

CUSTOMER INFLUENCE REPORT

Review of Tenancy Terminations Communications

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Background

Accent is currently running a Voids Project. A “void” refers to a property that is completely empty and not occupied. The scope of this project covers the entire process - from the moment a customer notifies Accent of their tenancy termination to the point when the next customer receives the keys.

The project aims to:

- Improve the experience for both customers and colleagues throughout the process.
- Reduce the time homes remain empty, ultimately minimising income loss.

This consultation with customers focuses on gathering feedback on the communications which a customer receives when terminating their tenancy and leaving Accent.

Consultation

Members of the Editorial Panel were invited to review and provide feedback on three key customer communications used during the journey to leave Accent:

- Tenancy Termination Form
- Tenancy Confirmation Letter
- Missing Terminations Information Letter

The consultation ran for 13 days (10–22 October). Customers received copies of all three communications and were asked to share their feedback via a simple survey. 4 out of 8 customers responded, providing valuable insights to help us improve clarity and tone.

‘At a glance’ summary

Customers felt the tenancy termination communications were generally clear but identified several opportunities to improve the customer experience. They wanted forms and letters to be easier to navigate, with clearer instructions about what information is required and what customers need to do next. Customers also highlighted opportunities to make the language more concise, customer friendly and supportive.

Customers stressed the importance of explaining why certain information is collected, providing clearer information about financial implications when ending a tenancy, and ensuring communication remains accessible and easy to understand throughout the process.

Listening and Acting on Customer Feedback

Customer recommendation	Accent's response	Service lead	Completion date/ notes
Tenancy Termination Form			
Change 'would like' to stop renting to 'want' to stop renting'	Accepted: Wording amended	Jessica Thompson	November 2025
A suggestion to move the sentence about 'the minimum notice period...' further up in the letter so it's not lost in the I/We section.	Accepted: Sentence has been moved so this important information stands out in the letter.	Jessica Thompson	November 2025
The form should be split out into numbered sections to make all the information more digestible e.g. Section 1 – Proposed termination date, Section 2 - Reason for leaving, Section 3 - Where are you moving to, Section 4 - Acknowledgement	Accepted: The letter will be split into the section headings suggested.	Jessica Thompson	November 2025
Add in an explanation of why we capture the information about where the customer is moving to	Accepted: Explanation added to the letter.	Jessica Thompson	November 2025
Remove 'Another Accent property' if customers who are doing a mutual exchange don't need to fill in this form.	Declined: 'Another Accent Property' will remain in the letter as this is needed for internal transfers.	Jessica Thompson	November 2025
A box needs to be added for customers to write in for 'other' reasons for leaving.	Accepted: An 'Other' box added to the letter.	Jessica Thompson	November 2025
A suggestion that email is also mandatory as phone numbers are more likely to change and only having one form of contact is riskier.	Declined: We're aware not all customers have an email address so we cannot make this field mandatory.	Jessica Thompson	November 2025
A suggestion of a warning that if all information is not provided you will not be able to process the	Accepted: This 'warning' has been	Jessica Thompson	November 2025

request, and it may result in a delay to the proposed final tenancy termination date and rent being charged etc.	added in the acknowledgement section of the letter.		
It's not clear what the customer is expected to do with this form. Can they post, email (and to where) or hand to their HP?	Accepted: The digital form will have a 'submit' button and the paper form will have return address details.	Jessica Thompson	November 2025
Tenancy Confirmation Letter			
The letter starts with 'I am writing' but is signed on behalf of Accent as an organisation, unsure if a real copy will have the HP on the bottom, if not, then please consider changing the ownership to 'we are'	Accepted: The letter will be signed off by the Housing Partner.	Jessica Thompson	November 2025
Change 'have left' to 'leave' the property in the second paragraph and remove 'and returned the keys).	Accepted: Wording amended	Jessica Thompson	November 2025
The numbering is not correct – there are two '3' bullets	Accepted: Numbering has been amended.	Jessica Thompson	November 2025
Could there be a sentence added to explain how the final amount owing is made up. ' 4 weeks rent at.... per week' and or 'due to arrears owing there is an additional charge of' if necessary.	Partially accepted: Adding a detailed breakdown for this letter would not be viable due to the manual work required as the system cannot pull the necessary information in the format required. However, we have added an additional sentence encouraging customers to contact us if they have any questions about how this is calculated.	Jessica Thompson	November 2025
In point 2 about clearing out, could mention "leaving the property as you would hope to find it"	Accepted: Wording amended	Jessica Thompson	November 2025

In point 3 about inspections- remove the word 'That' as doesn't make sense. Also maybe the fact we will require access to their property before the termination date needs to be made clearer.	Accepted: Wording amended	Jessica Thompson	November 2025
Missing Information Letter			
The tone of this letter is a little more threatening. Maybe this could be toned down a little without losing the stern message.	Accepted: The letter has been reviewed by the workgroup and Customer Communications Team to make sure the tone is friendly.	Jessica Thompson	November 2025

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. The team will also review and report on the impact of the recommendations at 6, 12 and 18 months, demonstrating how customer feedback has influenced service improvements and the difference those changes have made for customers.

Impact Review schedule:

- 6 months: May 2026
- 12 months: November 2026
- 18 months: May 2027