



# MyAccount Survey

October 2020

# Background



## **Rationale:**

We contacted customers who have registered for an online account with Accent (MyAccount) to manage their tenancy/lease, but have not logged in for some time.

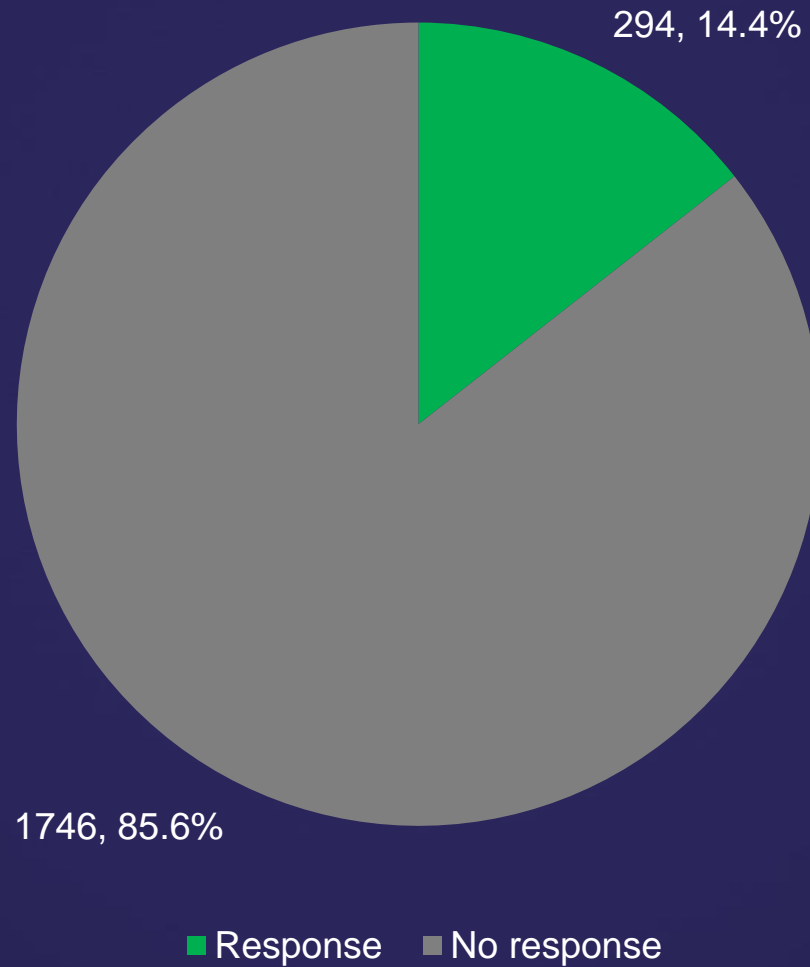
Our aim is to understand why customers prefer to contact us through other channels and to find out if there is anything we can do to improve the experience for customers who would like to manage their tenancy/lease online.

## **Sample size:**

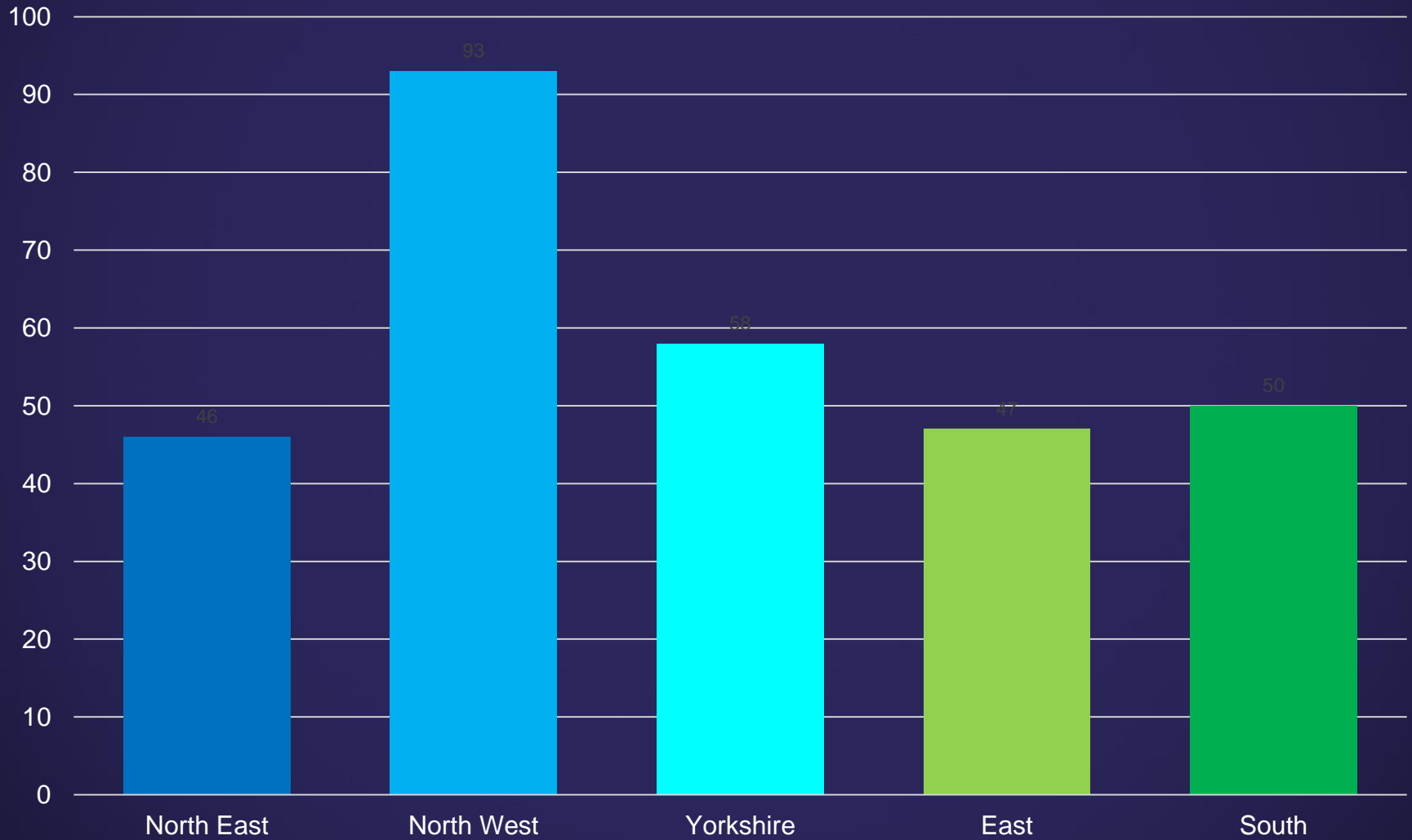
All current customers who have registered with MyAccount but have not logged in for 6 months or more were invited to take part in this survey. The survey was carried out exclusively by email. Two attempts were made to contact eligible customers over a period of two weeks.

In total, the survey yielded 294/2040 responses (14.4%) with a margin or error of  $\pm 5.5\%$ .

