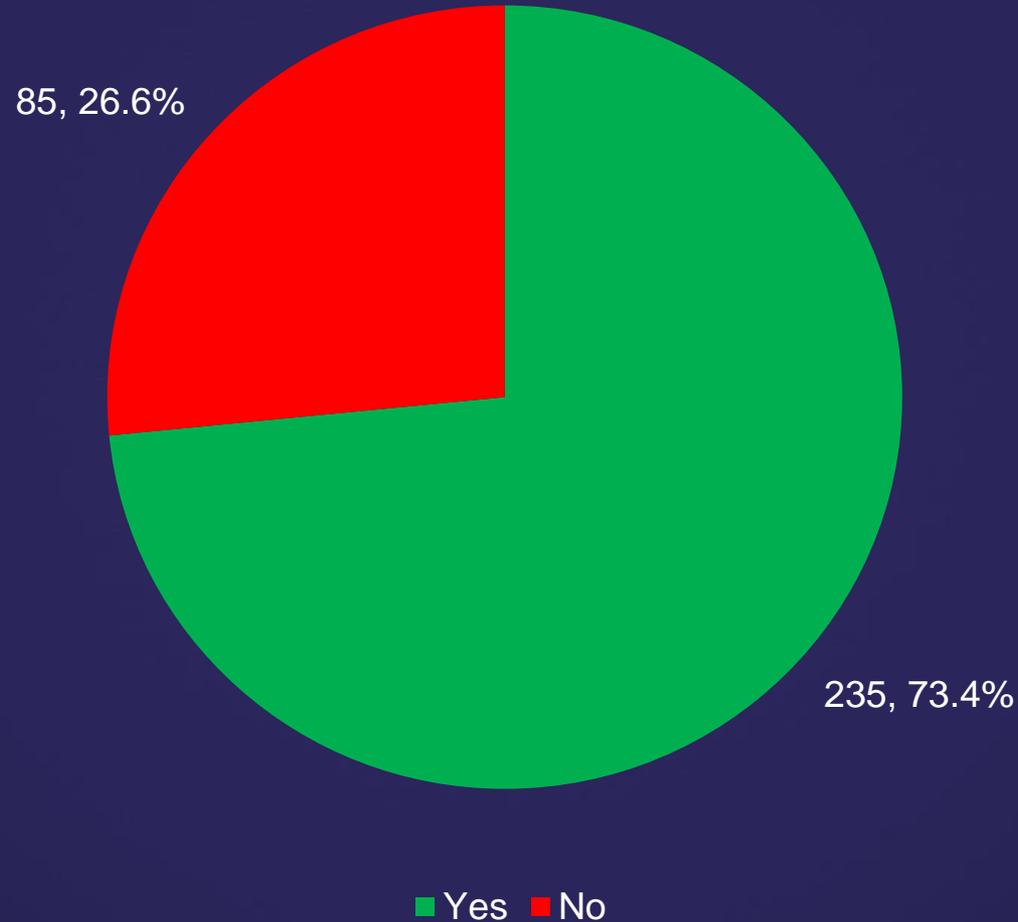


Was it useful to see all the information Accent holds about your household members?

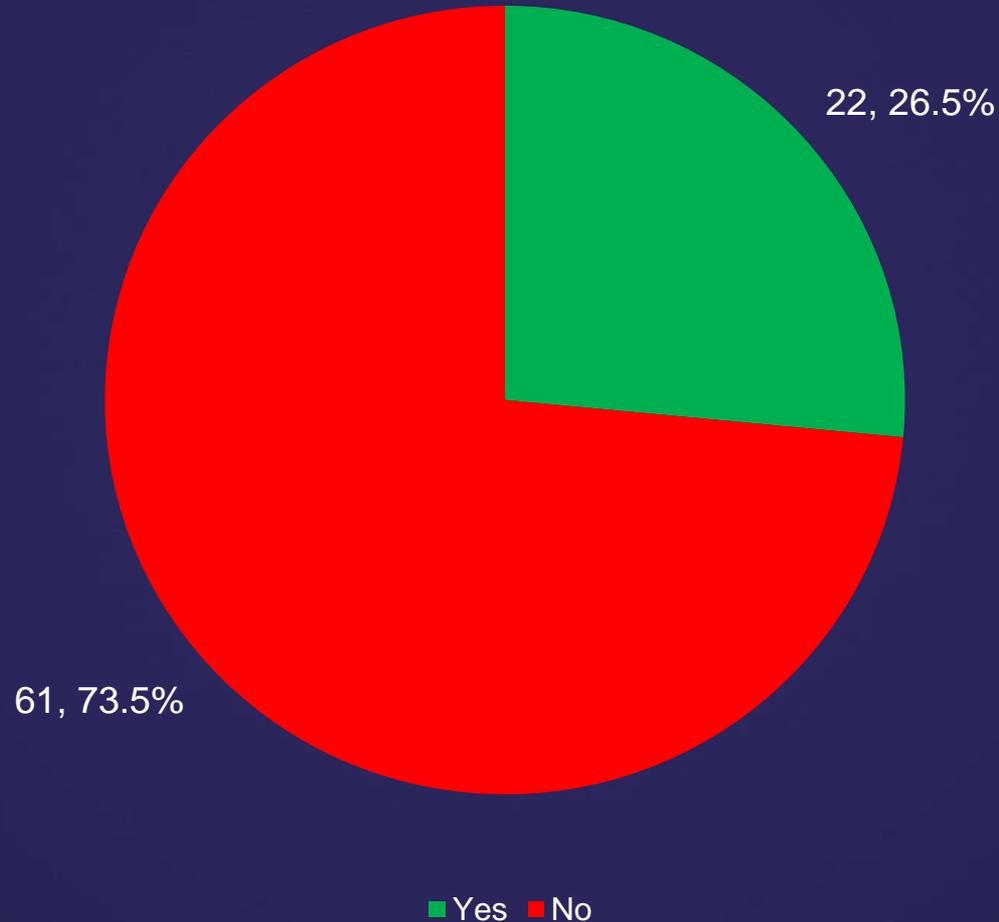


■ Very useful ■ Somewhat useful ■ Not very useful ■ Not useful at all

Was all the information accurate and up to date?



