CUSTOMER INFLUENCE IMPACT REPORT

New Tenancy Communications Feedback

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Background

This consultation gathered customer feedback on the communications customers receive when they are offered an Accent home.

The feedback formed part of a wider project to improve the experience for customers and colleagues, from the point at which a customer is offered a home through to receiving the keys.

The project aims to improve the customer and colleague experience throughout the process and reduce the time homes remain empty, helping to minimise income loss.

Consultation

Members of the Editorial Panel were invited to review and provide feedback on two key customer communications sent to customers when they're offered a home at Accent: a welcome email/letter and the agreement to gift household items. Customers who had moved into an Accent home within the past six months were also invited to provide feedback.

The consultation ran for 9 days (9–17 October 2025). Customers received copies of both communications and were asked to send their feedback to the Accent Engagement email address. One customer responded to the consultation. Although the response rate was lower than hoped, the feedback received was detailed and resulted in several improvements to the communications.

Listening and Acting on Customer Feedback

Customer recommendation	Accent's response	Service lead	Completion date/ notes
Welcome Email			
Exploring the use of What3Words for all properties to help with location accuracy.	Accepted: We have now added What3Words to all properties to support	Jessica Thompson	January 2026

	location accuracy and this will be included on the welcome email/letter.		
Customers felt the wording prioritised MyAccount and recommended making the option to report repairs by phone clearer.	Accepted: The sentence has been updated to make it clear customers can call Accent to report a repair, as well as using MyAccount.	Jessica Thompson	January 2026
Acronyms such as “CORE” should be explained in full or supported with a link to further information.	Accepted: We have explained what a CORE form is and what the acronym stands for.	Jessica Thompson	January 2026
Customers felt the wording around signing agreements was overly cautious and recommended a more positive and reassuring tone.	Accepted: This sentence has been softened to create a more supportive and reassuring tone.	Jessica Thompson	January 2026
Agreement to gift household items			
Customers recognised the need to protect Accent’s liability but recommended clearer, simpler language to make the document easier to understand.	Accepted: A clear, customer-friendly cover letter will be introduced and sent alongside the form to explain the key points in plain English.	Jessica Thompson	January 2026
Use the term “item(s)” consistently throughout the document.	Accepted: Document has been reviewed and updated.	Jessica Thompson	January 2026
Remove the duplicated “White Goods” option from the list.	Accepted: Duplication removed.	Jessica Thompson	January 2026

Next Steps

Once finalised, the report will be shared on the 'You Said, We Did' page of the Accent website and provided to the Customer Experience Committee for information.

The Customer Engagement Team is responsible for monitoring the progress of the agreed recommendations and ensuring actions are completed within the agreed timescales.