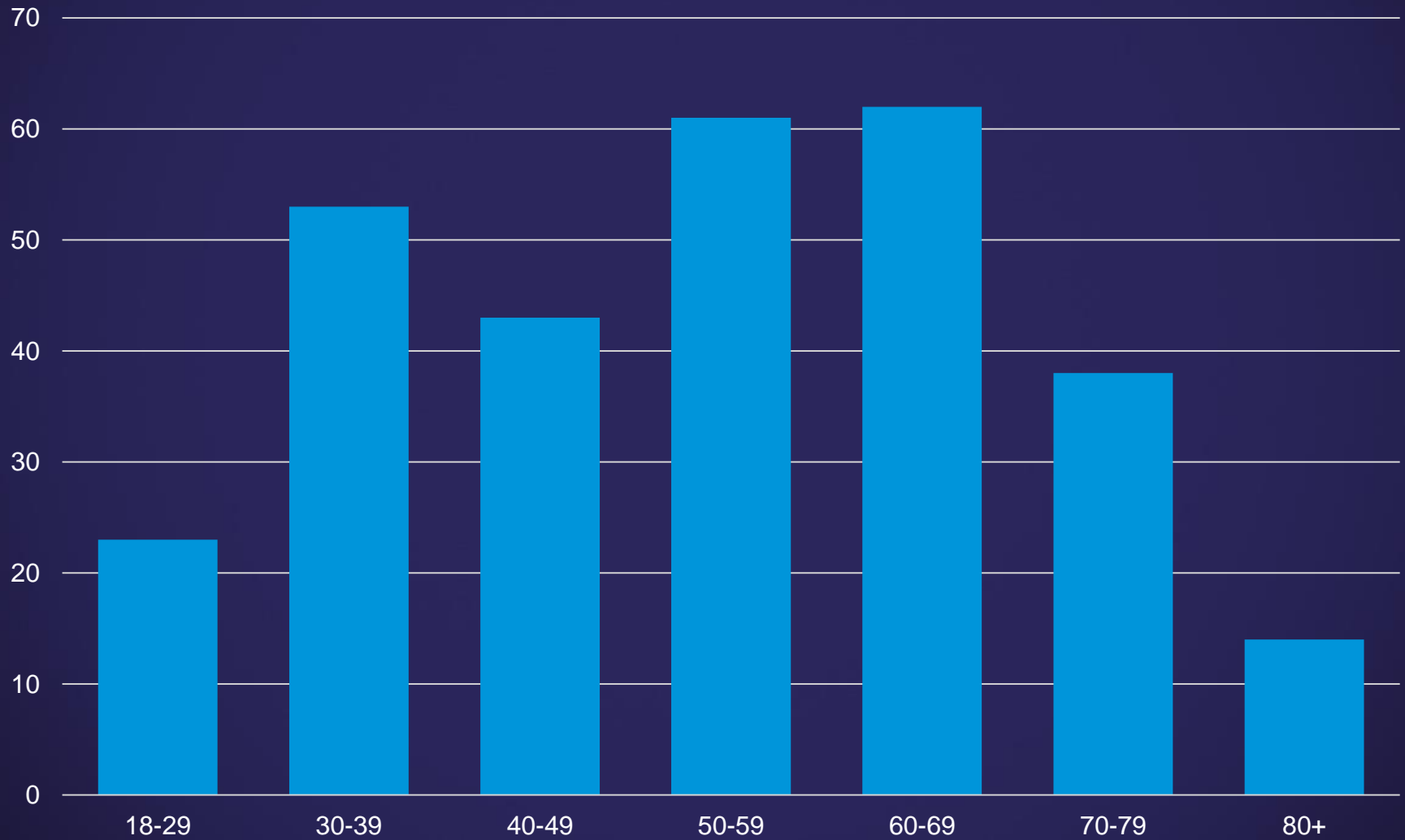
# Responses



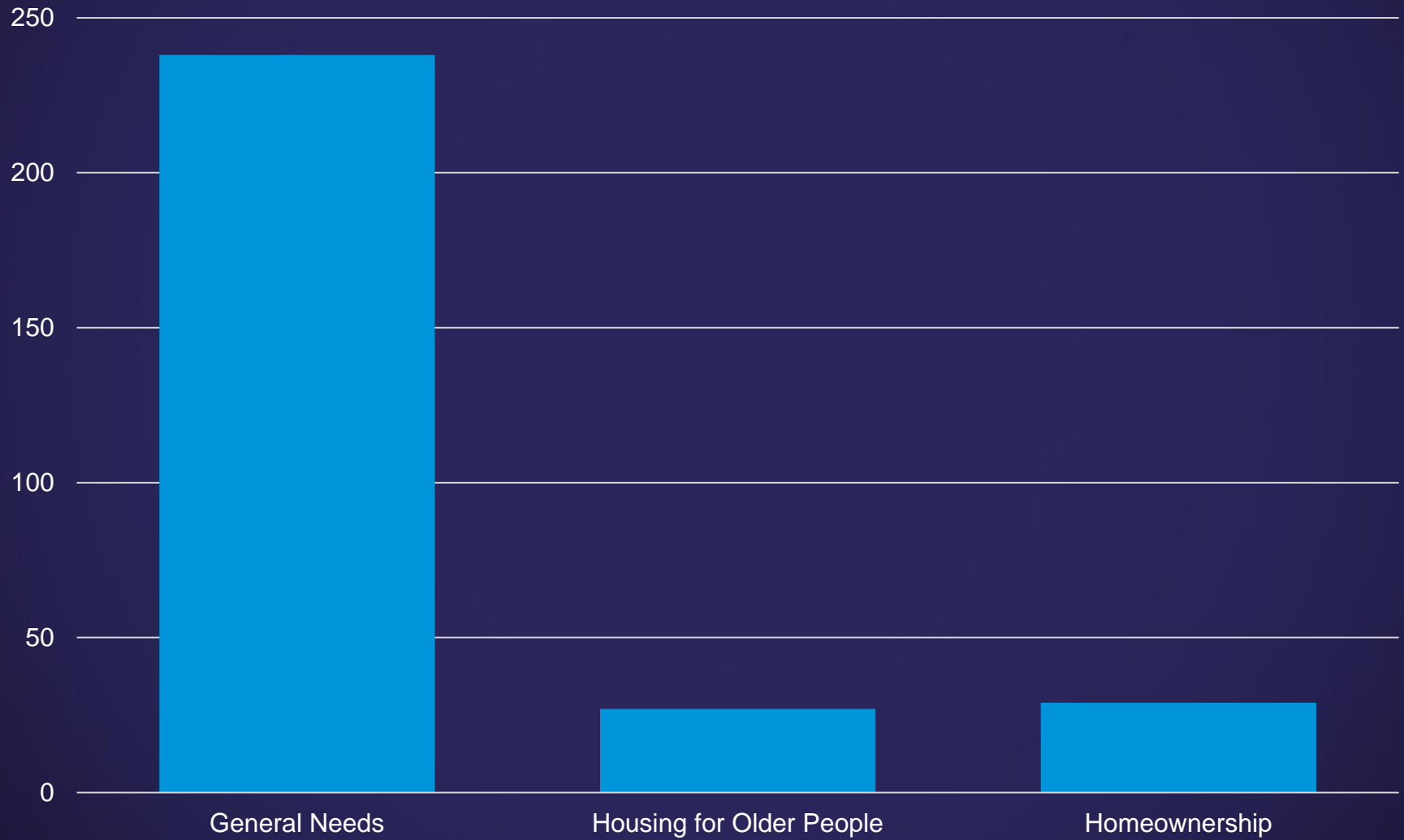
# Responses by Region



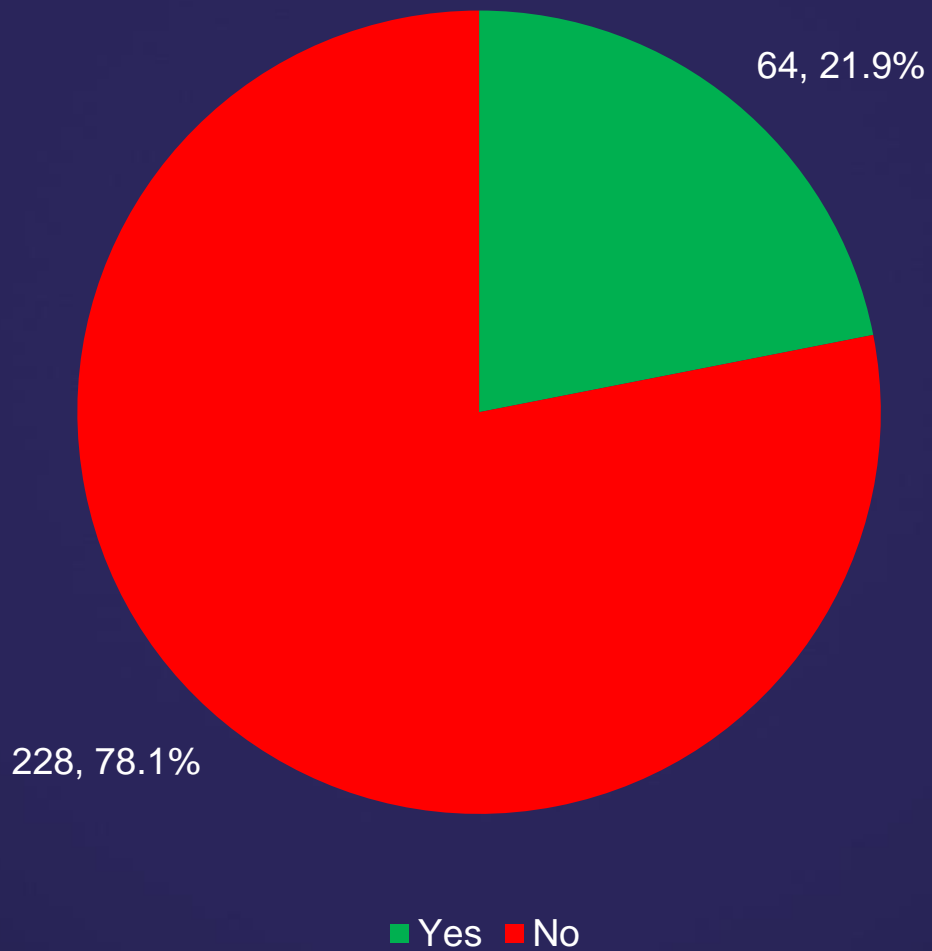
# Responses by Age Band



# Responses by Tenure Type

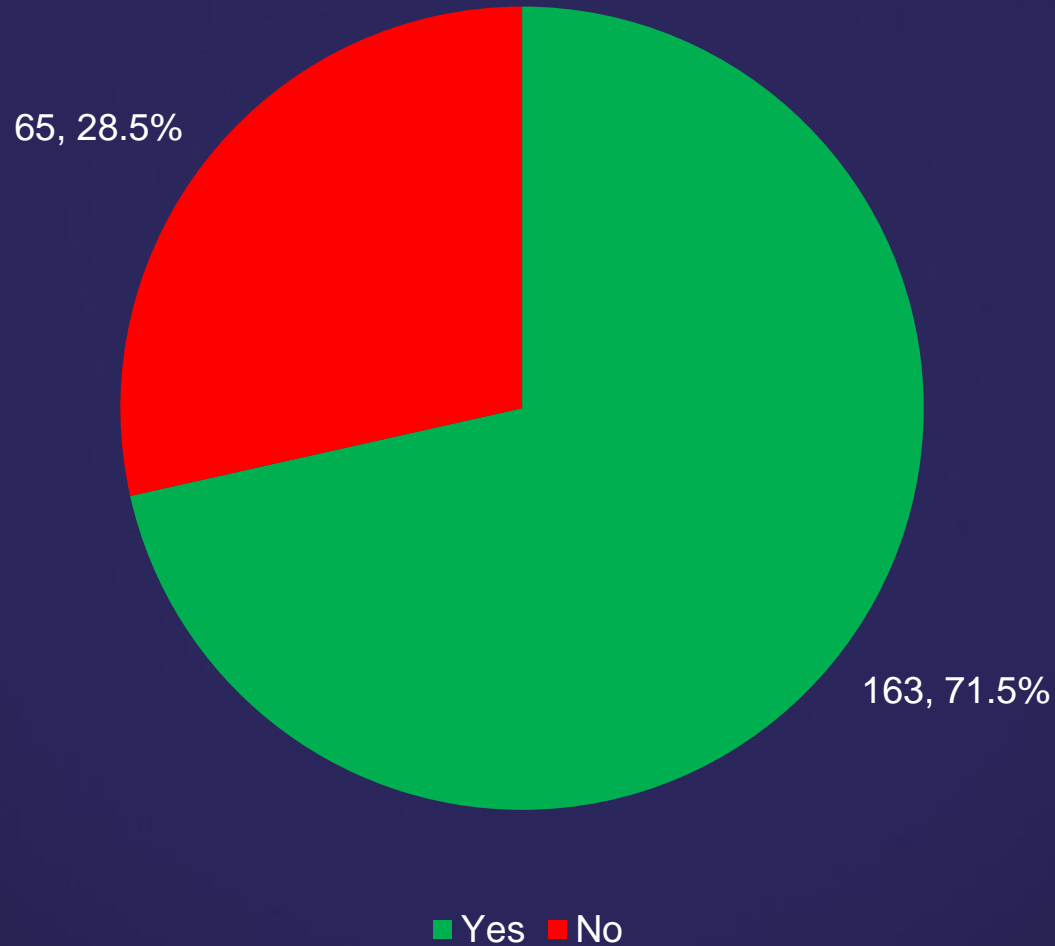


# Have you moved in in the last 18 months?



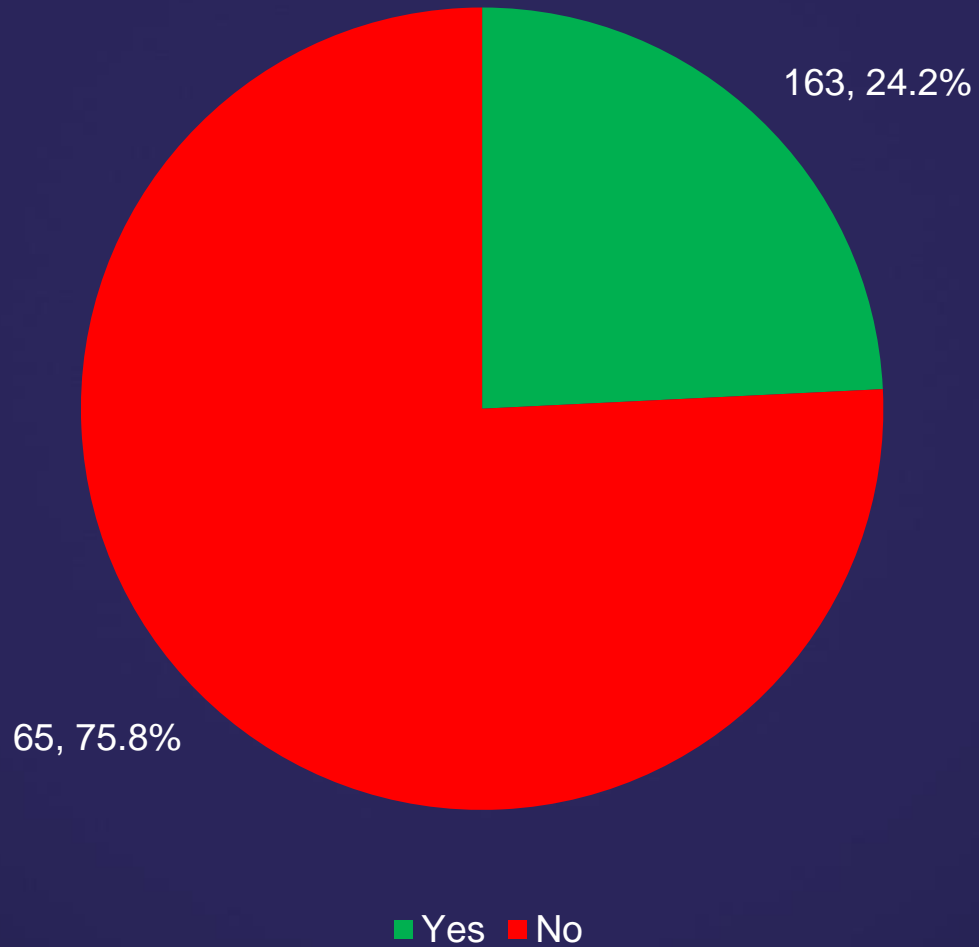
## Do you remember registering for an online account (MyAccount) to manage your tenancy/lease?

(Let's Move automatically transitions to MyAccount when customers move in to a property. Customers who have moved in during last 18 months did not need to register.)