Did you get in touch to let us know that our records were wrong?



If no, why not?



Because my online portal doesn't work.

Because of COVID-19 and the extra stress on your resources, I thought it could wait until another time.

Have informed Accent on last update few years ago, so obviously no one bothered to change info. Felt that I had wasted my time and that no-one listened.

I tried to change it online as it said I could but there was no way to change who lives in your house.

If no, why not?



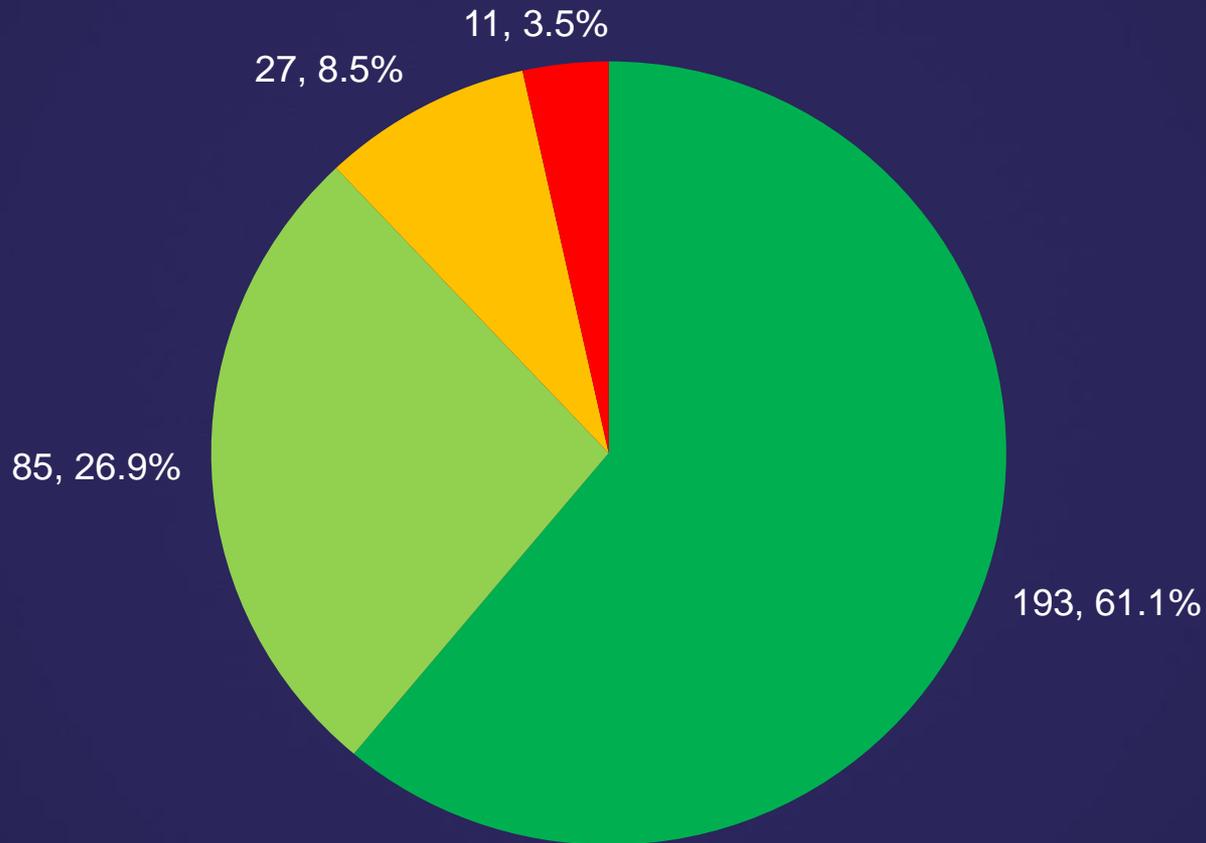
I tried to edit my preferred method of contact from home visit but was unable find the option to do so on my customer portal.

The info had already been passed on, if you couldn't get it right first time there's no reason to believe a second time would bear more fruit.

With the coronavirus I have been too busy with the children around to get in touch.

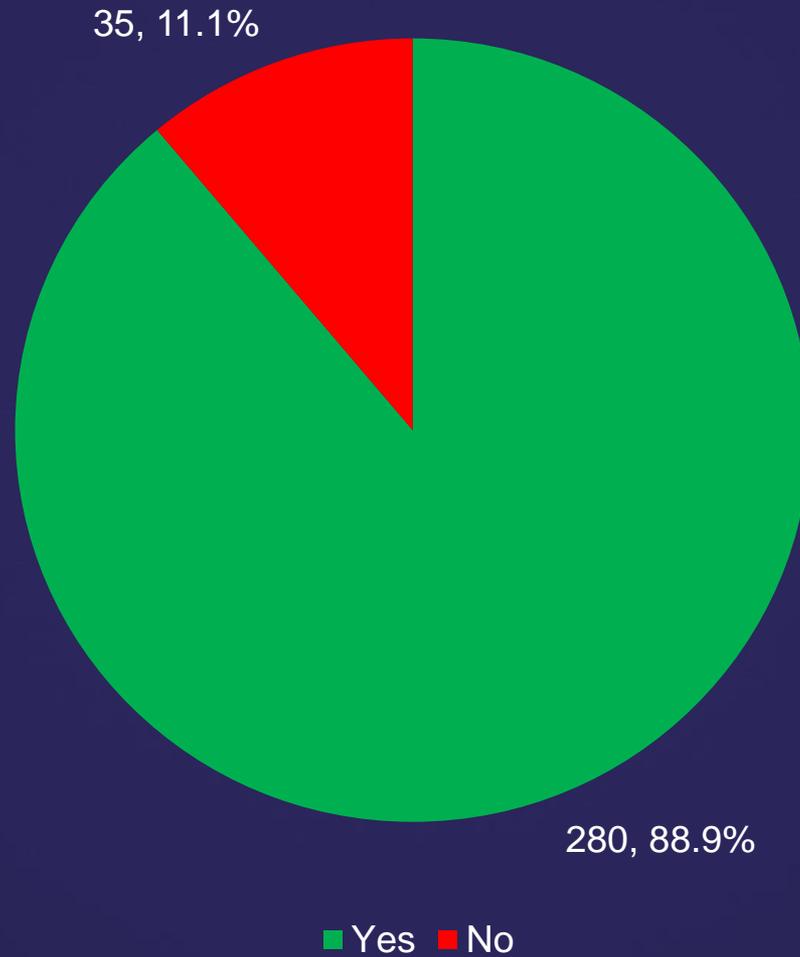
My Customer Partner already took details via phone call.

