



Rewarding Quality Engagement

June 2020

Background



Rationale:

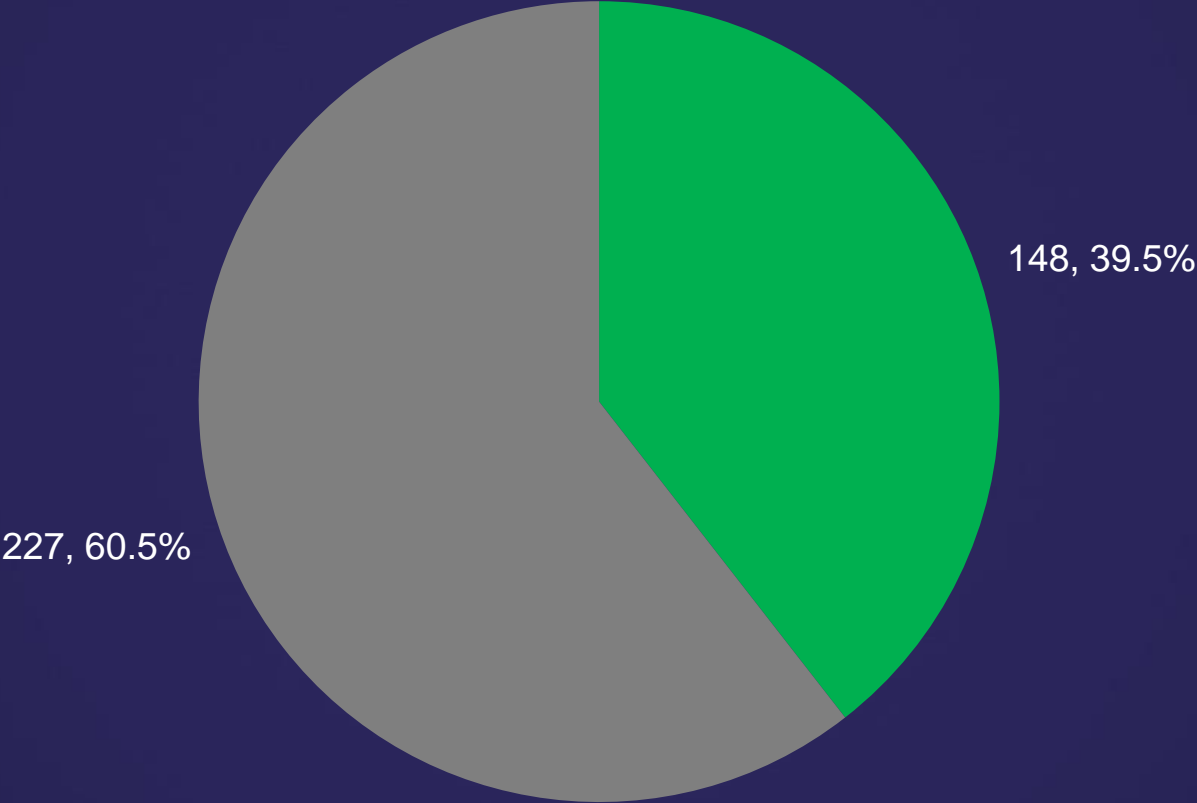
We have seen examples of considered, insightful and detailed responses from customers in recent surveys and we are thinking about how we can reward engagement of this type. We invited customers to give their feedback on our proposal to reward customers based on the 'quality' of their engagement. Please read the full proposal [here](#).

Sample size:

All members of the Accent 500, who would be eligible for rewards under these proposals, were invited to take part in this consultation. The survey was carried out exclusively by email. One attempt was made to contact customers. The consultation was open for one week.

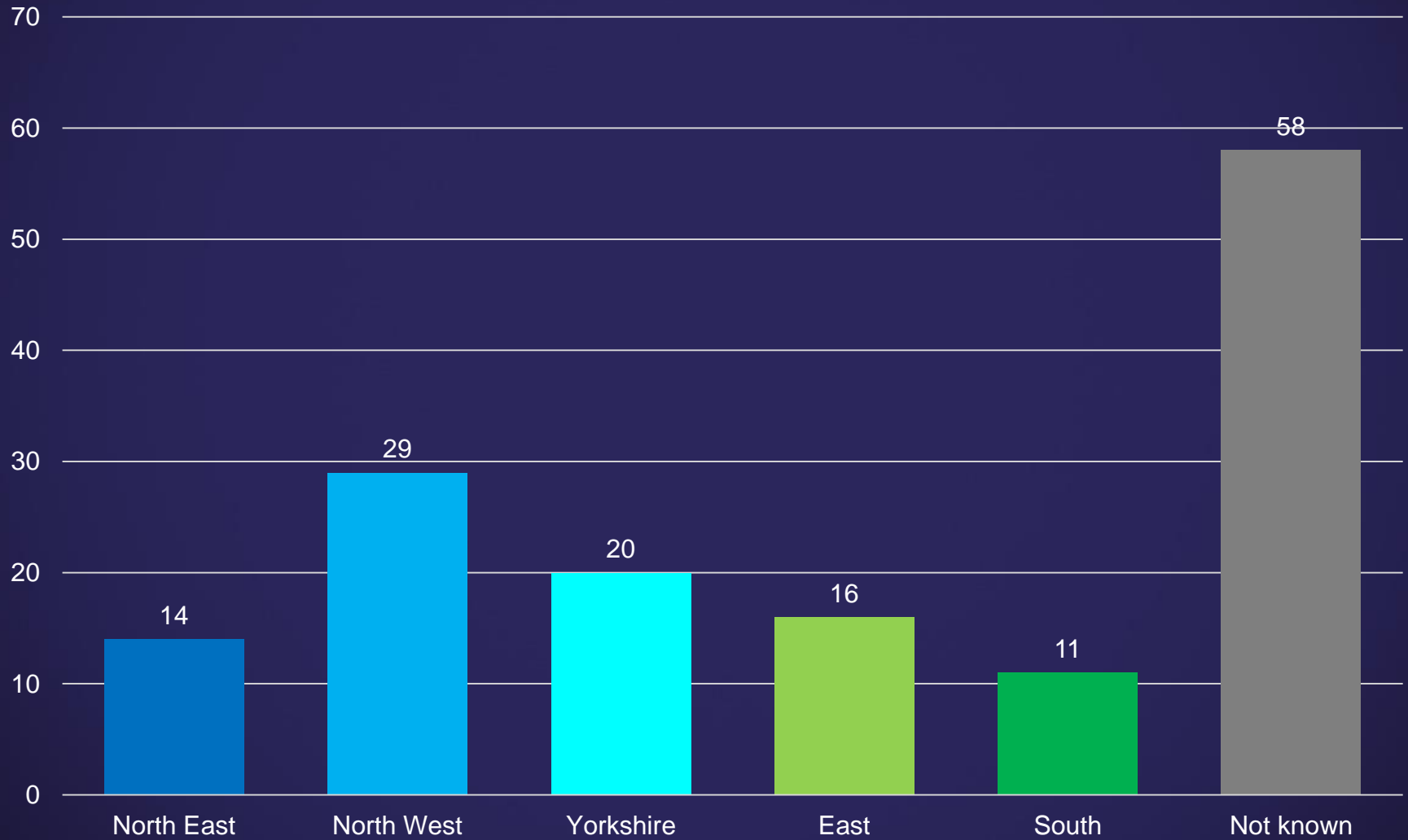
In total, the survey yielded 148/375 responses (39.5%) with a margin or error or $\pm 8.1\%$. Details of respondents who accessed the survey via a link on the website were not recorded.