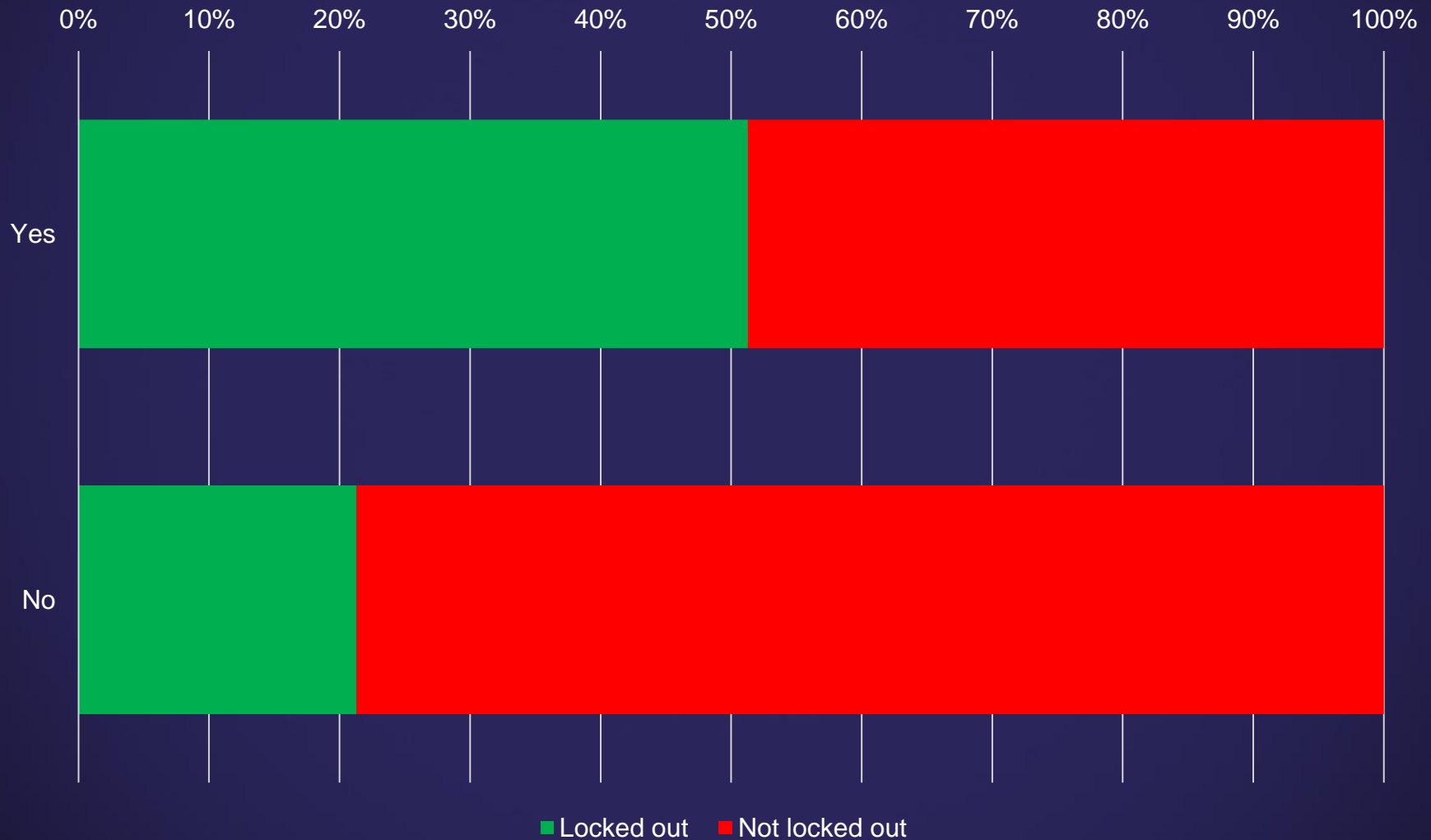




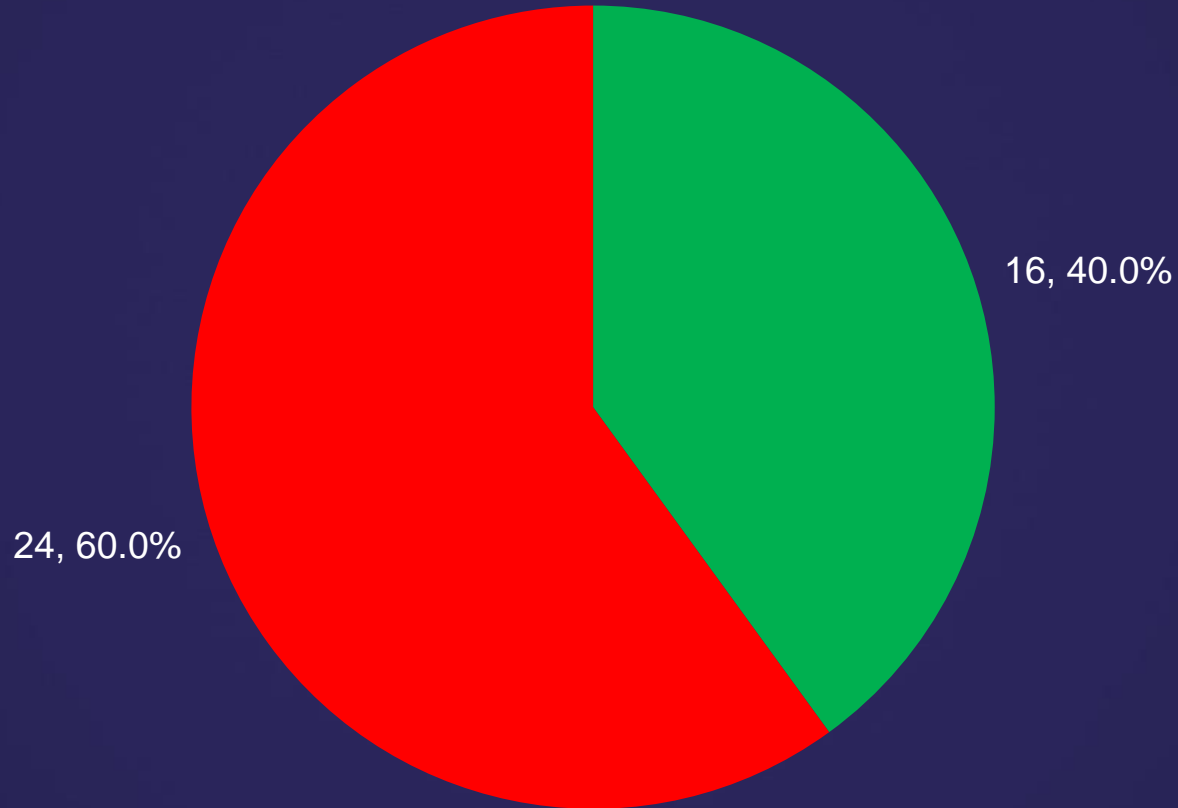
Did you have any problems creating an account and/or have you had any problems logging in since?