How useful was this summary of your rent account activity?



■ Very useful ■ Somewhat useful ■ Not very useful ■ Not useful at all

Was it easy to understand?



How could this have been made clearer?



Can't understand why it's showing a debt of £96.90. Always paid on time in most cases earlier than required.

How do you calculate difference between rent charged and received when rent is paid in advance by tenant and arrears by council? Is it at end of month when all payments are in, or on a weekly basis?

Maybe a chart just showing monthly charges or something alongside?

It is not possible that I owe any rent as I pay £120 each week and always do, which is more than my weekly rent actually is.

How could this have been made clearer?



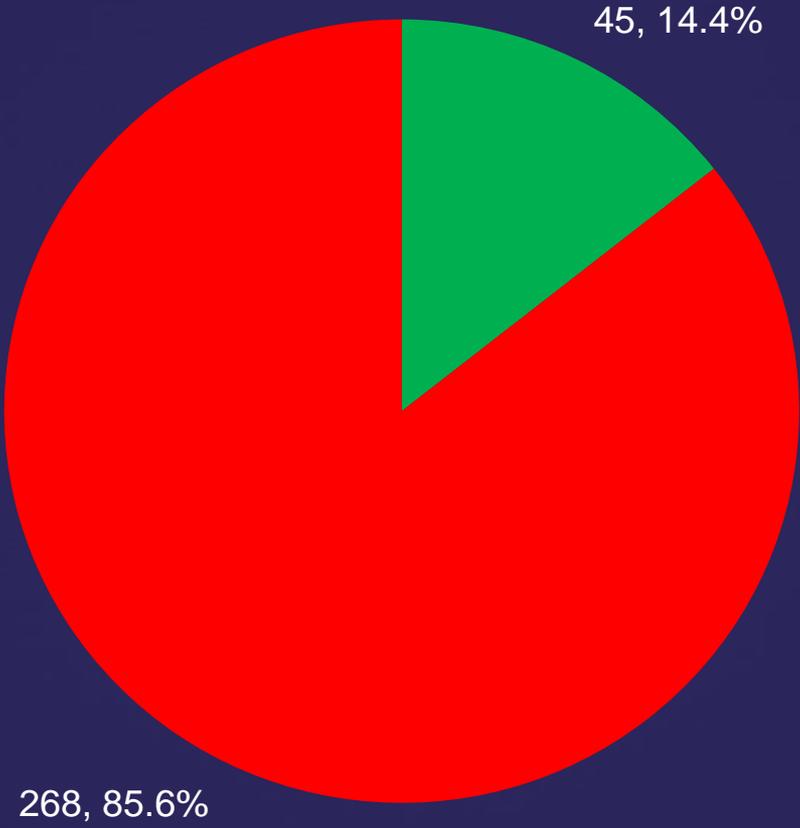
It should be broken down into rent and service charge.

The dates you used to calculate payments received didn't match your charging cycle.

It would be more helpful to have a summary of where the account is on the last day of the financial year.

The difference in rent and total payments was confusing because it showed a minus sign next to the figure which made me think I was in arrears when on contacting Accent I was actually in credit.

Did this prompt you to get in touch?



■ Yes ■ No

Why did you need to get in touch, and were we able to help you?



It looks as if there's a difference between what I paid and what I owed so wanted to get up to date.

Because I was confused with the statement, and yes you were helpful.

Information not up to date. Was reassured by person on phone that it was for information only.

To sort out the shortfall in rent. I set up a direct debit to cover the shortfall.

Would you have liked any additional information about your rent account in this section?



A current statement would have been more useful and not an out of date, one set several weeks before being sent out - not helpful.

A monthly break down of payments would be better.

An explanation of how any difference has occurred.

I personally preferred the old statements, where each payment was shown with date etc. This has no details of payments.

Would you have liked any additional information about your rent account in this section?