Responses

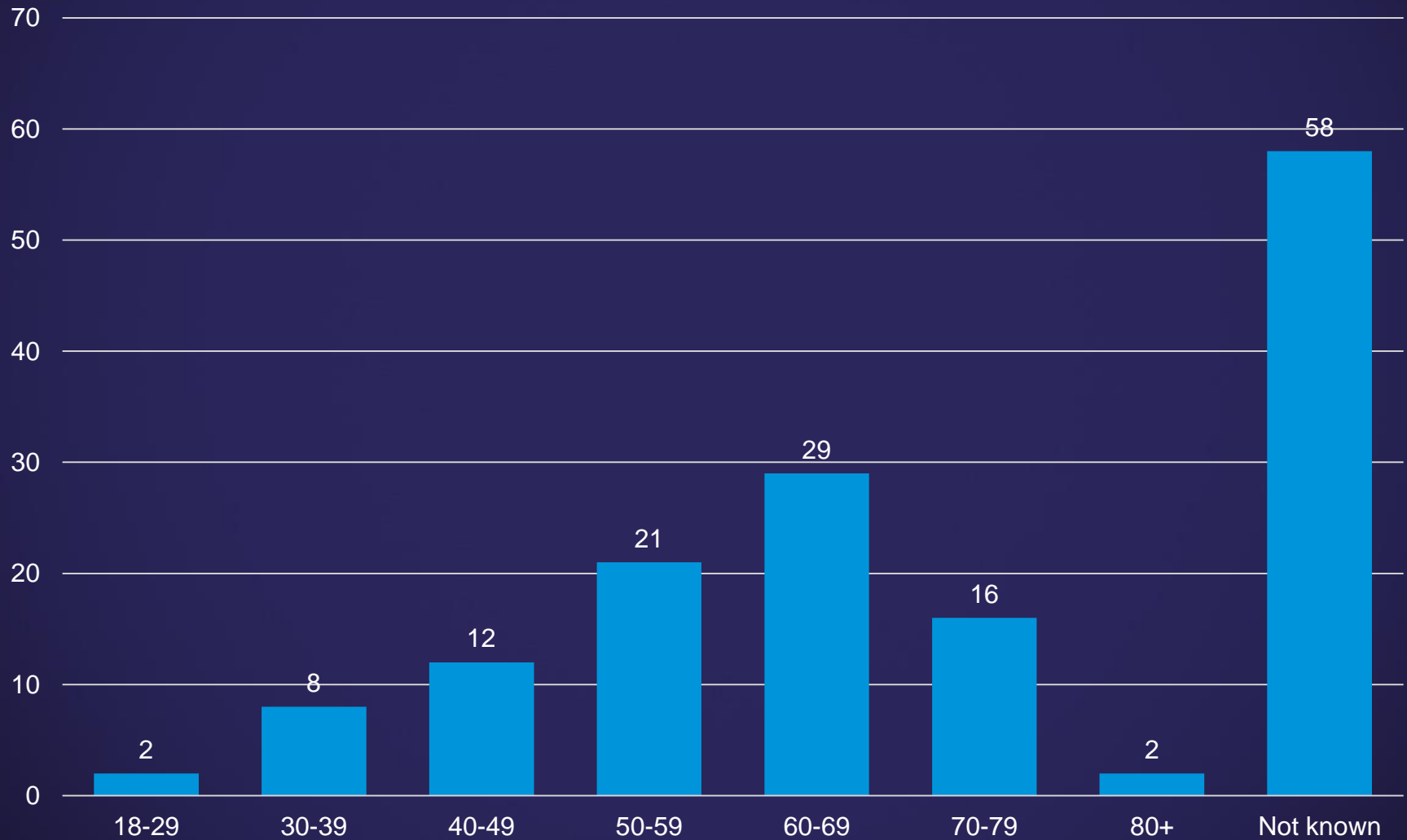


■ Response ■ No response

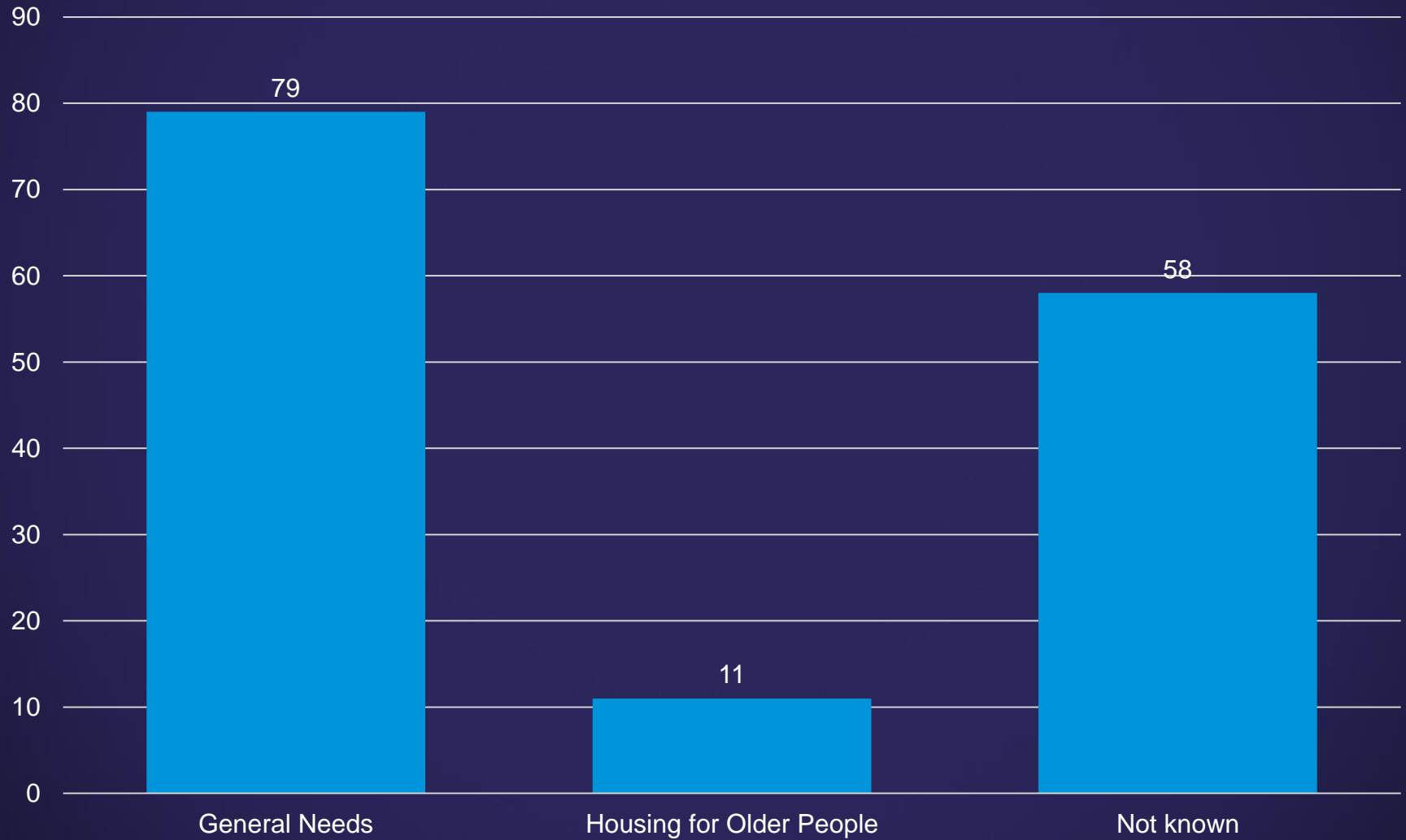
Responses by Region



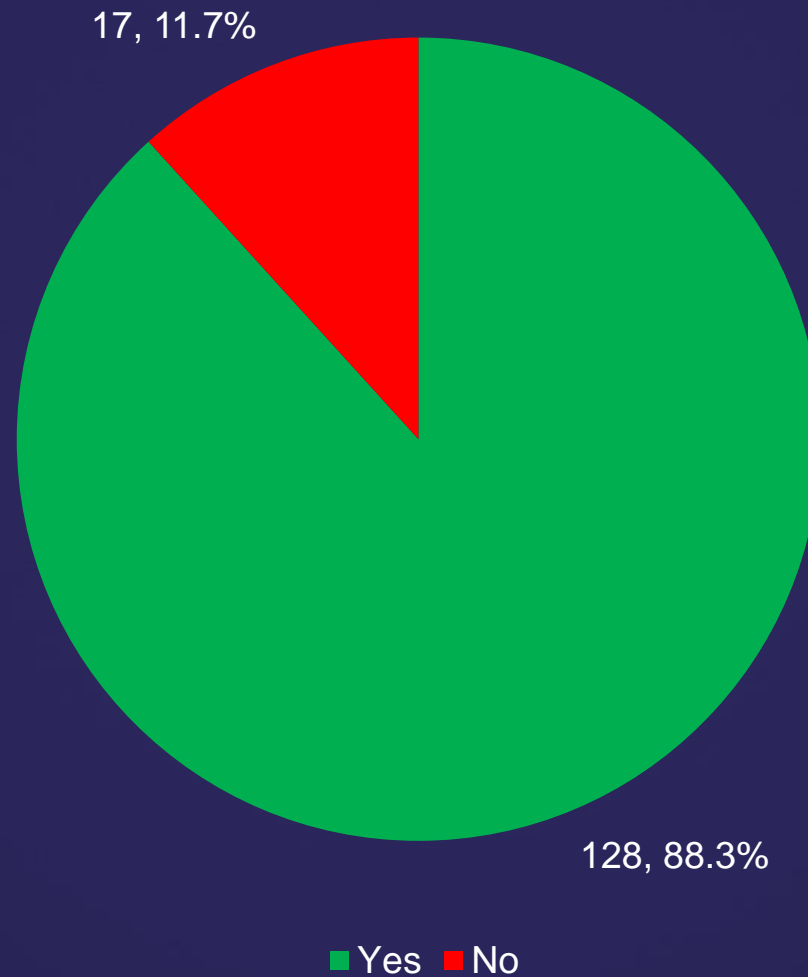
Responses by Age Band



Responses by Tenure Type



Should Accent offer rewards based on the 'quality' of customers' engagement, as well as the frequency?



If no, why not?