# Did you have any problems creating an account and/or have you had any problems logging in since?

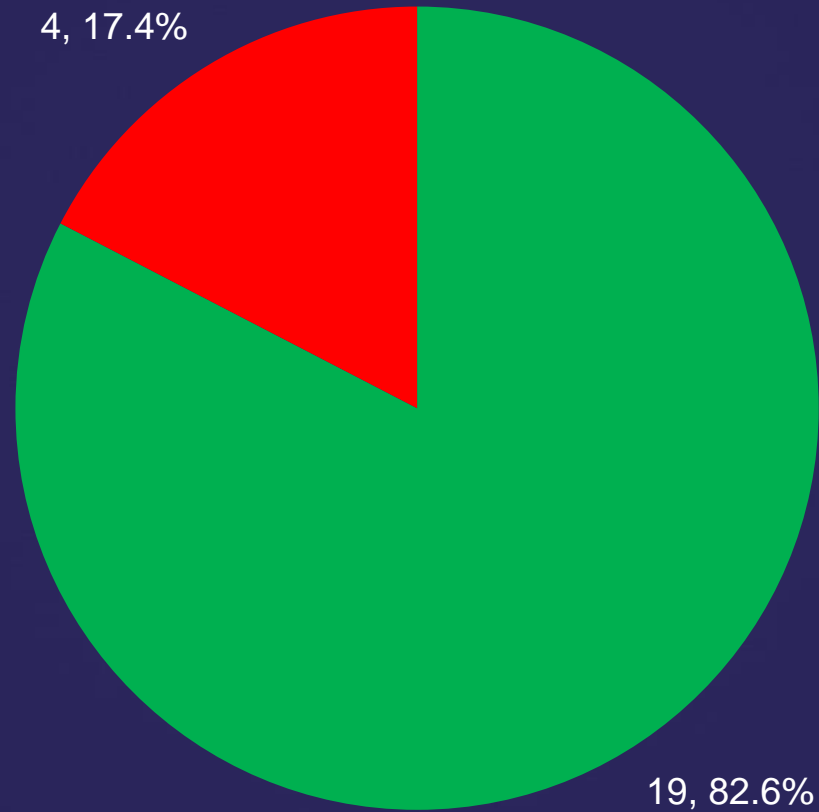


# Has this since been resolved?



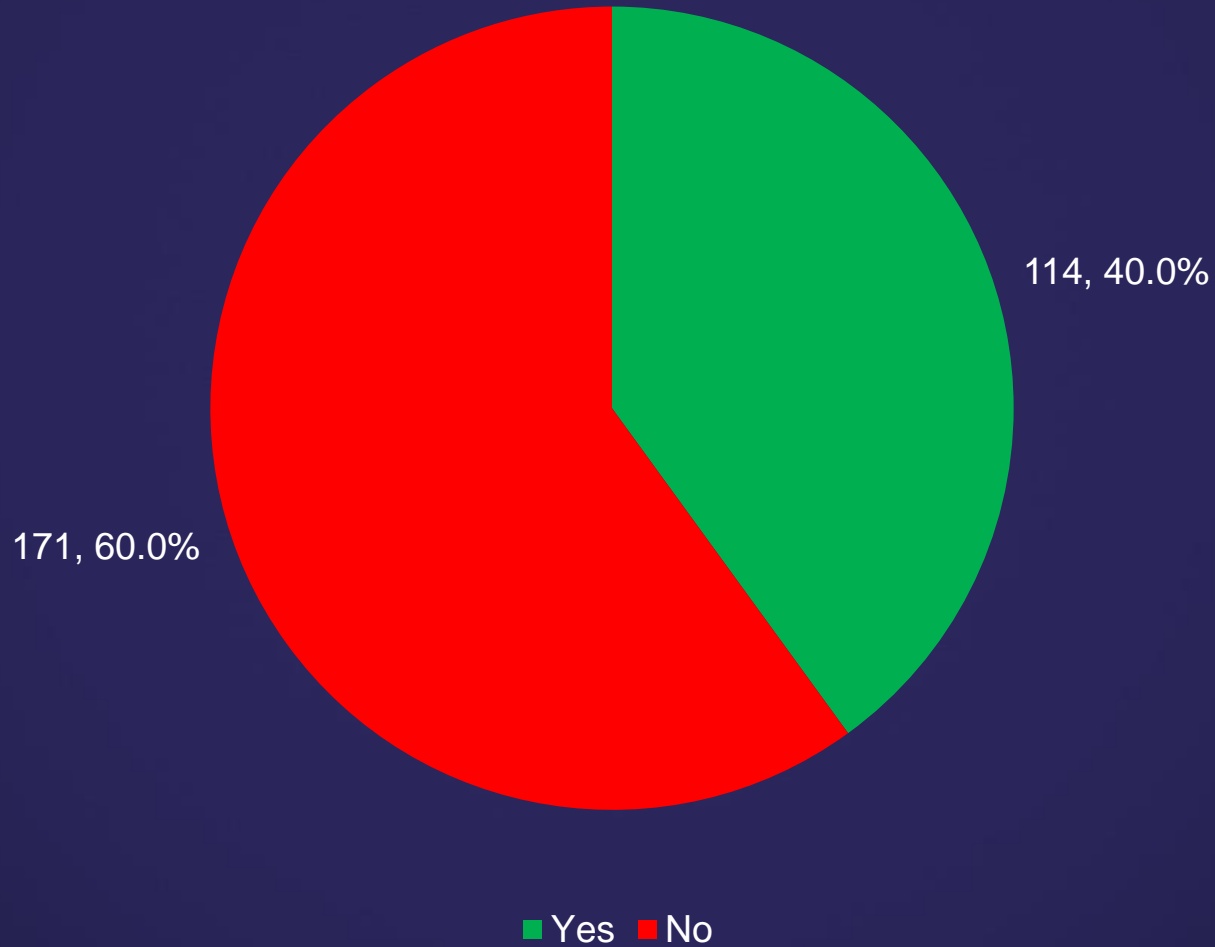
■ Yes ■ No

# Can we contact you to help you access MyAccount?

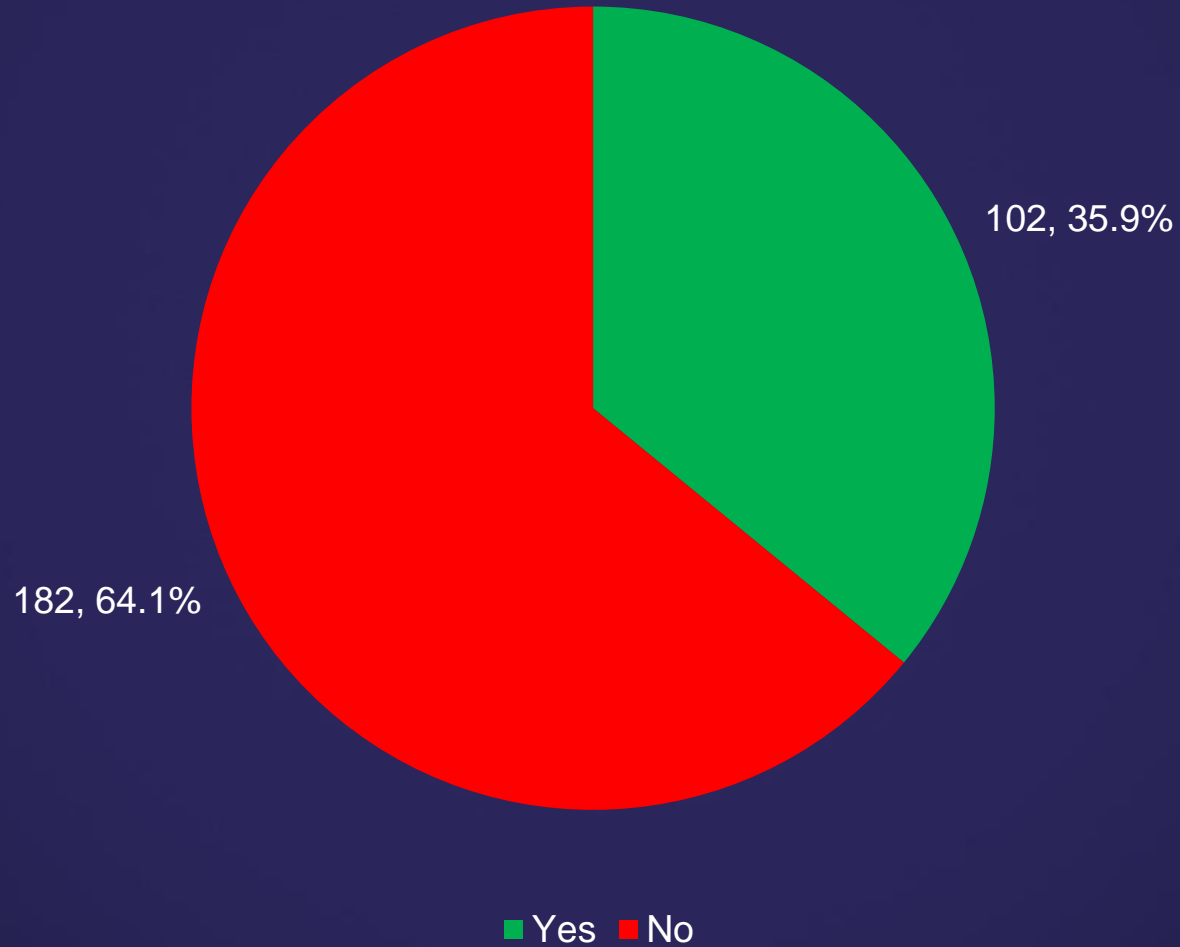


■ Yes ■ No

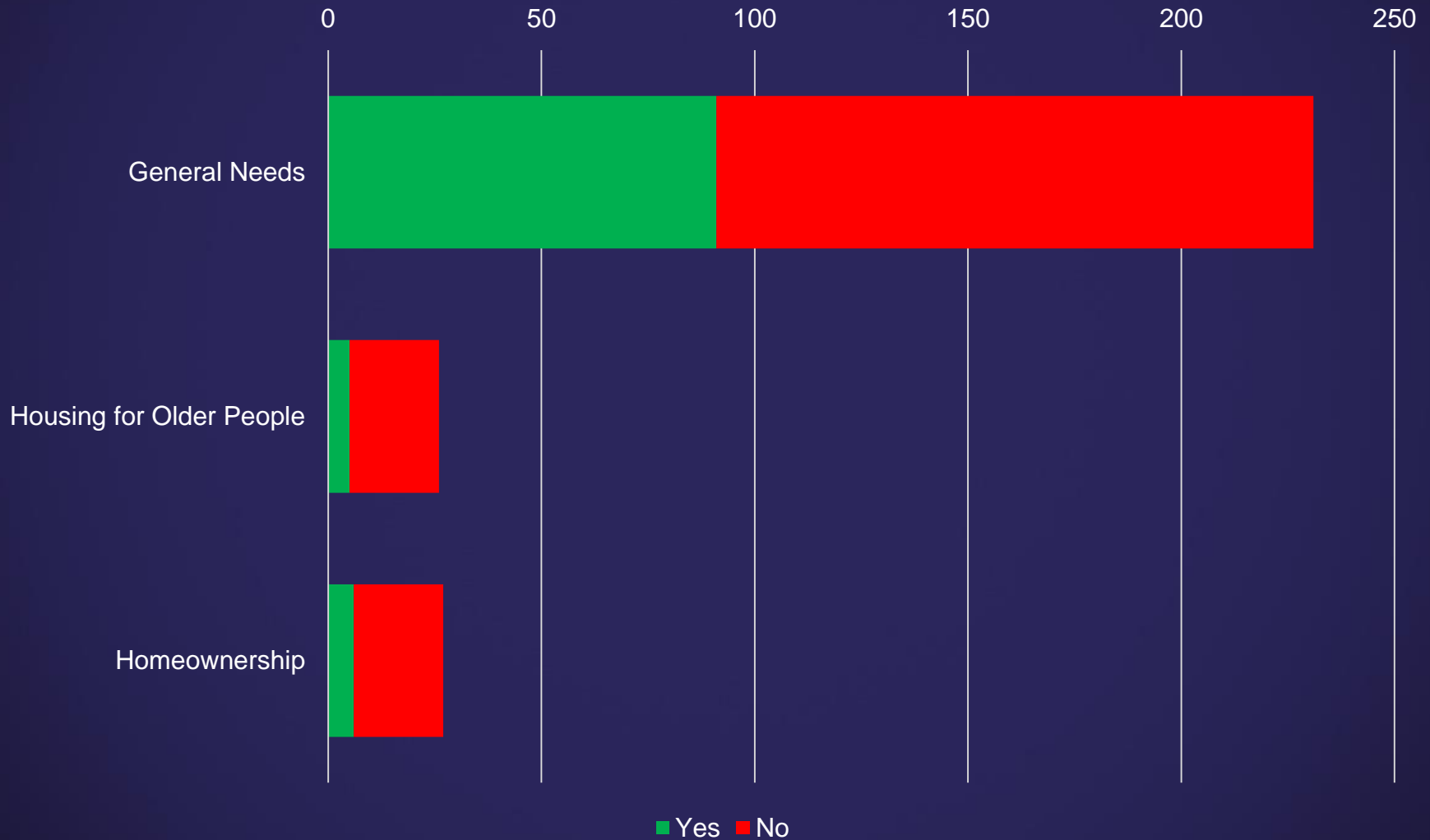
# Last time you called the Contact Centre, did we explain the benefits of managing your account online?



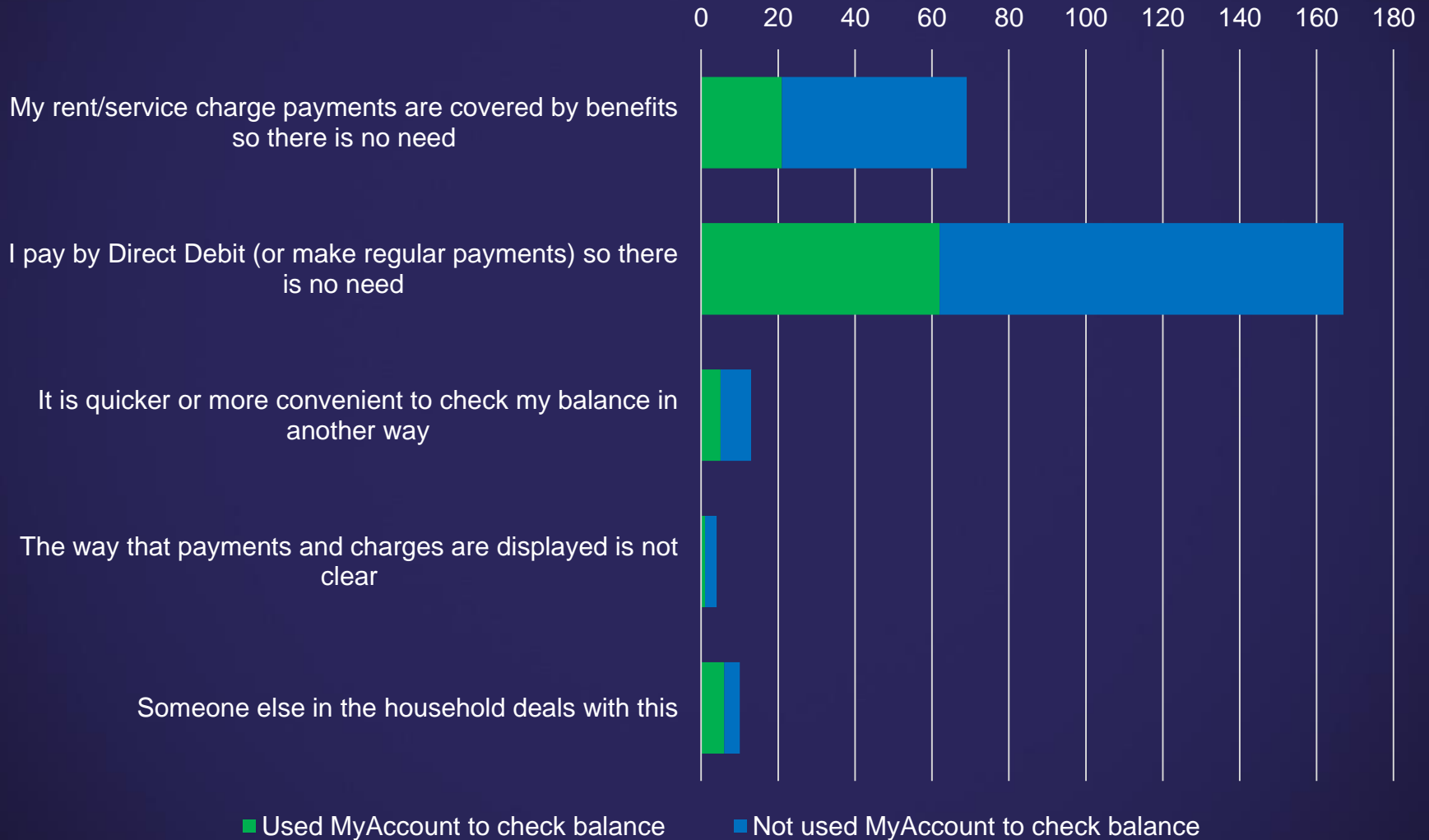
# Have you used MyAccount to check your rent/service charge balance?



# Have you used MyAccount to check your rent/service charge balance?



# Is there anything that would prevent you from doing this (or doing this more regularly)? (Tick all that apply).





# Is there anything that would prevent you from doing this (or doing this more regularly)?



Always worried about being scammed.

**Mr S, Preston**

Can't get into MyAccount because email has changed. Supposed to be sorting it out but had no call to do so...

**Miss G, Ashton-under-Lyne**

Doing this through a website seems very outdated. Isn't it about time an app was developed for mobile users?

**Mrs H, Dewsbury**

I do not have the machine to do it on and cannot use them anyway. I depend on others to do it.

**Mr C, Stockton-on-Tees**

Not possible to log on. You have tried to resolve without success... I believe other tenants have had same problem. That is why I have stopped trying. I prefer the telephone and email.

**.Mr B, York**

Very difficult to log in.

**Mr S, Peterborough**

I just haven't thought about looking online.

**. Mrs C, Ashton-under-Lyne**

I'm on Windows 7, about to crash as did my old iPad which I doubt I will be replacing any time soon.

**Ms C, Saltburn-by-the-Sea**

Waste time - not able to log in.