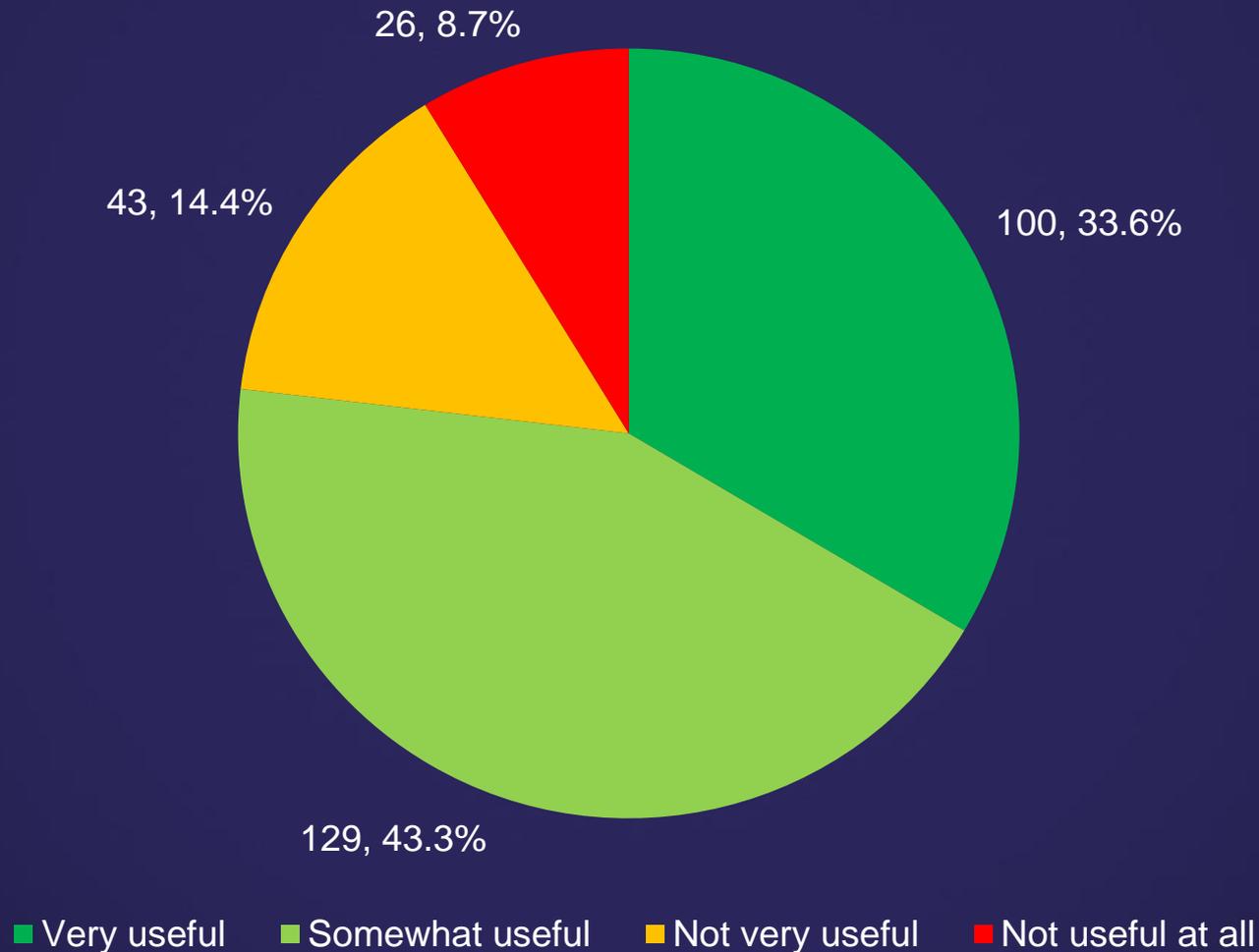
If I'm in credit or in arrears.

Just the balance maybe.

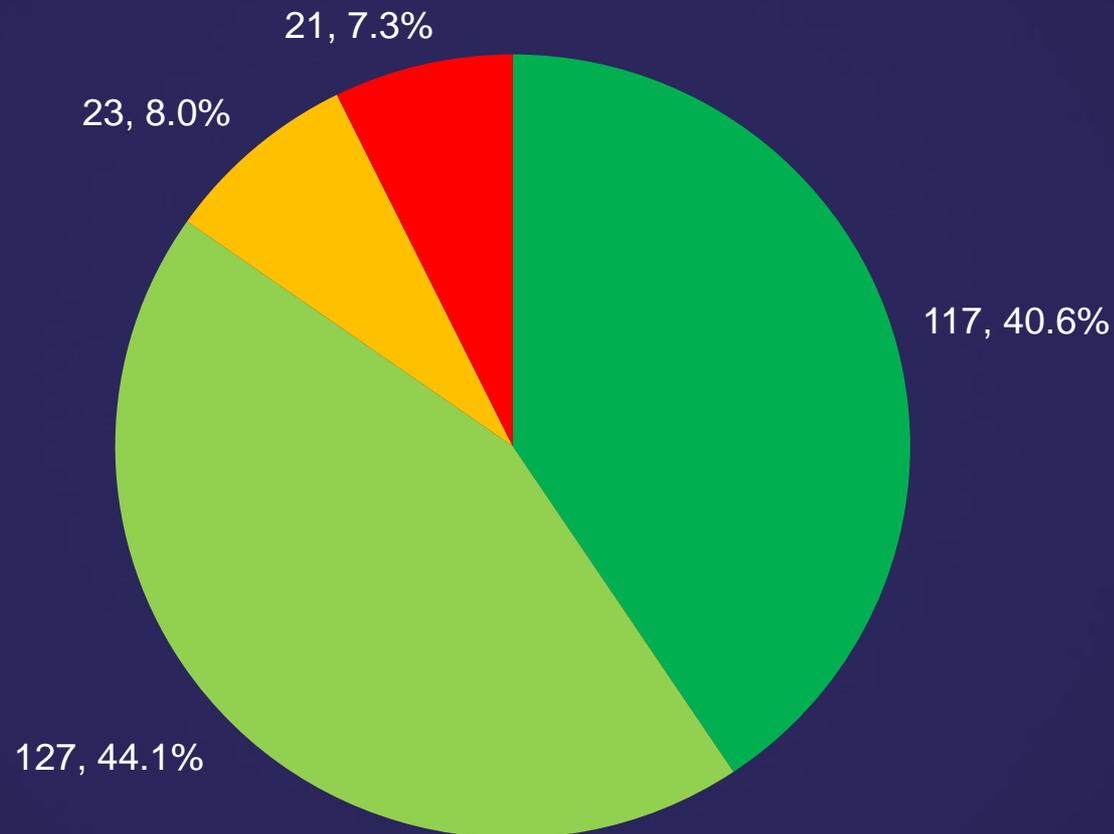
I referred back to MyAccount.