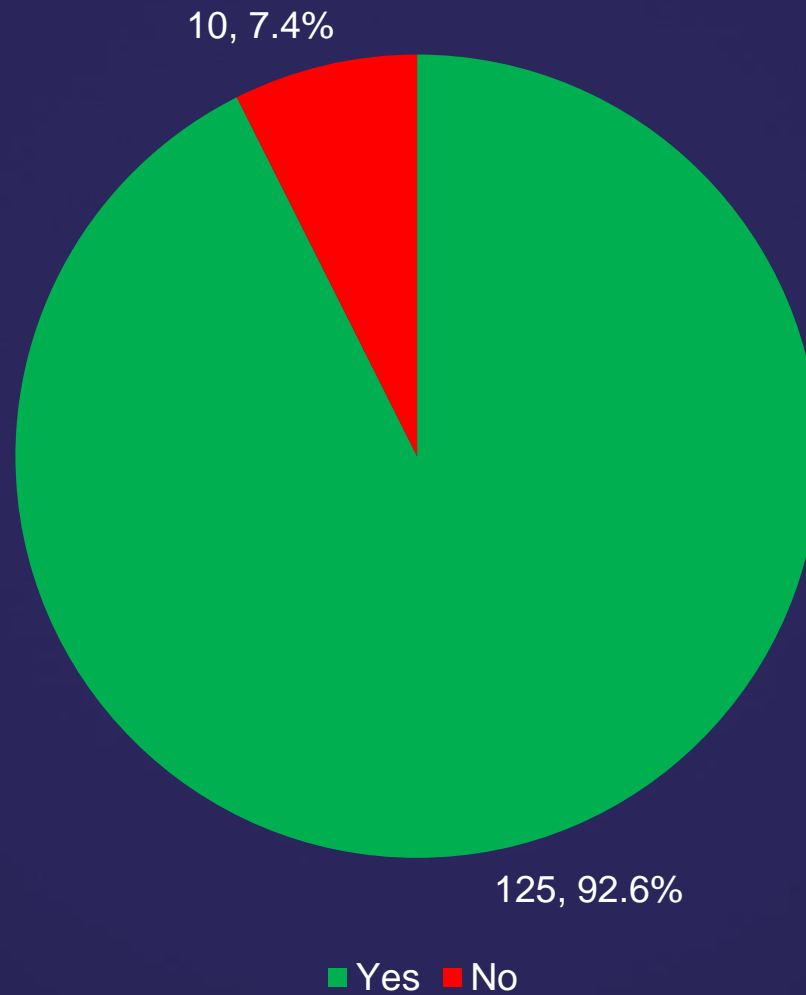
Giving rewards could influence the feedback you receive, thus preventing you gaining an accurate insight into how your residents feel about the services they receive.

I think the effort is to contribute is the most important part. Just because someone is not as innovative or eloquent, as with the quality of their contribution, it should not disadvantage them in the rewards.

Some people find it difficult to express in writing and I personally do not agree with a reward scheme.

This is an opportunity by Accent to get your point of view across so really don't think it should be rewarded as this is already a benefit.

Do you agree with the criteria for what constitutes a 'quality' response?



If no, why not?