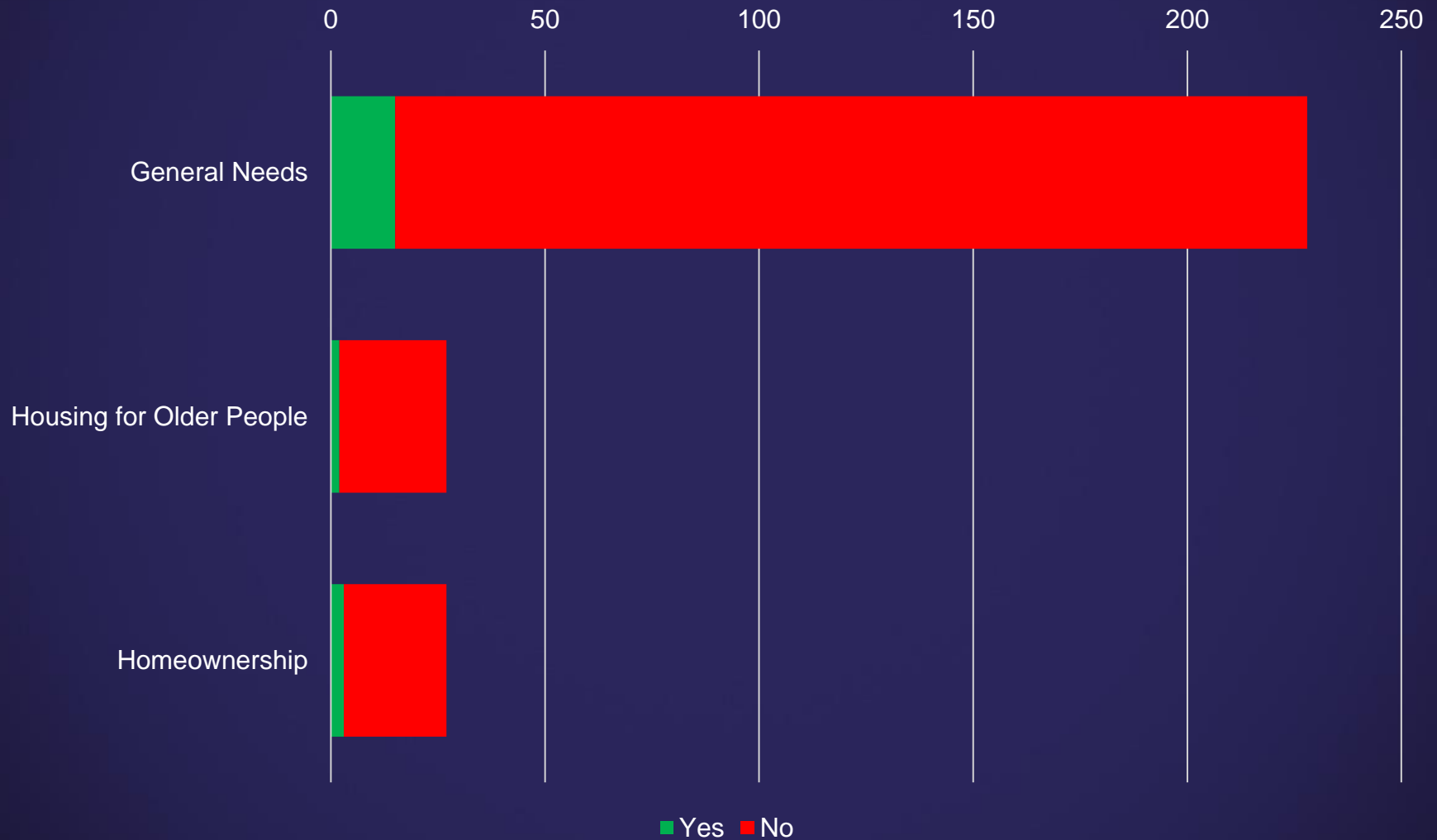
**Mrs P, Camberley**

# Have you tried making payments online through MyAccount?

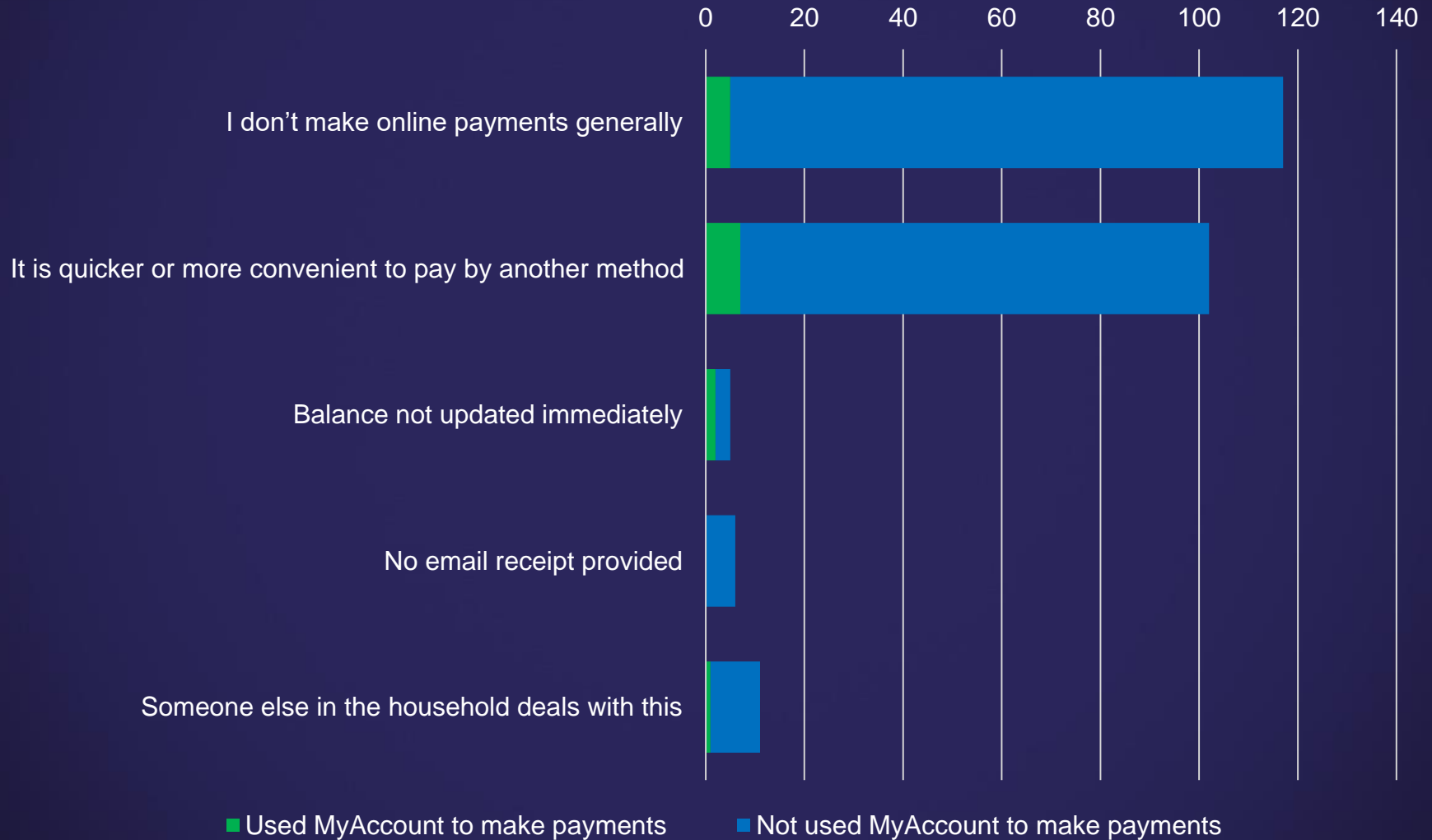


■ Yes ■ No

# Have you tried making payments online through MyAccount?



# Is there anything that would prevent you from doing this (or doing this more regularly)? (Tick all that apply).



# Is there anything that would prevent you from doing this (or doing this more regularly)?



Again, this is something I would prefer to do via an accessible app.  
**Mrs H, Dewsbury**

Already set up standing order. No need to move to another method.  
**Mr M, Cambridge**

Forgot my password, but if I could log in would be easy to check on.  
**Mr M, Chorley**

Have a card for a shop over the counter payment.  
**Mrs M, Bradford**

I don't trust the internet; I want real people to talk to if I have a problem. Those people named as looking after out local housing are rarely contactable.  
**Mrs C, Lightwater**

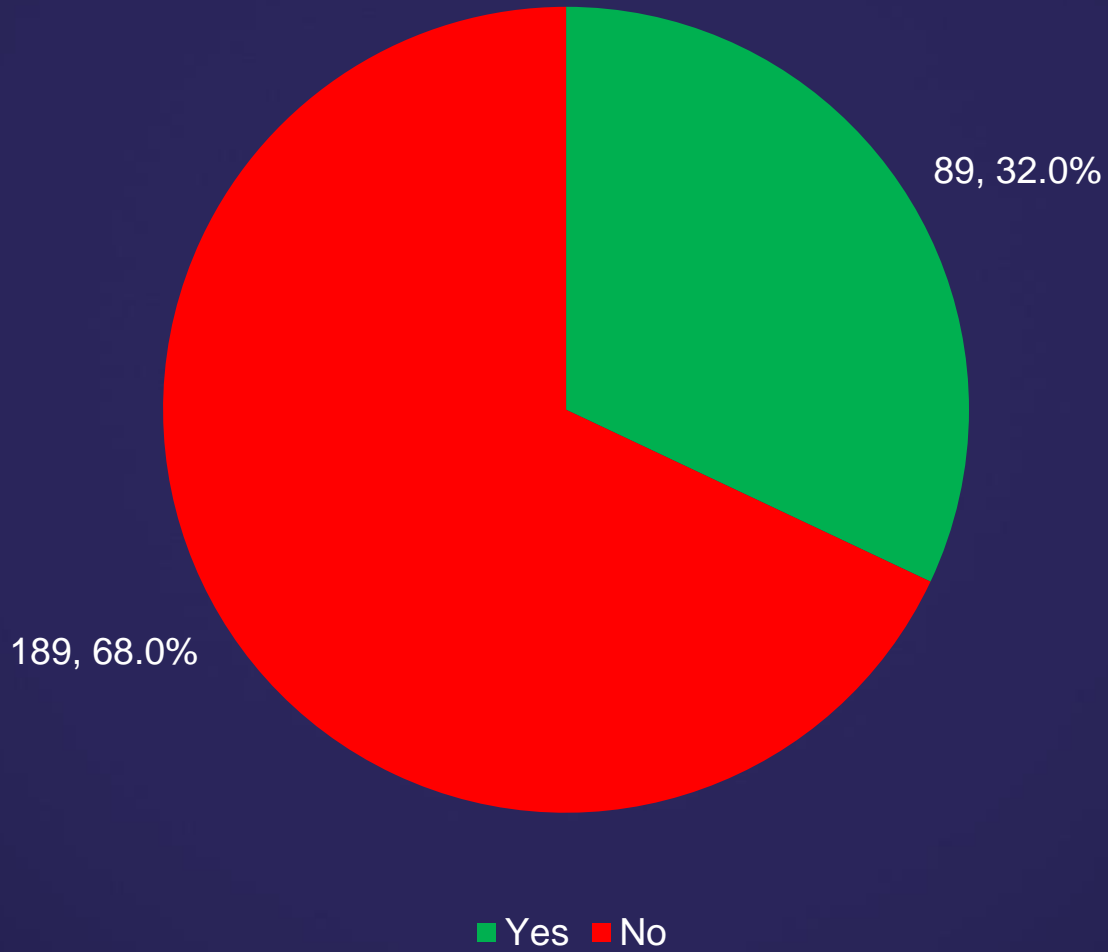
I pay my rent in advance for four months at a time, so paying over the phone is helpful for me to know how much I've paid and until when.  
**Miss A, Accrington**

Just not convenient.  
**Mrs K, Wakefield**

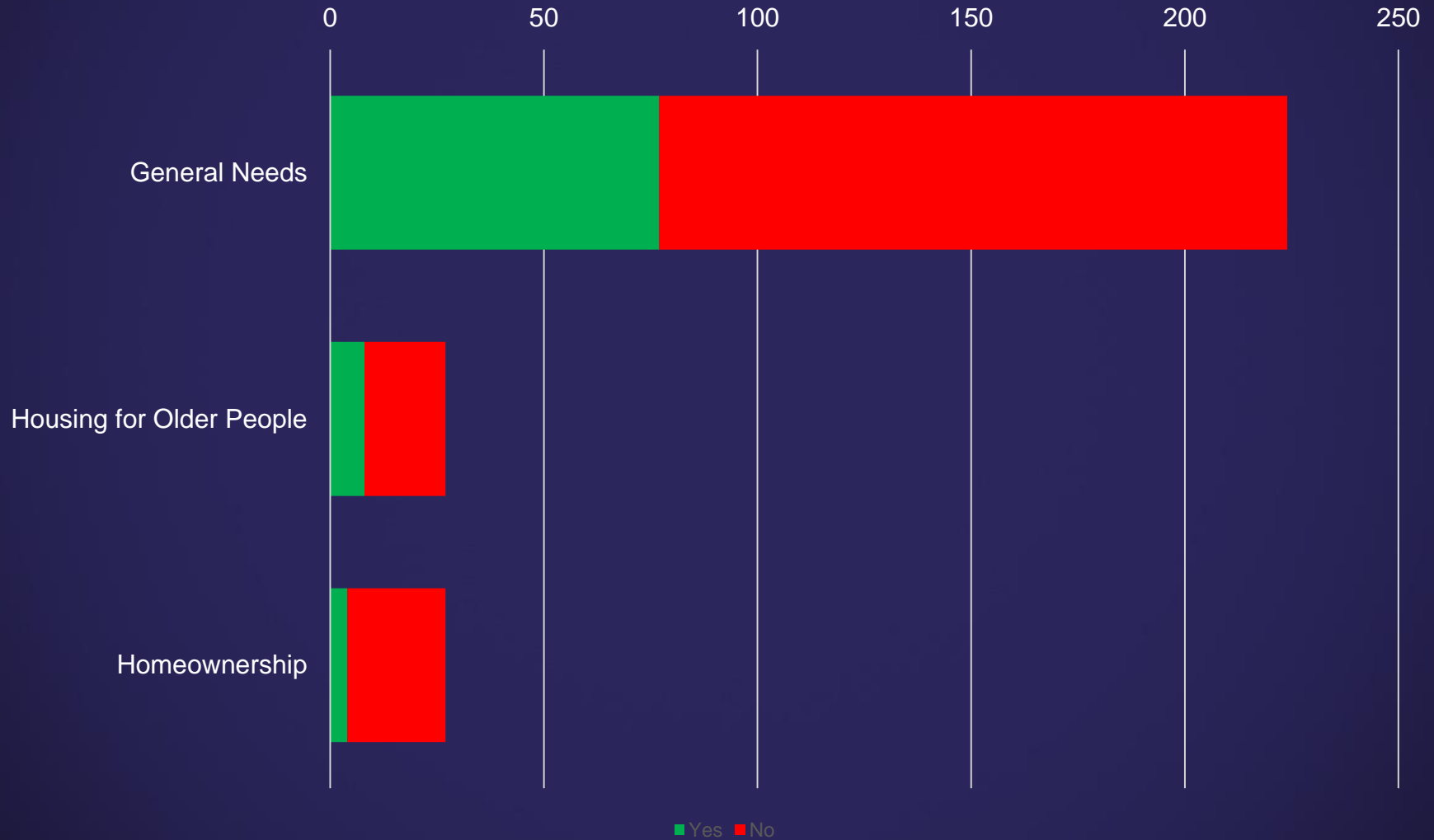
I prefer to pay by Direct Debit.  
**Ms B, Leyland**