What is the weekly/monthly rent for my property.

How useful was it to know how many properties Accent has in your local area?

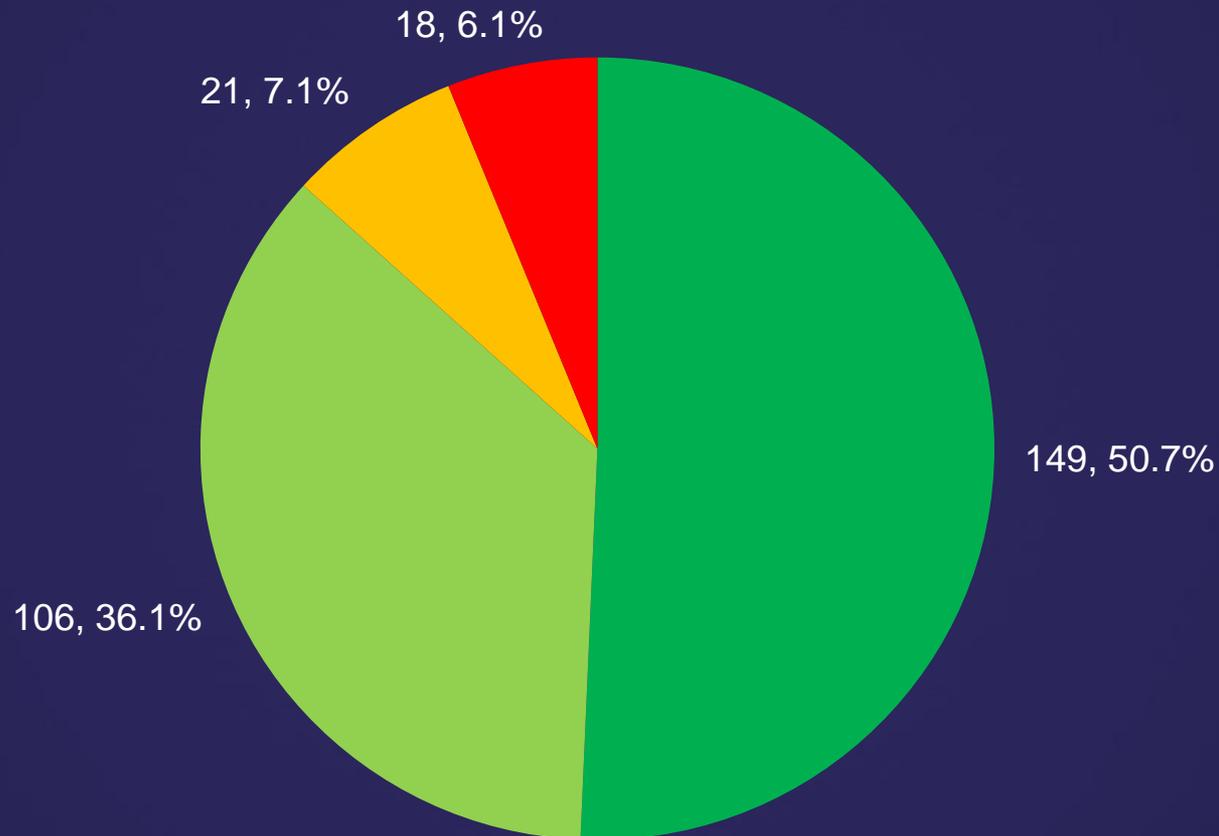


How useful was it to know how Accent had invested in your local area over the past year?



■ Very useful ■ Somewhat useful ■ Not very useful ■ Not useful at all

How useful was it to know what type of anti-social behaviour Accent had been dealing with in your area over the past year?



■ Very useful ■ Somewhat useful ■ Not very useful ■ Not useful at all

Was there anything that surprised you, or anything you would like to have known more about?



I was surprised there was 0 ASB cases. The safer community partnership and police have different statistics of households where ASB occurs.

I was surprised to see some items of anti-social behaviour were a lot lower than in my experience.

I was very delighted for the job you have done for anti-social behaviour.

Made me feel safe knowing that Accent were keeping in touch and keeping on top of issues.

Was there anything that surprised you, or anything you would like to have known more about?



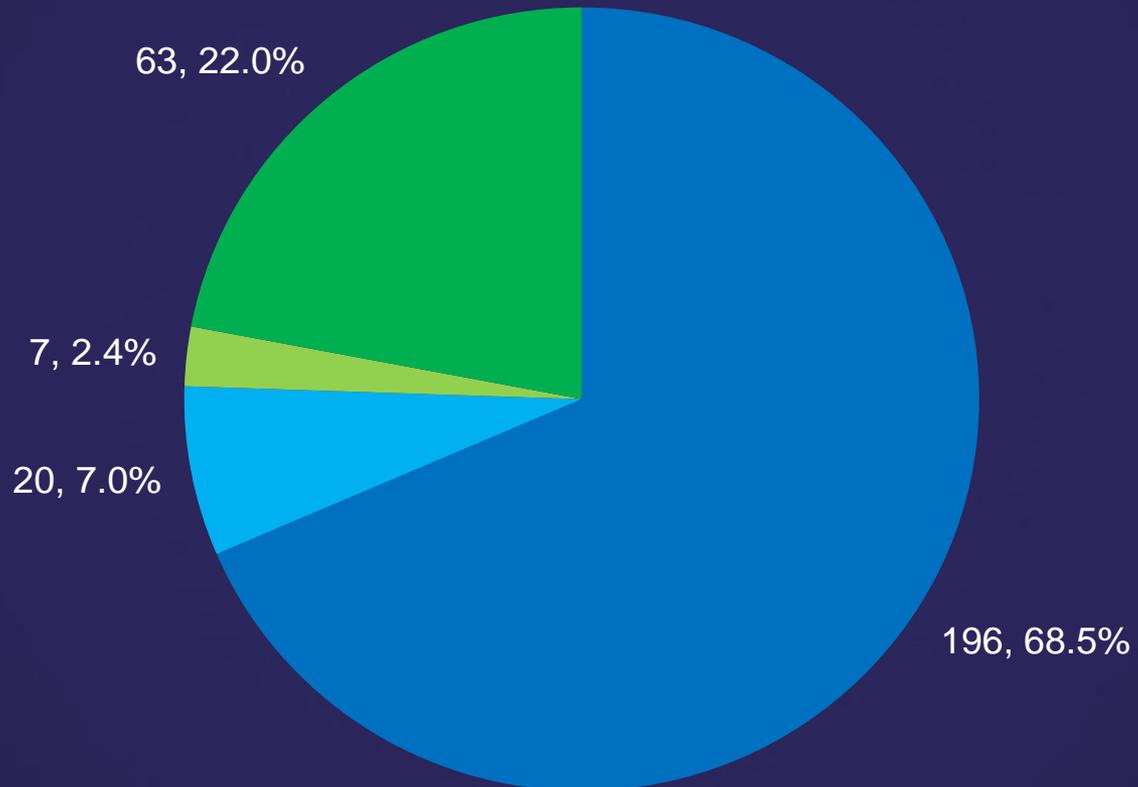
Was my property involved in any of these stats?

