

If you need any of our information provided in another format (for example; Microsoft Word or an audio file) please contact us.

UK CUSTOMER SATISFACTION INDEX

In May, a random sample of 4,000 customers were invited to take part in a survey aimed at comparing Accent's customer service against other service providers.

Participants were asked a series of standardised questions aimed at evaluating:

EXPERIENCE

Measures the quality of customers' experiences and interactions with Accent



COMPLAINTS

How Accent responds and deals with problems and complaints



CUSTOMER ETHOS

Extent to which customers perceive that Accent genuinely cares about customers and builds the experience around our customers' needs



EMOTIONAL CONNECTION

The extent to which Accent engenders feelings of trust and reassurance



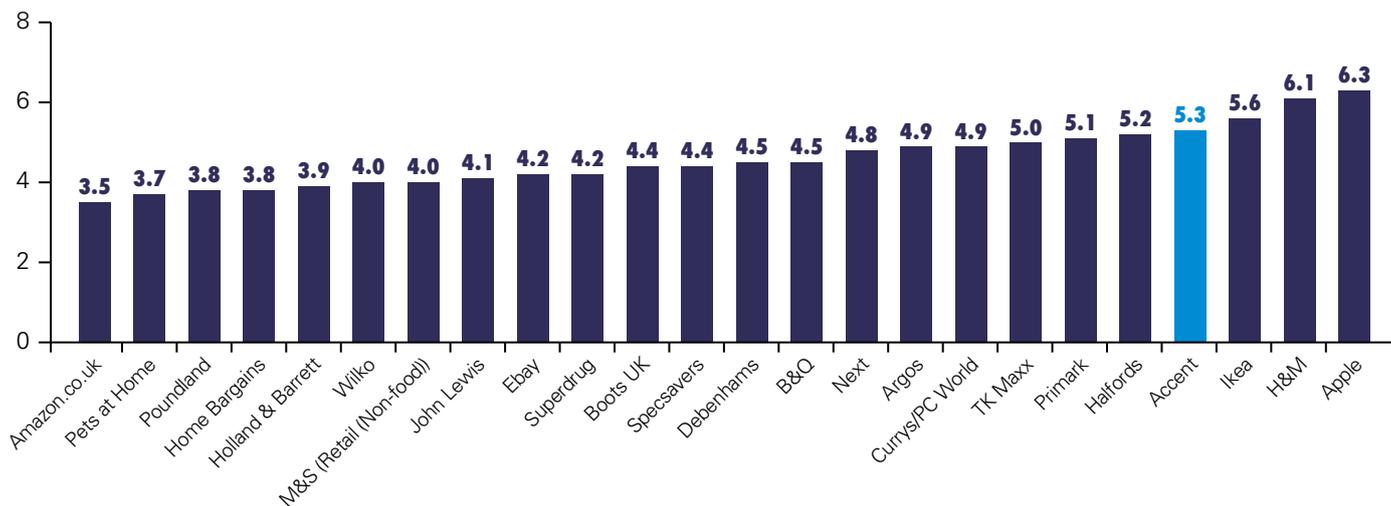
ETHICS

Reputation, openness and transparency and the extent to which Accent is deemed to 'do the right thing'



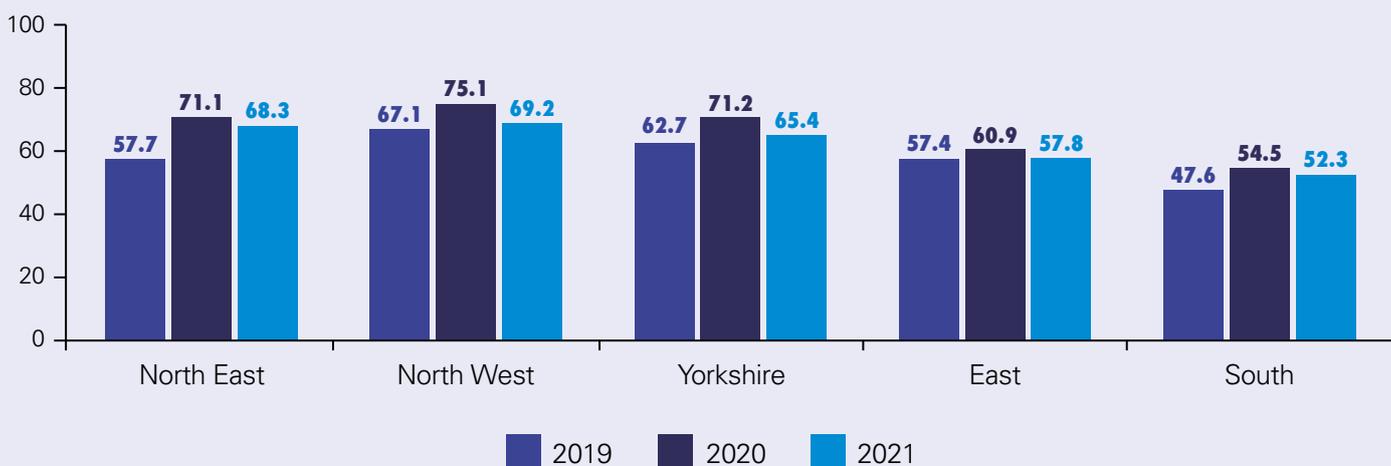
607 customers responded, giving Accent an average score of 62.5 out of 100. This is slightly lower than last year's score of 66.1.