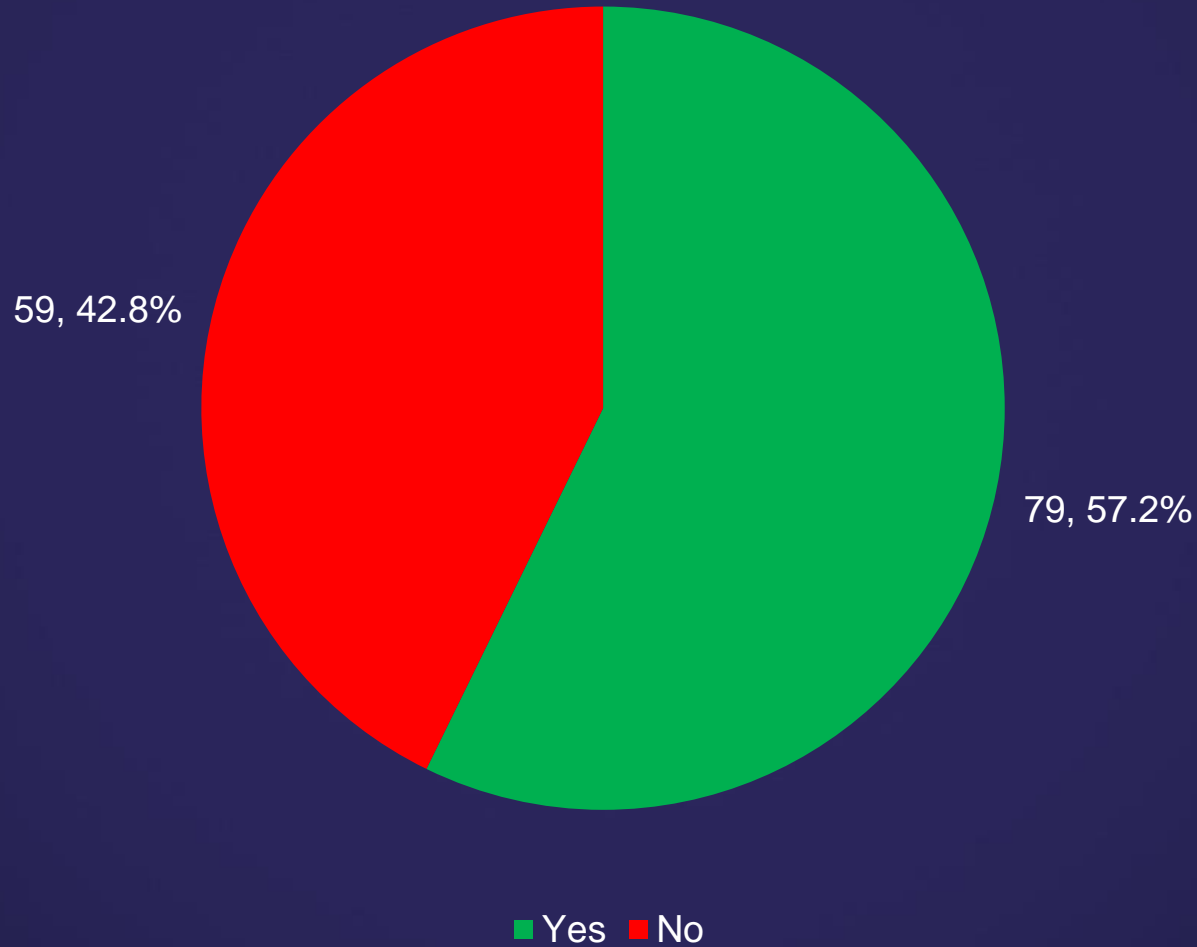
It is unfair to expect respondents to consider or understand possible impacts on your business/business model, as we are not privy to your priorities or how you run.

Who is going to say what is a quality response and what is not?

It is also unfair to expect respondents to even know what the wider operating environment or national housing agenda are.

Not everyone is good at getting their point across. If an idea is solid, it shouldn't matter if it comes from 5 words or 500. The way suggested could be seen to reward the higher educated.

If Accent were to offer rewards based on the 'quality' of your response, would you put more thought or more detail into your answers?



Please let us know why you feel this way: (Respondents that answered 'yes')



Because I would feel that you really are interested in what I have to say instead of just getting me to answer because these things are required of you.

Everyone loves a reward of some kind. To know that I could be rewarded for taking more time to answer questions fully would be a major incentive.

I now know that you are monitoring the information I put so I know it will be reviewed and thus worth doing.

It then becomes more of a survey and not just a quick tick box exercise.

Please let us know why you feel this way: (Respondents that answered 'yes')



Knowing that a human is reading them and to be offered a possible reward for our thoughts is nice experience for a customer.

Reward would encourage me to consider in more depth.

I believe that it shows that Accent is taking is taking my response seriously.

Although I feel I already do put a lot of information down, I will make it more detailed.

Please let us know why you feel this way: (Respondents that answered 'no')



Because I care, it's not because I want something back. All I want is to make things better overall, not just for me.

I already provide considered responses. If I have nothing to say on a particular subject, then I don't elaborate.

I always try to give honest answers. It's my duty, I feel, as an Accent tenant.

I choose to complete a survey because I am interested in it and/or it is relevant to me. I would like to think that I provide good quality and honest answers to any survey that I take part in regardless of rewards.

Please let us know why you feel this way: (Respondents that answered 'no')



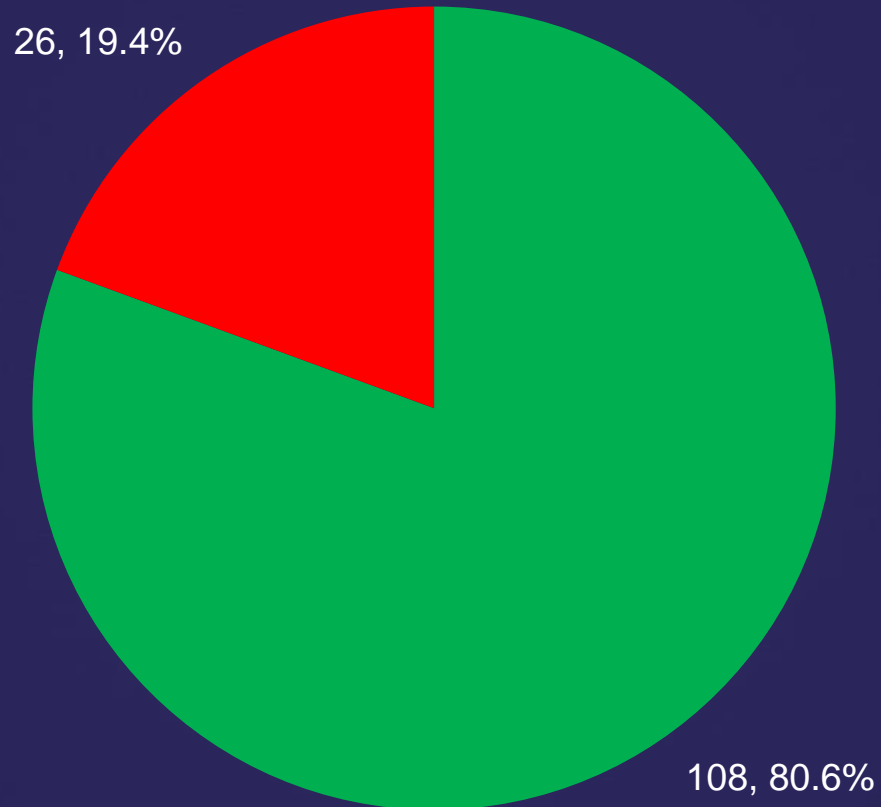
I feel that I already give relevant quality responses. I've always used my experience and scenarios to give factual answers.