What improvements Accent will be doing in the 2020/21 year. Most properties do not seem to have had any improvements at all.

When own household will be due for work such as new windows, bathrooms and kitchen replaced.

Why other people in area are getting new bathrooms, windows, kitchens, boilers and mine is so old and horrible.

Do you prefer to see performance information at a local authority level, a regional level, or a national level?



■ Local authority level ■ Regional level ■ National level ■ All of the above

Would you have liked any additional information about Accent's activity in your local area?



Age of properties that have received improvements and their location.

Number of complaints in your building. Number of actions taken to resolve complaints. Number of complaints resolved.

I would like to see future plans for the area and specific schemes.

Information regarding the actual housing complex i.e. crime, vacant flats.

Would you have liked any additional information about Accent's activity in your local area?



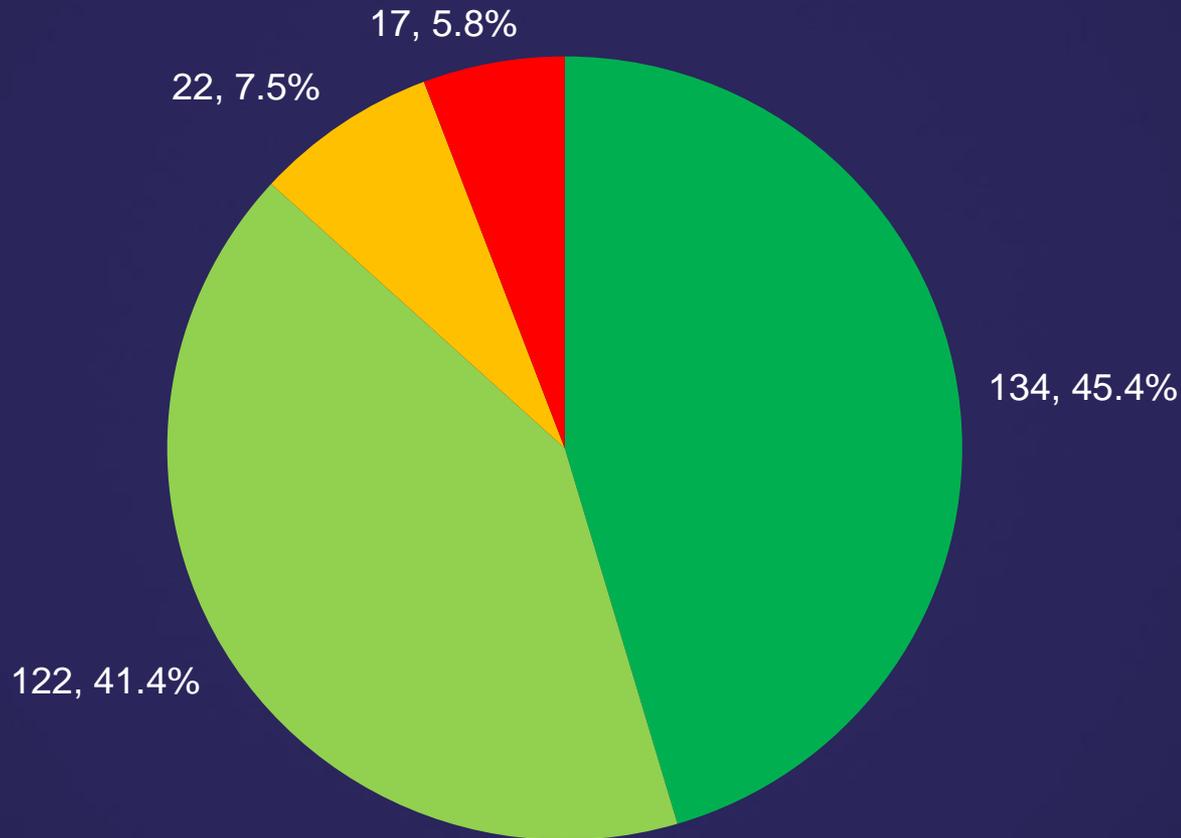
Action or outcomes with Accent intervening.

Perhaps some information on the future direction of Accent, relevant for each city and maybe as a whole. This could tie in with Accent's mission statement/company values.

Possibly a small summary of what actions have been taken, i.e. x amount of warning letters or verbal warnings issued.

Maybe customers' opinions could be included.

How useful was it to see customer satisfaction information in these service areas?



■ Very useful ■ Somewhat useful ■ Not very useful ■ Not useful at all

Would you have liked to see customer satisfaction information in any other service areas?