In terms of 'customer effort' (the amount of effort you have to make to complete a transaction, get an answer to your query or have your request fulfilled) customers scored us an average of 5.3 out of 10 (with 10 being the most amount of effort). This positions us somewhere between Halfords and Ikea.



We've been looking into the feedback to try and work out where we could improve.

Here's what we've found:



Highest satisfaction: North West

Smallest decline in satisfaction: South

Lowest satisfaction: South

Biggest decline in satisfaction: North West

CUSTOMER SURVEY

SUMMARY

Highest scores

- Billing/invoicing
- Helpfulness of staff
- Competence of staff

Lowest Scores

- Speed of resolving your complaint
- The outcome of the complaint
- Handling of the complaint

Needs attention

- Being kept informed
- Ease of dealing with Accent
- Making it easy to contact the right person to help
- Ability to interact with the organisation the way that you prefer

Slight improvement

- Speed of resolving your complaint

As you can see, we have a lot of work to do to turn this around.

Here's some of the things we are working on:

- The Repairs & Maintenance Transformation project will involve:
 - Understanding where working with local contractors would deliver a more flexible repairs service.
 - Managing our relationships with contractors more effectively.
 - Empowering staff to deliver practical solutions to problems, without necessarily having to adhere to processes or policies.
- Our Resident Engagement Action Plan will increase opportunities for customers to meaningfully influence service delivery at a 'grass roots' level. This will involve:
 - Service charge consultations.
 - Customer involvement in specification design and contract procurement.
 - Developing local offers and estate improvement plans in collaboration with customers.

Thank you to everyone who took part in this survey. Your responses have helped to determine our plans for the coming years.

UPCOMING ENGAGEMENT – Business Continuity & Major Incidents

Accent has 'business continuity' and 'major incident' plans in case disaster strikes (fire at our office, cyber-attack, gas explosion at a scheme etc.). These cover how we will respond in an emergency situation and how we will get our services back up and running.

We'll be working with a handful of customers to make sure that we have got our priorities in the right order, in terms of how we deal with emergency situations.

Look out for an invitation to take part in a consultation on Your Voice.

STAR CONTRIBUTORS

Thanks as always to everyone who has contributed to our discussions on [Your Voice](#). Particular thanks to:

- Khaazy
- DuckEgg
- ArcticFox

for your detailed and well-considered responses. As a token of our appreciation, we are sending you each £15 in vouchers.



PERSONAL STATEMENTS

As part of the Accent Partnership agreement, we sent all households a 'personal statement' earlier this year.

Personal statements inform customers about improvements we have carried out at a local level, remind customers who their Customer Partner or Homeownership Specialist is and give customers the opportunity to check their contact details are correct. You can find yours on [MyAccount](#).

We carried out a survey of personal statement recipients to help evaluate its usefulness and to help determine whether its aims had been met. The results are available [here](#).

The survey revealed that some sections of the personal statement were more useful than others, and that some groups of customers benefitted more from the personal statement than others.

We've been thinking about the future of personal statements and invited your feedback on the options we considered.

Customers were largely in favour of more regular contact aimed at keeping them informed about changes as and when they happen. This could take the form of a local newsletter, designed and delivered by the local Customer Partner or Homeownership Specialist.

It was acknowledged that not everyone uses online services, so we will need to deliver updates through multiple channels, which could include MyAccount, email and post. Regular check-ins by telephone could also help to keep customers informed.