I don't need to pay anything.  
**Mr R, Camberley**

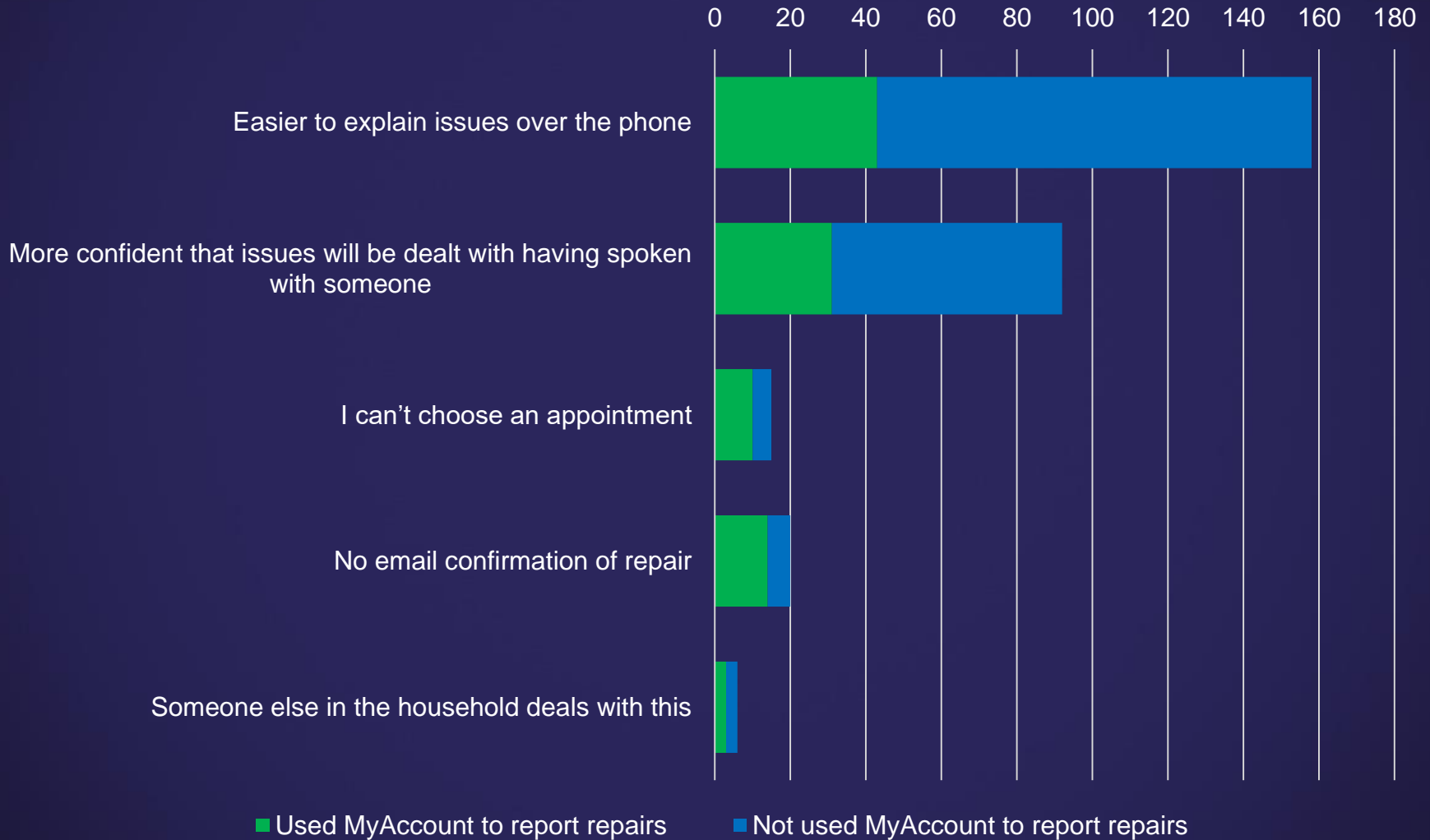
# Have you tried reporting repairs through MyAccount?



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# Is there anything that would prevent you from doing this (or doing this more regularly)? (Tick all that apply).





# Is there anything that would prevent you from doing this (or doing this more regularly)?



Find logging into a website, trying to remember passwords etc. very outdated. Time for an app, definitely.

**Mrs H, Dewsbury**

I am the old-fashioned type. I like to speak with someone rather than just typing....

**Mrs P, Camberley**

I never heard back about my online repair report.

**Mrs M, Peterborough**

It is easier to talk to someone and find out why you are taking so long to resolve these ongoing issues.

**Mr R, Camberley**

No facility for uploading photographic evidence of required repairs.

**Mr D, Preston**

None of the communal repairs I have tried to report ever seem to be logged. It's a waste of time logging in, reporting the repair then spending the next two days logging back in to see if it is listed...

**Ms M, Huntingdon**

Reports seem to disappear from the system and are not resolved.

**Ms P, London**

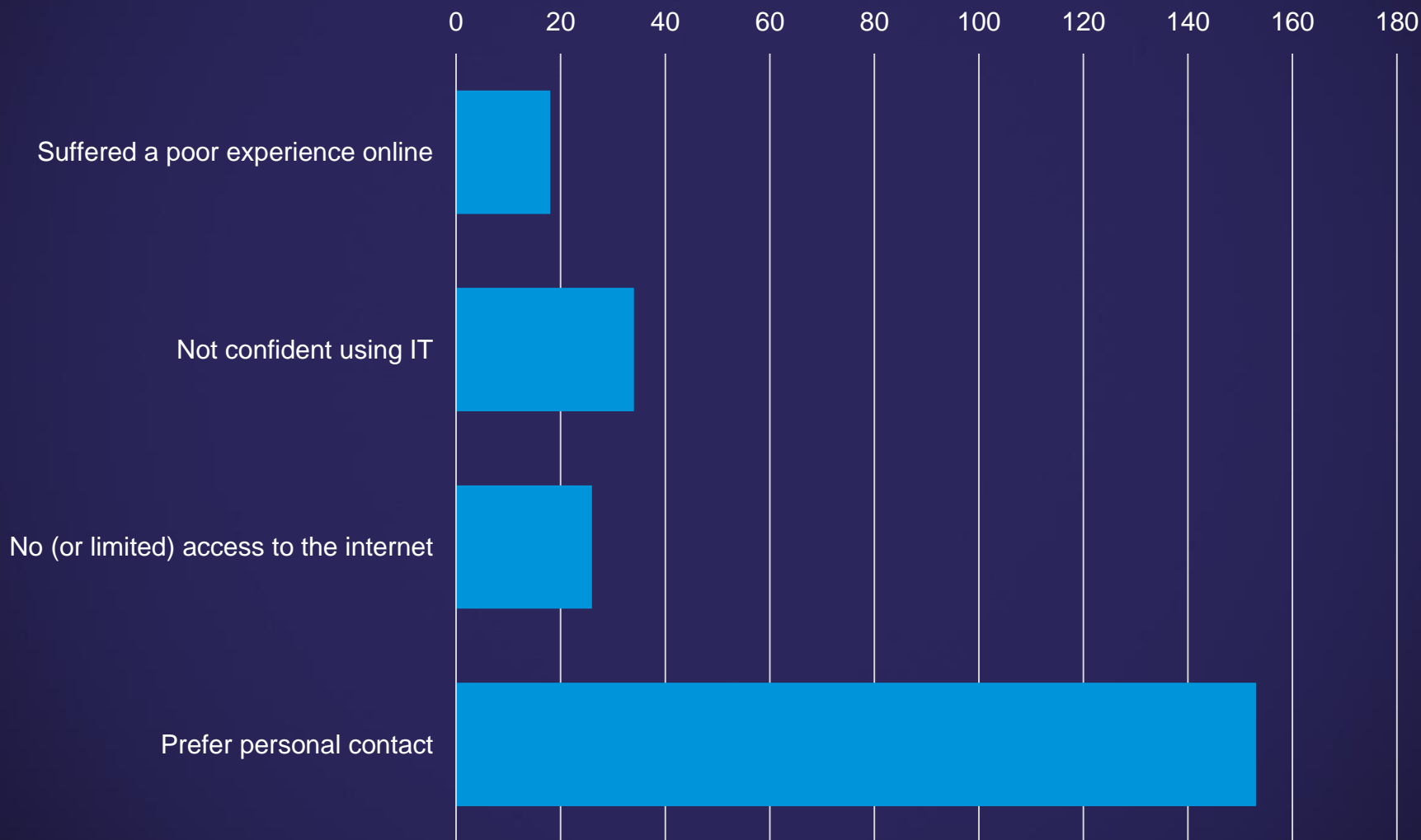
There is nothing that would prevent me, if I could access MyAccount.

**Mr M, Hartlepool**

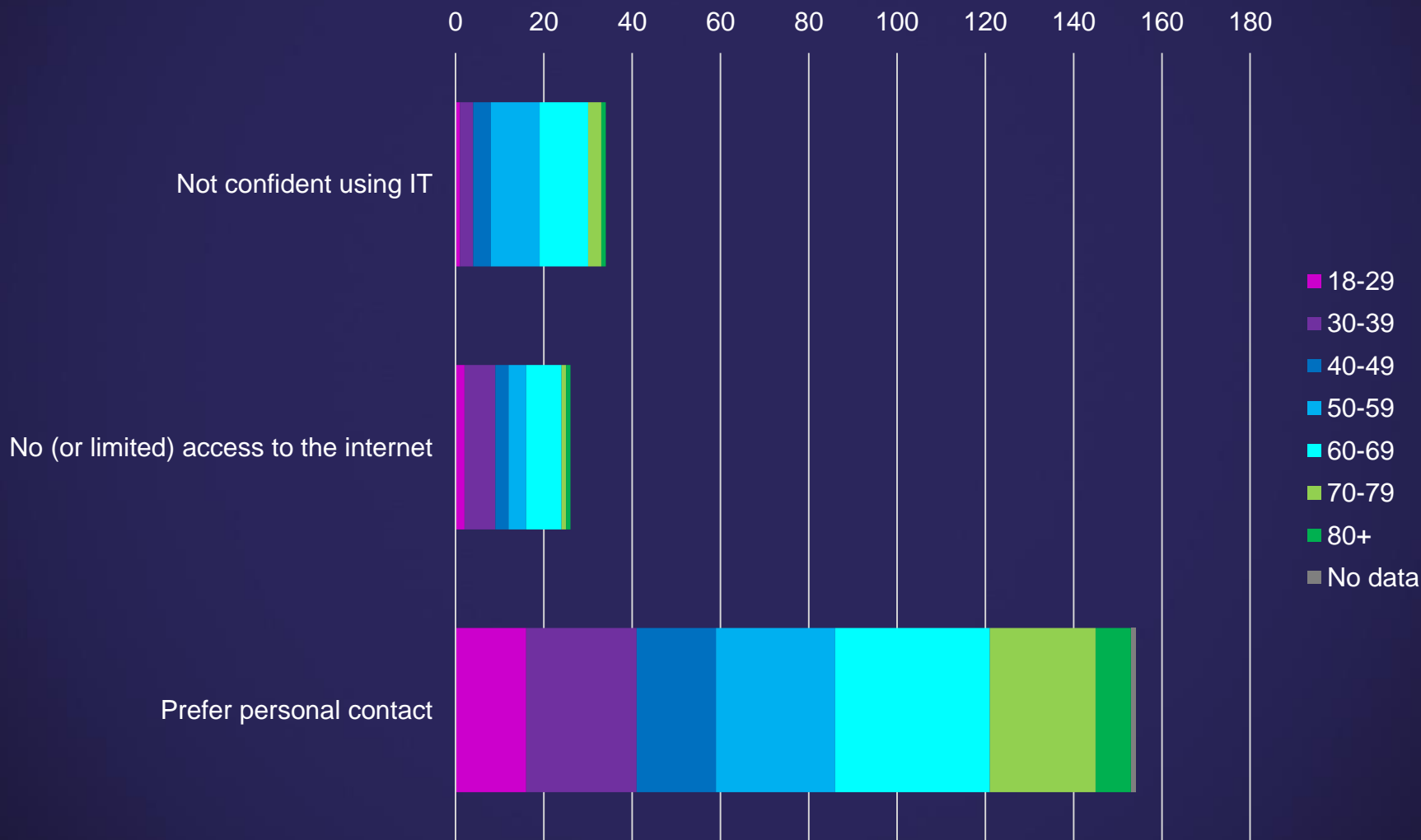
I am a shared-owner. I have to take care of repairs myself.