If the issue or opinion being given is honest and fair then it should be given with or without rewards, however it is always nice to be rewarded or be shown that your opinion matters and is heard.

Judging on quality is so wrong. We shouldn't be judged, we are trying to help and a wide spectrum of response is more important than a quality response.

This isn't a competition for the best answers, it's an opportunity to air your views and I don't think it's fair to reward the more academic residents.

Do you think this would encourage customers who we tend not to hear from to give us their views?



■ Yes ■ No

Are there any groups of customers who may NOT benefit from this proposal?



As a general rule, customers with an axe to grind are more likely to make their feelings known in a survey than content customers. The contented ones are less likely to comment, so they are less likely to benefit from rewards.

Maybe the ones who do not have the ability to read or write English or not fluent in English.

Older customers that do not have access to the internet, do not know how to access websites or do not feel confident in using online tools.

People who it difficult to articulate their views or get their opinion across in writing.

Are there any groups of customers who may NOT benefit from this proposal?



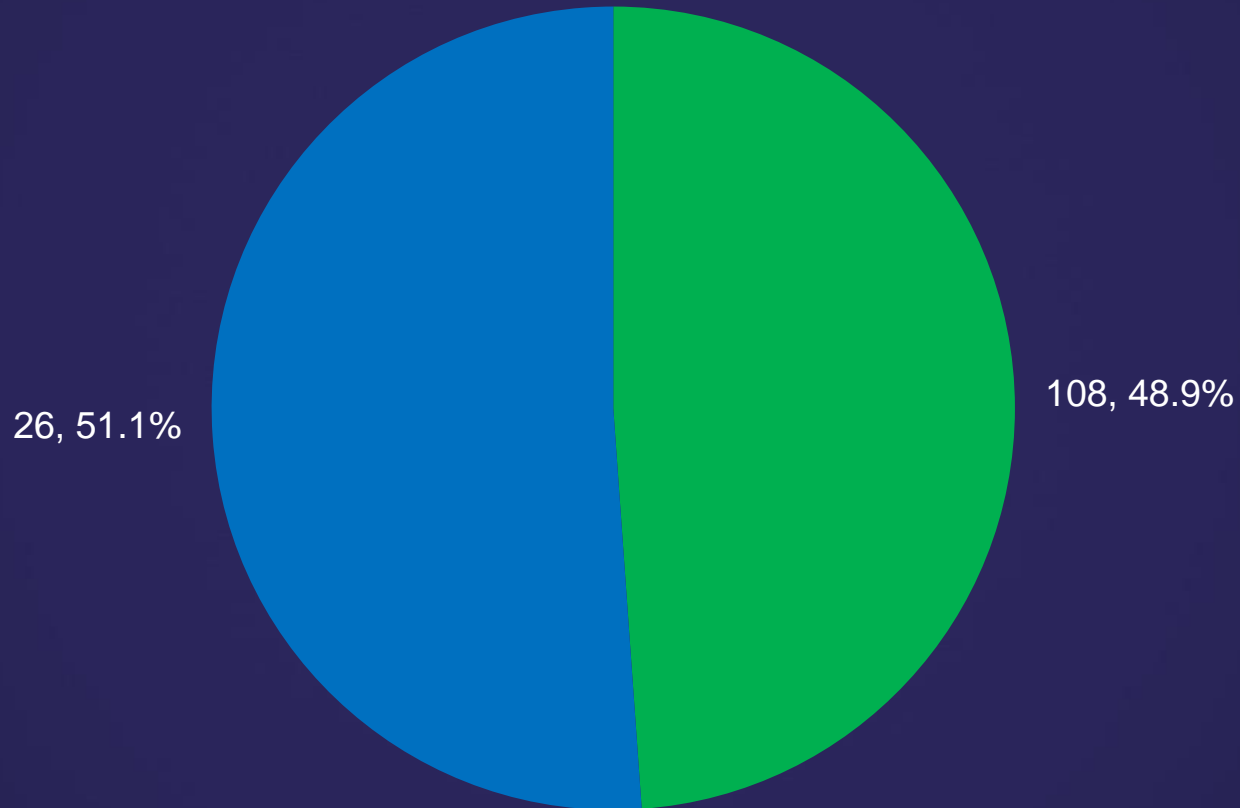
There are always people, for example your younger tenants, who will not engage in any kind of contact.

There are customers who care for our neighbourhood (environment), and some that are simply not interested.

There are some people for who it would be hard to find the time, because they are just too busy.
There are others who are not interested in what goes on in the background, which is fair enough. Not everyone wants to be involved.

Those with certain disabilities or who don't have access to the internet.

