

# Rewarding Quality Engagement

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## Introduction

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Accent's current incentive scheme is aimed at rewarding customers who maintain successful tenancies and provide feedback about our services from time-to-time.

Under the current incentive scheme, eligible customers are entered into a prize-draw. The quality and frequency of their engagement has no bearing on their chances of winning a prize.

In order to promote measured, considered, insightful, perceptive and detailed responses from customers we are proposing that, as well as entry into a prize-draw, customers who provide 'quality' responses to surveys and consultations are considered for rewards on an individual basis.

## The 'as is' position

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Accent's non-routine surveys and consultations regularly yield response rates of 20-25%. We believe that entry into a prize-draw helps Accent to sustain impressive levels of engagement from customers.

However, there is a tendency for customers to complete surveys and consultations as quickly as possible without putting much thought into their responses, making it difficult for Accent to act upon the feedback.

We are proposing that where customers are required to leave comments or make suggestions, they can be considered for rewards based on the 'quality' of their response.

We recognise that other organisations, such as Yorkshire Water, have successfully employed this model of rewarding customers.

## The Vision

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We anticipate that through our 'Rewarding Quality Engagement' initiative:

- Accent benefits from good levels of engagement from customers both in terms of volume and in terms of quality.
- Customers are assured that their individual comments are read and analysed by a human and at least taken into consideration.
- Customers who provide perceptive and detailed responses to surveys are acknowledged, rewarded and possibly considered for more formal engagement opportunities.
- Perceptive and insightful customer comments are published on our website, serving as a catalyst for other customers to engage with Accent in this way.
- Membership of the Accent 500 is maintained and augmented.

## Eligibility

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The focus of this initiative will be on non-routine surveys and consultations, facilitated by the Insight & Strategy team, namely those involving the Accent 500. However, customers that provide insightful

comments by means of transactional surveys (following contact with the Contact Centre, repairs, planned works and servicing etc.) may also be considered from time-to-time.

Judging what constitutes a ‘quality’ response will always be subjective to a degree, and as such we are not proposing to specify any parameters on this. That being said ‘quality’ responses will typically:

- Not be focussed on individual complaints (although it is acknowledged that anecdotal evidence can help to illustrate a point).
- Provide realistic and practical suggestions as to how things could be improved.
- Take into consideration impacts on Accent’s wider customer population, as well as the respondent as an individual.
- Take into consideration impacts on Accent as a business.
- Take into consideration the wider operating environment and/or the national housing agenda.

Spelling and grammar will not be taken into consideration, as long as the response is comprehensible.

## Rewards and costs

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Accent has a budget of £2,000 per year for rewards of this type. We have not fully utilised this budget in previous financial years.

Furthermore, we have achieved value for money savings in other areas given the current lockdown situation:

- With all face-to-face contact suspended, there have been no expense claims from customers for travel to focus groups, meetings and events. We have not spent anything on accommodation, conferencing or catering facilities. We have been carrying out this type of engagement online where possible.
- With limited opportunities to print and postage facilities, we have not been able to carry out any postal surveys. We have instead exploited opportunities to engage with customers online.

As such, we have spent £2,500 less on customer engagement activity than at the same point in the previous financial year.

For this reason, we are proposing that the administration of ‘quality engagements’ rewards is fully flexible, as long as the total does not exceed £2,000 in the financial year. This will still allow for other incentives to be offered from time-to-time.

We anticipate that individual rewards will be offered in the region of £10-20. We propose that Amazon vouchers will offer customers the most flexibility in terms of redemption at this time.

## Facilitation

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As the rewards offer is fully flexible, we are not proposing for to engineer a policy, procedure or process on ‘rewarding quality engagement’. Principles are covered in the Customer Rewards Policy.

We expect that the ‘rewarding quality engagement’ will be facilitated by the Insight & Strategy team. It is recommended that Accent establishes an account [Voucher Express](#), or similar to facilitate the administration of rewards.