**Mr M, Camberley**

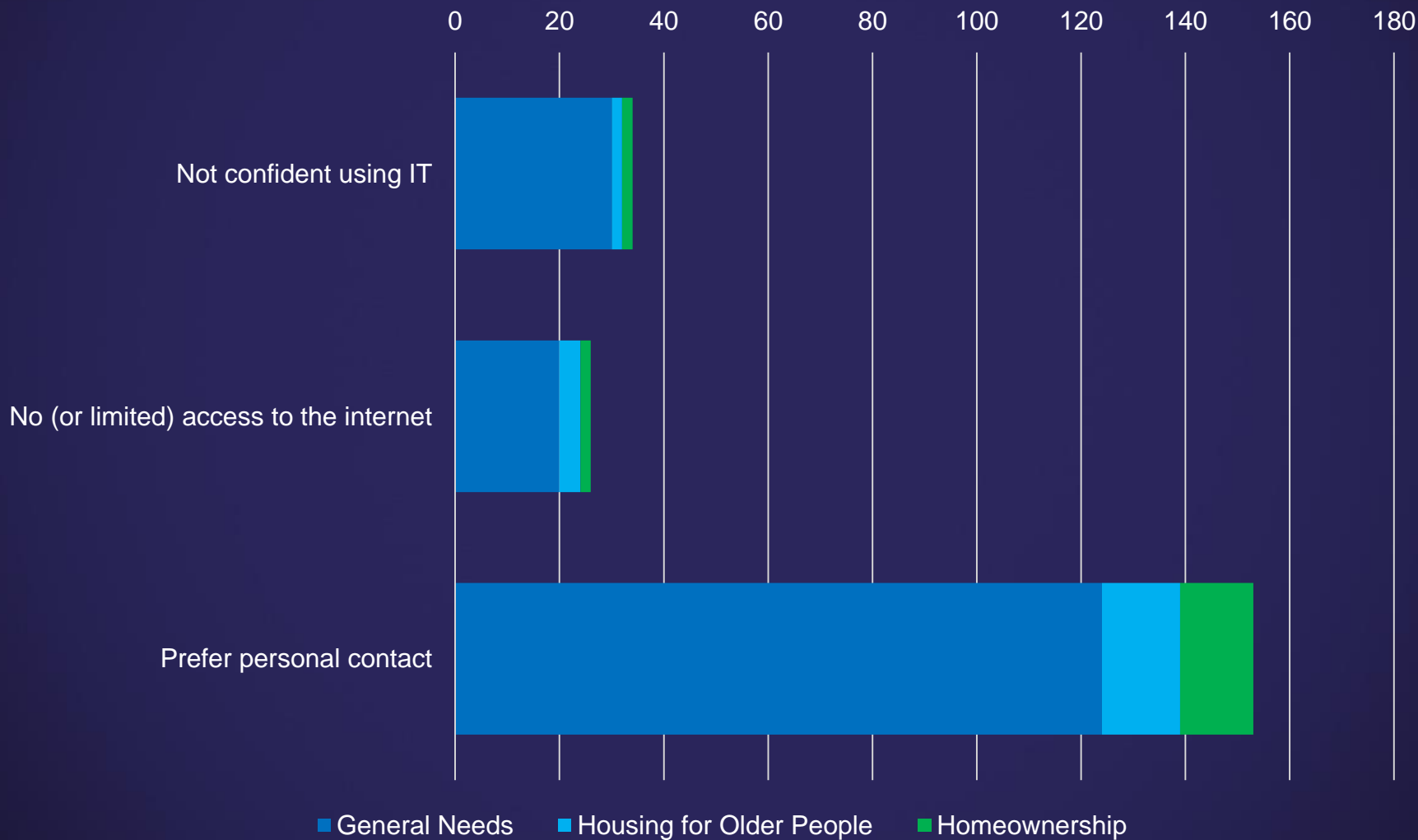
# Are there any other reasons why you might prefer to manage your tenancy/lease in another way? (Tick all that apply).



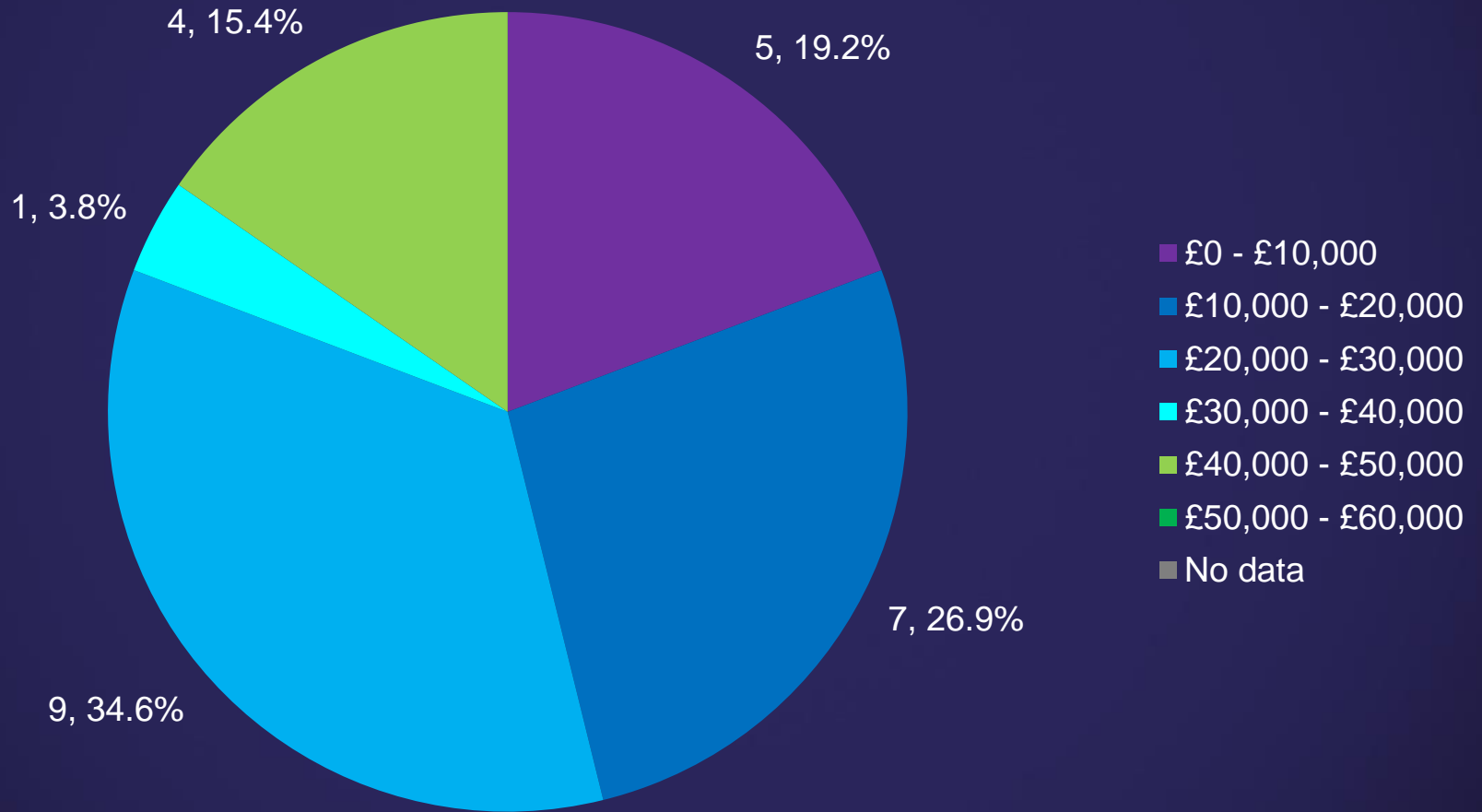
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# Household income of those who have no (or limited) access to the internet



**Are there any other reasons why you might prefer to manage your tenancy/lease in another way? (Tick all that apply).**



Attention to detail from experienced telephone operators.

**Mrs C, Lightwater**

An app would work so much better than continually having to log in to the website and have to remember passwords etc.

**Mrs H, Dewsbury**

Can't get on to MyAccount. It doesn't recognise my password.

**Mrs J, Chorley**

I don't often need to check my balance. All you need MyAccount for is to log repairs and that doesn't work!

**Mr B, York**

My son does it for me.

**Mrs B, Crook**

Can't log in.  
**Mr L, Leyland**

I cannot access the account.

**Miss M, Preston**

I prefer Direct Debit.

**Mr W, Stalybridge**

Nobody came to repair.

**Miss L, Leyland**

# What, if anything, would encourage you to use MyAccount (more regularly)?



If it did everything the call centre staff were able to do...For the things it can do i.e. repair logging, you don't get reassurance that the request is actually being dealt with correctly.

**Ms S, Addlestone**

Communication about repairs as to when they might be done.

**Ms W, Oldham**

Easy log in. Reply to know it's going ahead.

**Mrs B, Oakham**

If an acknowledgement of reports were received.

**Mrs M, Peterborough**

If I could get on to it or reset it from changing my email address.

**Miss S, Bradford**

If the issues raised on it were actually actioned! Everything I've reported has been ignored/removed.

**Ms P, London**

If there was a 'status' for each repair or complaint etc. so that I could see what was going on, whether you are actually doing something about the issues I have talked to you about...

**Mr R, Camberley**

Maybe if there was an actual app on my desktop where I could just click to get into it.

**Mr T, Yarm**

Tend to use it more for non-urgent repairs that are simple to explain. If they're more complicated I prefer to speak to someone personally.

**Mrs D, Leyland**

# What, if anything, would encourage you to use MyAccount (more regularly)?



The facility to upload specific photographs to fully clarify required repairs thereby alleviating the need to write, at times, some very long-winded descriptive text.  
**Mr D, Preston**

Notifications though email to remind me to check when account has updates.  
**Miss L, Peterlee**

Being able to use a computer.  
**Mrs C, Chorley**

Don't use it at all. Rather call and speak to someone.  
**Mrs H, Camberley**

Finding a little confidence using the computer.  
**Ms B, Ashton-under-Lyne**

Having an app on my phone.  
**Miss A, Stanley**

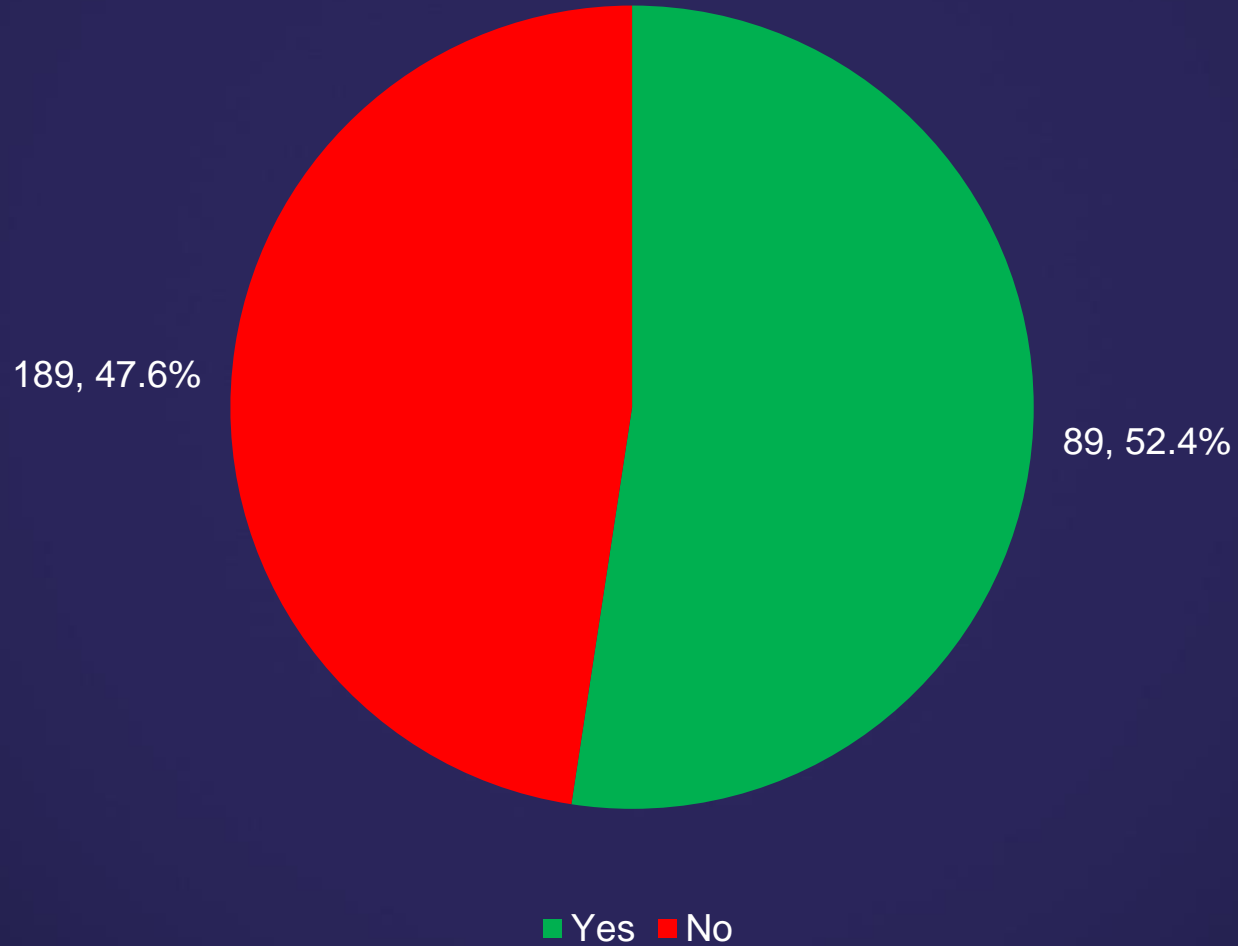
I have no reason to access it regularly.  
**Mrs L, Camberley**