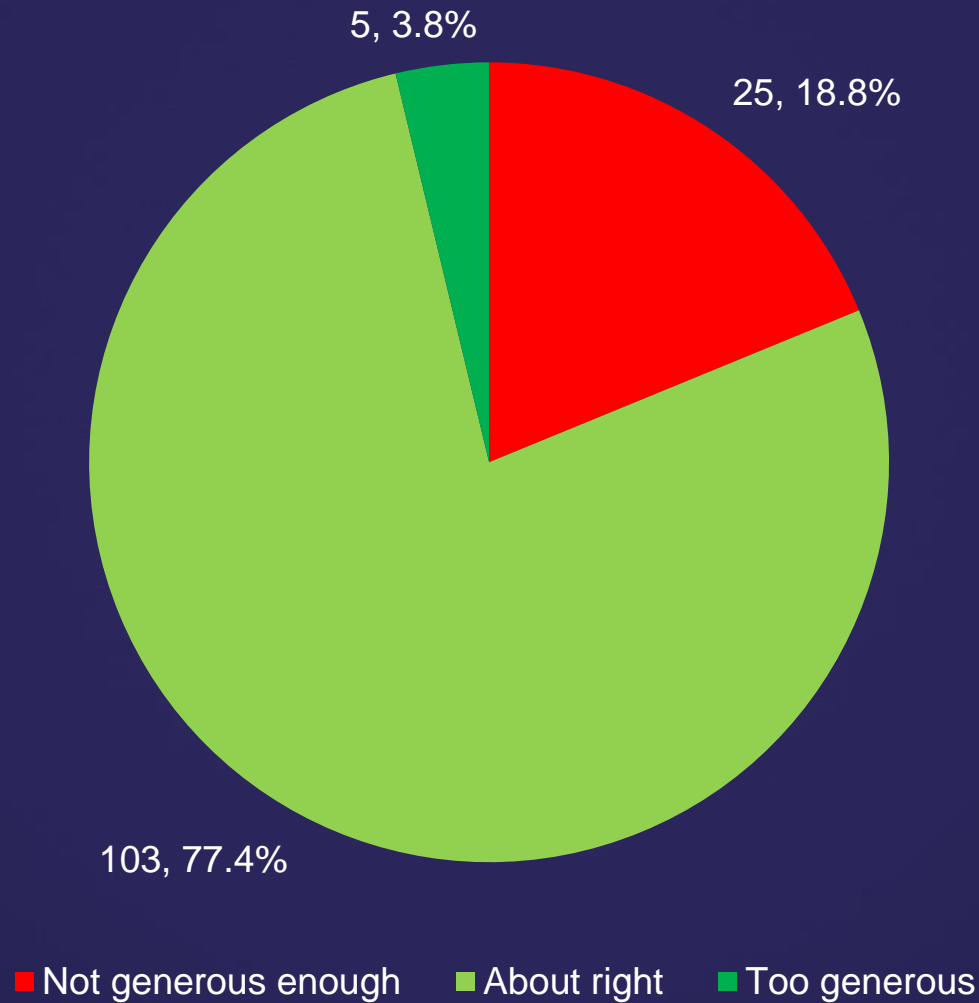
Should there be a limit to the number of rewards issued per survey?



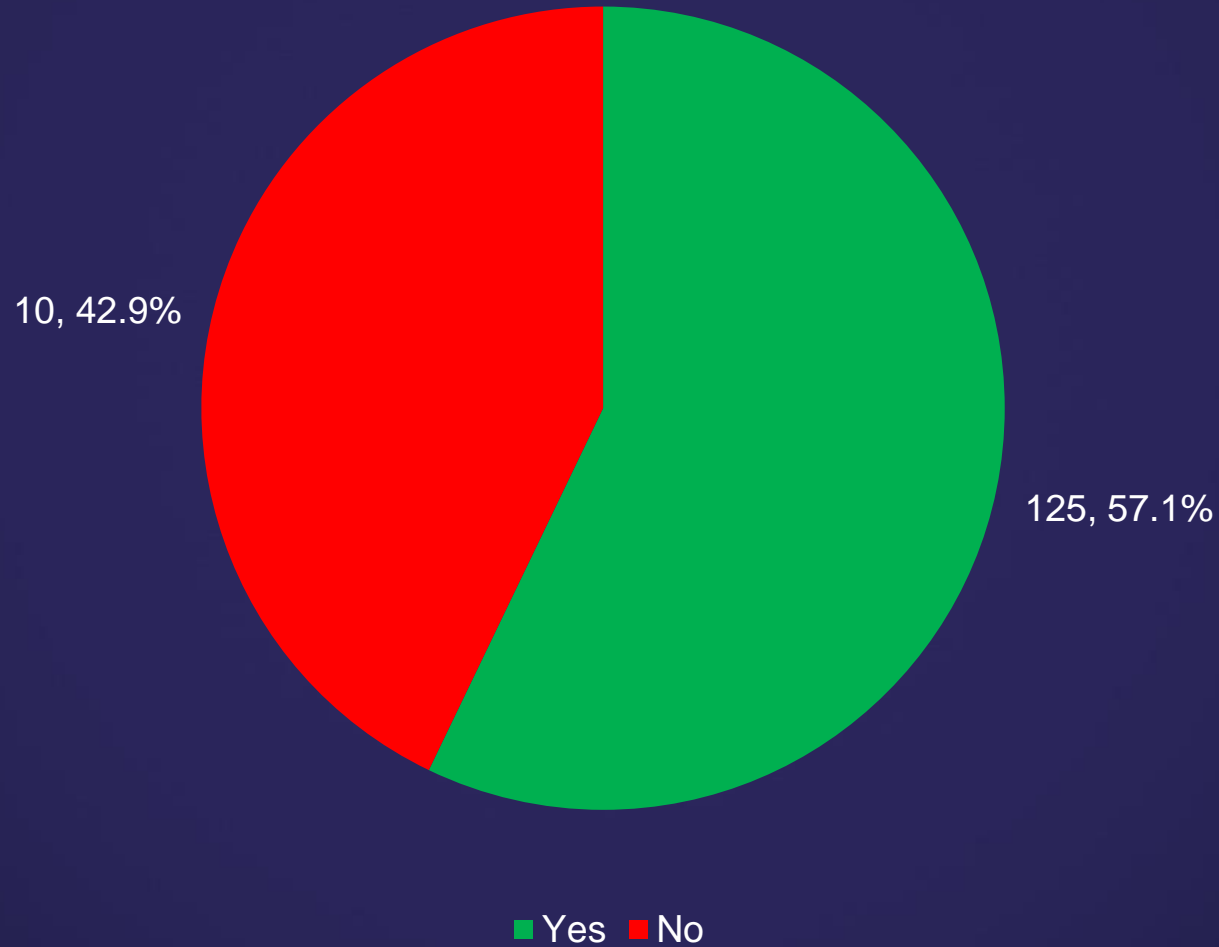
■ Yes – in the interest of being transparent