Lewis, our Resident Engagement Consultant, will work collaboratively with our Brand & Communications team and our customer-facing colleagues to ensure we deliver timely, useful and relevant customer communications.

RIPLEYVILLE

At Accent, our number one priority is to provide quality homes in sustainable communities. At times, this means making very difficult decisions about our properties.

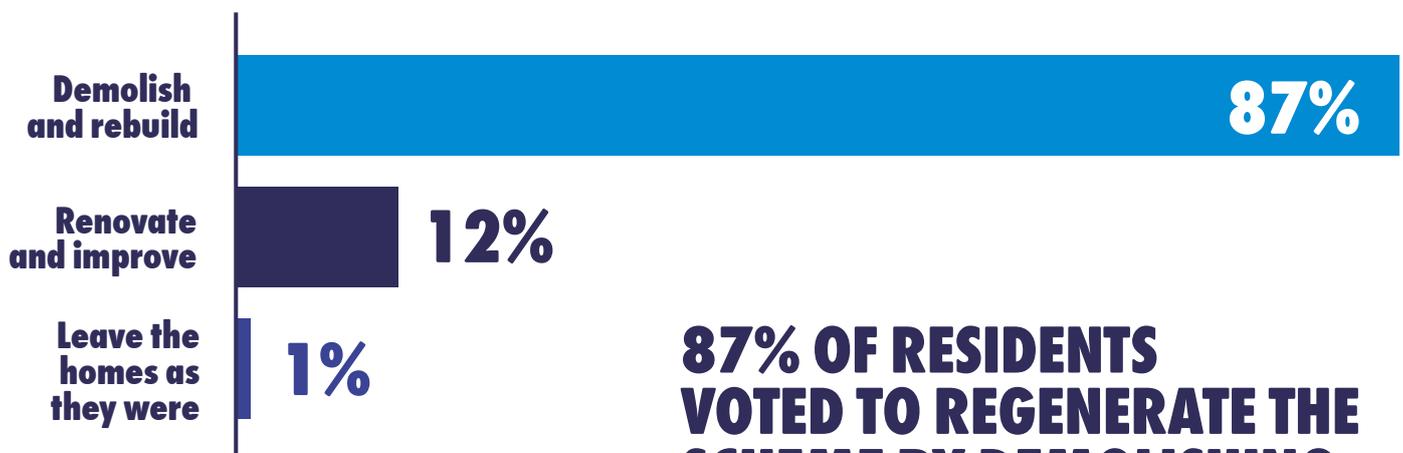
Ripleyville is one of Accent's largest schemes in central Bradford. The 164, mostly 1-bed, flats were built in 1976. Although modern at the time, many of the fixtures and fittings had since become dated and needed replacing.

Homes at Ripleyville were difficult to keep warm and customers had also told us that both kitchens and bathrooms needed modernising.

The scheme has suffered a decline in demand as the housing needs of the local community have changed towards more affordable, family housing. The design of the scheme also made it an easy target for criminal and anti-social behaviour.

For these reasons, we consulted with residents about the future of the scheme. The three options were:

- Demolish the flats and rebuild new family homes.
- Carry out a full refurbishment of the flats.
- Leave the scheme as it is.



87% OF RESIDENTS VOTED TO REGENERATE THE SCHEME BY DEMOLISHING IT AND REBUILDING NEW FAMILY HOMES.

WHAT HAPPENS NEXT?

- Work on remodelling the scheme has already begun.
- Existing residents were offered other homes with Accent where possible. Some moved into new-build houses elsewhere in Bradford.
- Existing residents were offered compensation and were recompensed for their moving costs.
- Rosa from our National Scrutiny Group is working with our Sales & Development team to ensure that the new homes to be built at Ripleyville will match with customers' expectations and meet the needs of the local community.
- Rosa will help the Sales & Development team to make sure that new customers will be able to take advantage of the energy-efficient technology that the new homes will benefit from.

LOCAL ENGAGEMENT HIGHLIGHT

We're consulting with customers at two Independent Living Schemes in Bradford about proposals to replace the communal laundry machines through a contract rental scheme.

Given the age of the current machines, repair costs are expected to escalate. Customers pay for these costs through their service charges. Under the contract rental scheme, the cost is fixed and all repairs and servicing is covered.

New machines are expected to be cheaper to run and have shorter cycle times, which could reduce charges for communal electricity and have a positive impact on the environment.

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