If I could get the account to work I would use it all the time.  
**Mr L, Leyland**

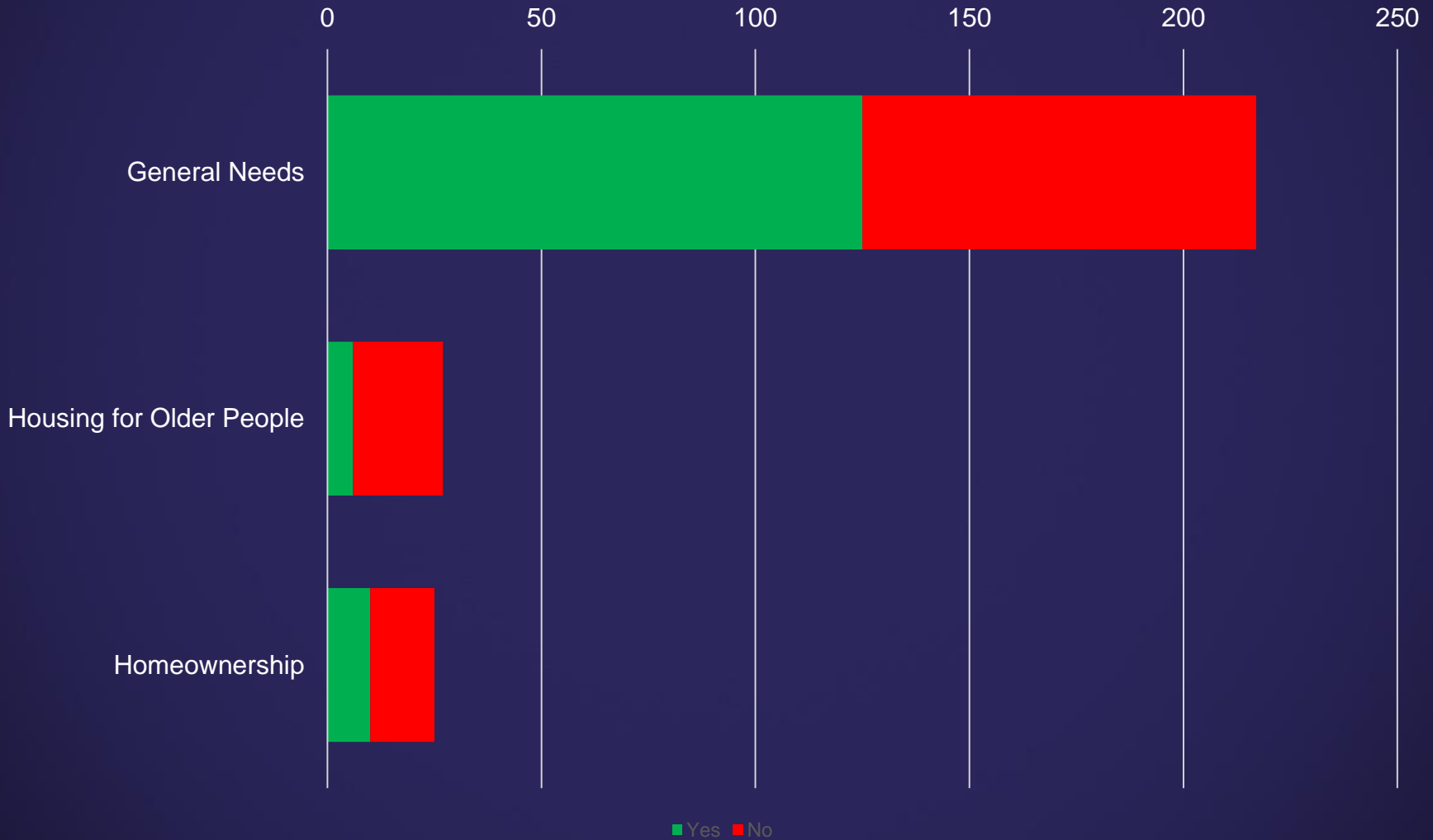
If it was the only way to make contact I would use it. I reiterate that I prefer to deal face to face or by phone to give me personal contact.  
**Mr M, Camberley**



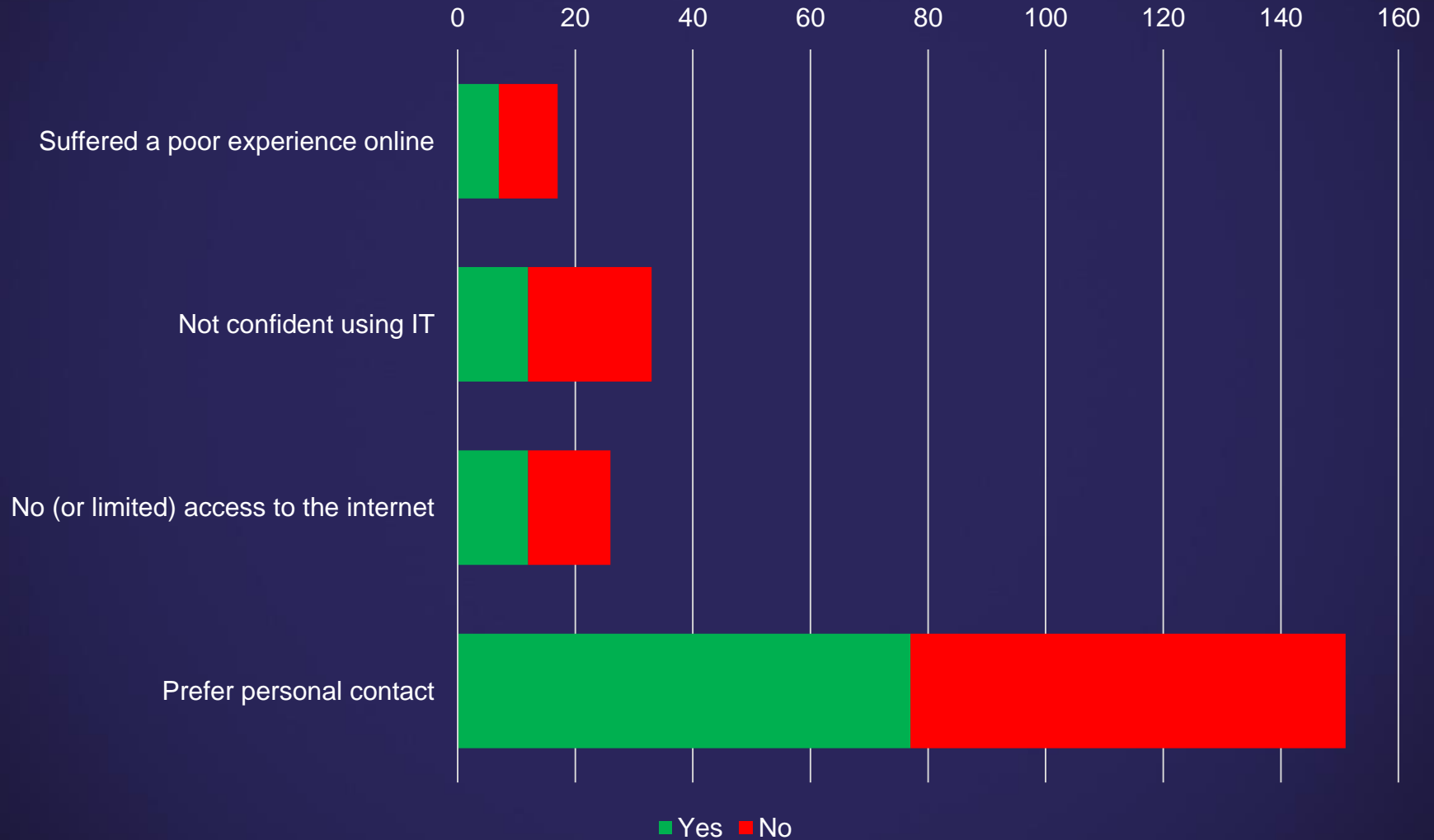
# Would you consider managing your tenancy/lease through a mobile app?



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# What features would be useful to you in an app of this type?



A way to contact or report repairs or issues. Account balance when payments are due.

**Miss L, Peterlee**

Alerts for when you are close to the next rent due date. Instant messaging with the repairs team.

**Miss A, Accrington**

Display of repairs time and date. Any arrears on property. Link to contact local housing officer.

**Mr J, Saltburn-by-the-Sea**

Ease of use. Security. Being able to go straight to the correct department.

**Mrs C, Camberley**

Everything that is available online. Enhanced repair reporting tool i.e. ability to upload photo or video of issue. Live chat support.

**Ms S, Addlestone**

It would be paramount to ensure that the app was compatible with assistive software such as Android talkback or iOS voice-over.

**Mrs H, Dewsbury**

Notifications and updates re charges or important works needed i.e. gas safety and when it is due to renew.

**Miss K, Peterborough**

Repairs. Rent enquiries. Complaints. Being able to get in touch with allocated housing officer.

**Ms D, Middlesbrough**

Repairs system where you can attach photos.

**Miss W, Ossett**

# What features would be useful to you in an app of this type?



Status of ongoing requests/fixes with appointment times and a history log of all previous issues or repairs etc.

**Mr R, Camberley**

Being able to download and save my tenancy for keeping records up to date.

**Miss G, Huntingdon**

Everything covering rent account in one place and an email to say you have received what I have reported.

**Mrs D, Scarborough**

Repairs, defects. Quick contact - not to wait 24 hours from the notification.

**Miss K, Bradford**

Text chat to report repairs needed.

**Mr S, Leyland**

Being able to contact companies who also work with you on repairs to our home.

**Miss A, Stanley**

Live complaints.

**Dr A, Nottingham**

Updates on repairs.

**Ms H, Yarm**

To be able to check payment account and report repairs. Not really needed to contact Accent about much else.

**Mrs D, Leyland**

# Conclusions



- $\frac{1}{4}$  of respondents who have not logged into MyAccount for 6 months or more do not remember creating an account; suggesting they may be unaware they even have an account.
- Of those who remember creating an account,  $\frac{1}{4}$  had problems registering or have had problems logging in since.
- Of those who experienced problems registering or logging in, 60% are still having difficulty. (We will contact the 19 respondents who have requested help).
- 40% of respondents reported that the benefits of managing their account online were explained last time they called the Contact Centre.
- More than  $\frac{1}{3}$  of respondents had used MyAccount to check their rent/service charge balance. Customers whose rent/service charges are paid for by their benefits and customers who pay by Direct Debit are less inclined to use MyAccount to check their balance.

# Conclusions



- Only 7% of respondents have used MyAccount to make payments. Many respondents indicated that they avoided making payments online generally. Comments indicated that they feel online payments are less secure.
- More than  $\frac{1}{3}$  of respondents indicated that it is quicker or more convenient to pay by another method. Some customers like to have the status of their account explained to them and for this reason opted to pay over the phone.
- $\frac{1}{3}$  of respondents have used MyAccount to report repairs. Many indicated that they found it easier to explain issues over the phone or that they had more confidence the issue would be dealt with having spoken with someone.
- Customers who had used MyAccount to report repairs may be discouraged from doing so again as they are unable to choose their appointment time and receive no confirmation that the repair has been logged.

# Conclusions



- The most common reason why respondents choose to manage their account in other ways is because they prefer personal contact, although around one in ten indicated that they are not confident using IT or that they have limited access to the internet.
- Age does not appear to have a significant bearing on customers' preference for personal contact nor their confidence using IT.
- Household income does not appear to have a significant bearing on customers' ability to access the internet.
- More than ½ of respondents would consider managing their tenancy/lease using a mobile app. Even customers who prefer personal contact would consider managing their account in this way.
- Customers living in general needs accommodation are more likely to use a mobile app to manage their account than customers living in housing for older people or homeowners.



# Conclusions



- Some customers who had suffered a poor experience online or who had limited IT skills would still consider managing their tenancy/lease via an app.
- Respondents indicated that ease of access would encourage them to use MyAccount more regularly; more than improved functionality or enhanced features.
- Respondents felt that ease of access would be the main benefit of managing their tenancy/lease via an app.