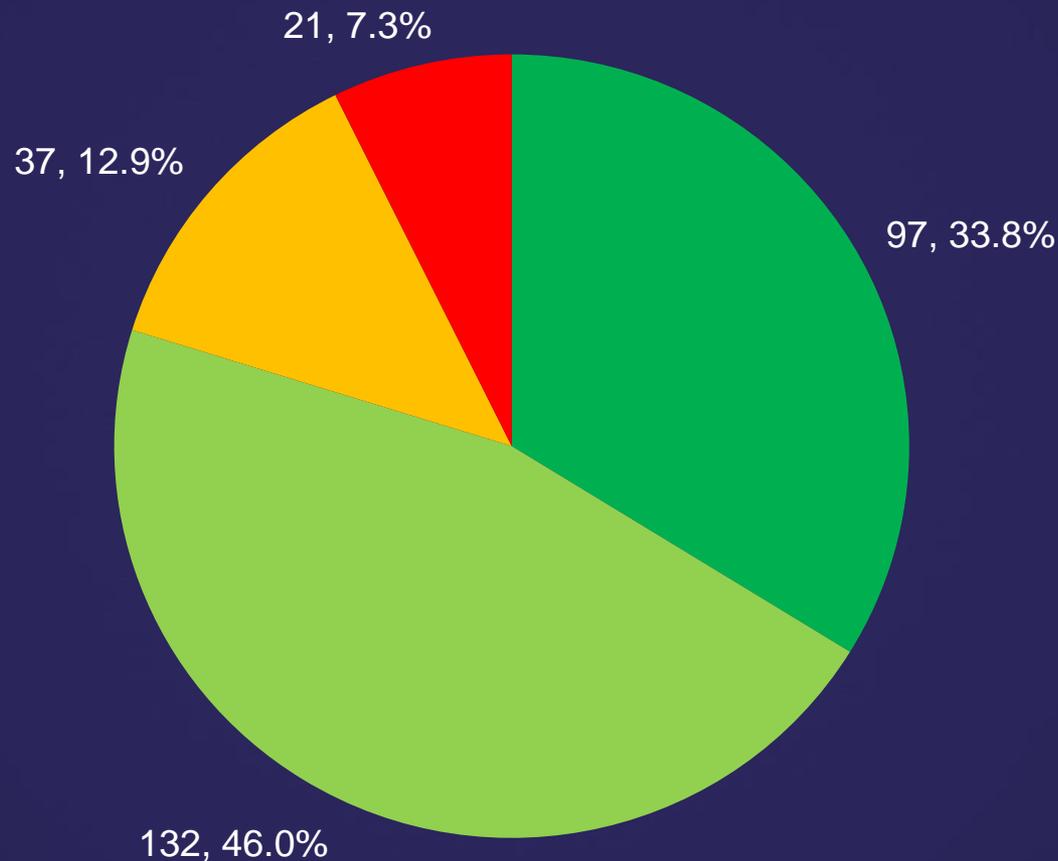
Complaint resolution.

Number anti-social complaints.
Number of actions taken. Number of
positive results.

The number of actual tenants that
this information was gathered from
and then a percentage from them,
also the area the information came
from.

Neighbouring areas for comparison.

How useful was it to compare the satisfaction of customers in your area against the average?



■ Very useful ■ Somewhat useful ■ Not very useful ■ Not useful at all

Was there anything that surprised you, or anything you would like to have known more about?



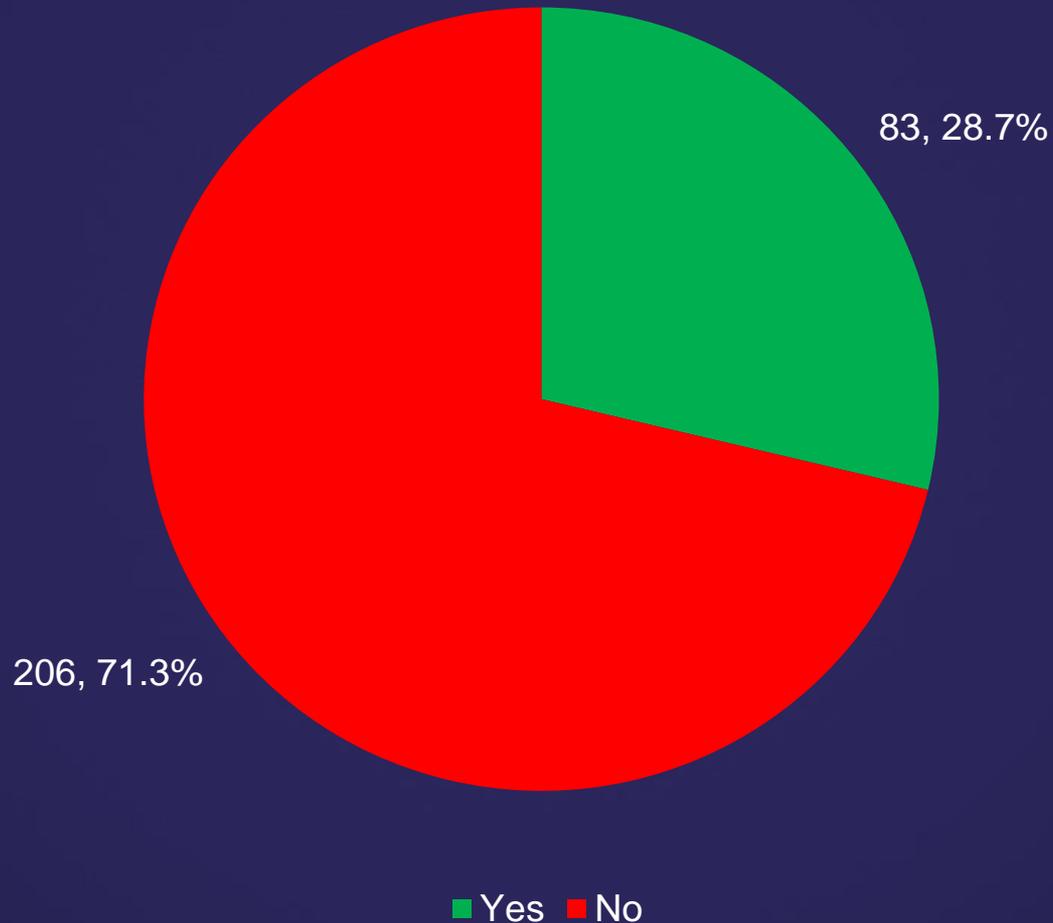
Estate services; I was surprised to see it as high as it was for my area, because talking to neighbours we would not score it that high.