■ No – in the interest of being flexible

Is £10-20 a suitable value for rewards of this type?



Given the circumstances, are Amazon vouchers the most useful rewards?



If not, what would you suggest instead?



A voucher that you are able to use in a supermarket. These would help families that are struggling to make ends meet.

Cash or credit to account.

Either that, or any major supermarket as we all have to eat. Not all people have online Amazon accounts.

Amazon have just got too big and we need to support other businesses.

If not, what would you suggest instead?



Would be better with B&Q voucher to help do things inside your home.

'Love2Shop' where they can be used in 100's of stores, instead of just one.

A percentage off one month's rent.

Needs to be more flexible, not everyone shops on Amazon site!

Can you think of any downsides to this proposal?



Connectivity, you won't reach all participants online and many will not respond to hard copy surveys. They'll probably go in the bin without being opened.

I am also a little concerned that people who are not part of the 500 might think you are showing favouritism to those of us who are members.

It will distort thoughtful opinions as you get people just replying because there is an immediate possible benefit to them.

None spring to mind, as long as the whole scheme is transparent. People like to see rewards and achieve them.

Can you think of any downsides to this proposal?



Not rewarding some people because the financial totals were reached. This might cause these people to think that their opinions are considered irrelevant and ignore further surveys.

People could exaggerate their feedback comments and lie to make them eligible.

You may not always get honest opinions, only responses that would meet the eligibility criteria.

Customers making up stories to add depth to their answers, resulting in false information.

Do you have any other suggestions about how Accent can elicit more detailed feedback from customers?



A lot of people, myself included, might not have the time to fill in the survey when it is first presented to us. More reminders might help with that.

Having a survey admin per estate, either an existing Accent 500 member or someone new, to encourage other residents on that estate to take part.

Accent could encourage the Customer Partners to engage more with customers. Until they do that customers and tenants will always feel left out or left behind.

Asking them to be more specific with their responses, whether it is positive or negative and, if negative, ways that can resolve the issue.

Do you have any other suggestions about how Accent can elicit more detailed feedback from customers?



Estate events on a weekend and not Monday to Friday 9-5, when people who would tell you things would be at work.

Every survey comes back with a 'You said, We did'. How about letting us contact each other so we can check the accuracy of what you tell us?

Email surveys are cheaper to perform but can be cold and not give the opportunity to give full disclosure when giving answers.

Maybe having a monthly feedback email which includes members' feedback word for word and puts their name as the author of that comment.

Do you have any other suggestions about how Accent can elicit more detailed feedback from customers?



If customers can see their feedback is really being listened to and taken on board, they may be inclined to continue giving feedback.

Make the questions less complicated, clear, use basic English if you can. Maybe a choice of language if English is not their first language. Possibly an audio survey for those with loss of sight. Being more diverse?

Perhaps find out what issues people would be interested in discussing with you.

Perhaps show how the issues relate to those you are surveying e.g - We have had reports of antisocial behaviour in your area/postcode. Can you please complete this survey to help us deal with this issue?

Conclusions



- The majority of respondents agreed with the proposals to offer incentives based on the 'quality' of customers' engagement as well as the criteria for what constitutes 'quality' engagement.
- That being said, some respondents were vehemently against the proposals. Some felt that it was already a privilege to be able to be able to provide feedback, and that this behaviour should not be rewarded nor incentivised.
- Some respondents felt that incentivising customers to provide more detailed feedback could skew or distort survey findings.
- Respondents appear to appreciate it when their comments are acknowledged and given serious consideration, but they do not necessarily expect a monetary reward for this.
- Respondents were divided as to whether a scheme of this type would encourage them to provide more detailed feedback. Some customers felt it would provide more assurance that their comments were taken into consideration, but others felt that they already provided sufficiently detailed feedback.

Conclusions



- Respondents generally agreed that rewarding 'quality' engagement would encourage seldom heard customers to participate in surveys and consultations.
- Some respondents felt that customers who are not able to participate in online surveys would be unfairly disadvantaged by these proposals.
- Some respondents felt that these proposals would not help to elicit participation from groups that Accent typically struggles to engage with (full-time workers, younger people etc.)
- The majority of respondents agreed that the proposed value of the rewards is appropriate, but many suggested that supermarket vouchers would be more useful than online retailer vouchers.
- Respondents made a number of useful suggestions as to how Accent can better engage with its customers. Many suggested that the Customer Partner role could be used more to this effect.

Conclusions



- Some respondents suggested that there should be a more focussed effort to engage with customers who have busy lifestyles.
- Other respondents felt that opening up communication channels could help to stimulate engagement. For instance, Accent 500 members interacting with one another, selecting the topics for conversations, or serving an 'engagement leads' in their local communities.