I do not think the figures for estate services, repairs and contact centre correlate to my experience.

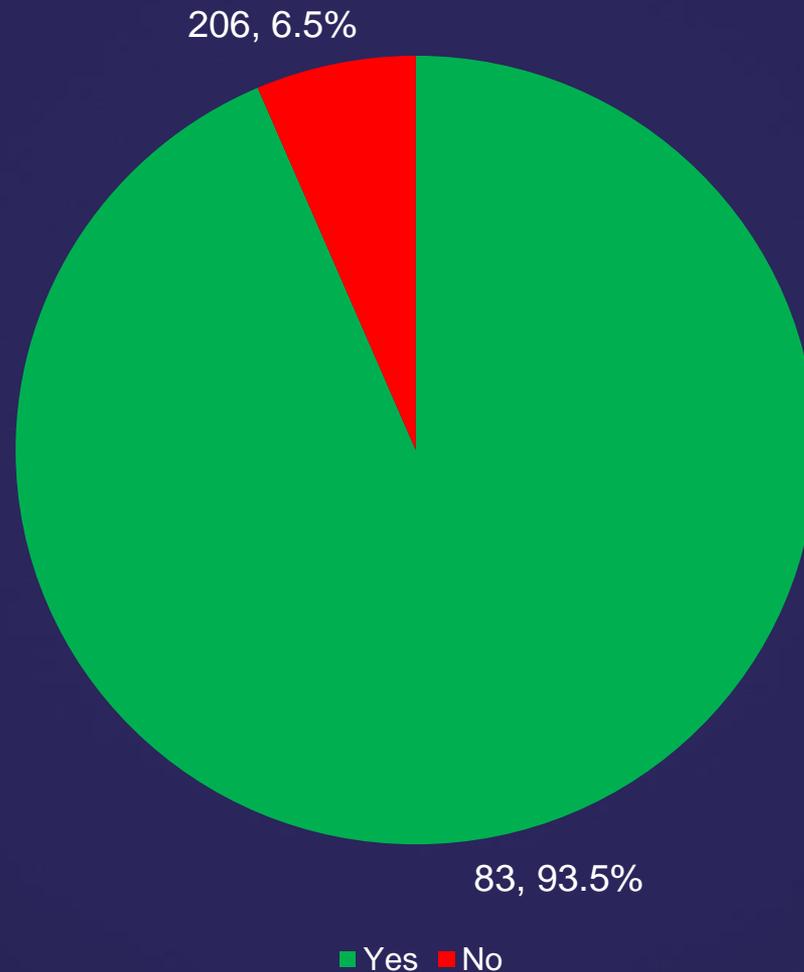
I don't feel the satisfaction ratings are truly reflective, as they depend on people completing surveys which a lot of tenants don't do.

The figures look good but in reality it is a totally different picture.

Did you visit our website to find out how we are responding to your feedback?



Do you agree that Accent should continue to provide customers with a Personal Statement on an annual basis?



Conclusions



- Although all customers involved in this survey are able to engage with Accent online, half would prefer to receive their personal statement by post.
- Contact preference does not have a significant bearing on inclination to access personal statements online.
- Less than half of the respondents were aware that the role of Customer Partner had replaced the role of Housing Officer and less than half of respondents already knew who their Customer Partner was. In this respect, the personal statement appears to have met its aim.
- However, only two thirds of respondents felt that the personal statement helped to explain the role of the Customer Partner. Further consultation may be required to find out how this could have been made clearer.
- Some respondents appear to have lost faith in our ability to keep records up to date, so saw no reason to inform us of changes. Other respondents were too busy dealing with the effects of COVID-19 or assumed that Accent would be too busy dealing with the effects of COVID-19.

Conclusions



- Some respondents interpreted a variance between the ‘total rent charged’ and the ‘total payments received’ as a demand for payment.
- Some respondents did not understand the relevance of ‘total rent charged’ and the ‘total payments received’ between 1 April and 31 March, and what they were expected to do with that information.
- Some respondents would have preferred a more detailed breakdown of payments and charges, figures which are aligned to their charging/payment cycles, and/or a more up to date account balance.
- Where customers did query the amounts shown, it seems that most received a satisfactory explanation.
- While respondents found the section on anti-social behaviour the most useful overall – some respondents felt that the figures were very low and did not relate to their own experience.
- While respondents found it useful to know how Accent had invested in the local area, many would like to have known what investments were planned for the coming year.

Conclusions



- Most respondents preferred to see information displayed at a local authority level. Some respondents would have liked to see information at a much more local level, for instance; their block of flats, or their street.
- While most respondents found it useful to see customer satisfaction information, and to compare satisfaction from customers in their area to the national average, some respondents were sceptical about the data.
- Some respondents would have liked more details about how the satisfaction data had been calculated.
- Some respondents would have liked to see satisfaction on complaints resolution.
- Some customers would have liked more detail about actions taken and outcomes following anti-social behaviour, complaints, customer feedback etc.
- In spite of the confusion that some respondents expressed, the overwhelming majority agreed with Accent's proposals to provide customers with a personal statement on an annual basis.