

Welcome to the next edition of In the Loop, our customer newsletter.

Accent

Hello, from our new
Chief Executive Officer

I'm really excited to be the new CEO at *Accent*. Since joining in November, I've spent a lot of time getting to know our *communities*.



On my very first day, I took part in The Big Conversation, and since then, I've been out in our neighbourhoods across all our regions as much as possible. It's been fantastic meeting so many of you and hearing firsthand about your experiences with Accent—what you appreciate and where we can improve.

Listening to you has been eye-opening and reinforces how important it is for us to keep the conversation going and get things done. That's why I'm really pleased about the launch of our new customer engagement strategy, which expands the ways we connect and creates more opportunities for you to shape the services we provide as well as how we prioritise our resources.

I'm here because I truly believe in *Accent's mission*—not just to provide housing, but to create communities where you feel *safe, valued, and proud to call home.*

The Accent team is committed to continuous improvement, and I'm pleased to see that in many instances there are the plans already in place that align with what you've told me you require.

Beyond improving how we work alongside you, we're also driving meaningful change across our services, including repairs, communication and anti-social behaviour (ASB). We're increasing our year-on-year investment in upgrading homes and strengthening partnerships to help our communities thrive.

My colleagues and I will keep you updated on the progress we make together. I'm excited to lead Accent into a bright future and look forward to meeting many more of you in the months ahead.

Nick Apetroaie
Chief Executive Officer



I'd like to welcome *shared owners* to this newsletter – over the coming months we are looking to review and improve our communications with all our customers, so you may start seeing new communication channels being trialled.



Last year flew by for me with some really *positive outcomes*. A particular highlight for me at the backend of the year was joining the *Big Conversation* – I loved being out-and-about meeting customers and seeking feedback about our services alongside over *250* of my colleagues. You can read more about this event on *page 3*.

As well as chatting about services, we also took the opportunity to launch our new Customer Engagement Strategy, the elements of which we'll be bringing to life and putting into place over the coming months. **Page 6** has more details on our plans, and we'd love you to get involved in shaping our services and helping us to continuously improve what we do for our customers.

I'd like to personally thank everyone who took the time to complete our annual Tenant Perception Survey recently – we really value your feedback as this helps us to focus our resources where they need to be to ensure that we are delivering for our customers. The scores and data are still being collated, and then we will be back in touch to let you know the results – as well as our plans for continuous improvement.

2025 is sure to be an exciting year for Accent, and we have many new projects and service improvements in the pipeline already. We will be enhancing customer engagement, focusing on working with customers to agree our service promises and reviewing our communication channels. There will be lots of opportunities to get involved, and we really want to hear from you so please keep an eye on our website, social media and this newsletter for updates and to find out how you can get involved to make a difference.

Julie Wittich
Chief Operating Officer

The Big Conversation

Back in November we held *'The Big Conversation'*, our annual customer engagement event.

Over 250 members of #TeamAccent went out-and-about all over the country, with the aim of talking to as many of you as possible and listening to your feedback, ideas and thoughts.

We had a great few days knocking on 5,739 doors, across 175 schemes, and speaking to 2,422 customers.

During our conversations, we recorded all your thoughts and feedback which have been fed into our plans to constantly improve services.



Thank you to everyone who took the time to speak with us and give feedback.

The key headlines

Your feedback highlighted three key areas for improvement:

- Proactive service
- Visibility
- Communication

On a national level these were the three most important service areas for customers:

1. Repairs
2. Estate Services
3. Rent/Service Charges

We also asked about communication preferences:

Approximately **500** customers expressed they prefer to communicate via telephone.

159 customers said they would prefer to communicate via email.

Approximately **100** customers said they prefer in-person interactions

40 customers said they prefer to communicate and receive information via post/through their letter box.

We have recorded all feedback and suggestions for improvement and are working hard to address these and improve services for our customers. Watch this space for more updates.

Thank you for taking part in our **Tenant Satisfaction Measures Survey**

A huge *thank you* to all those
who took part in our *Tenant
Satisfaction Measures Survey*.



**This was a chance for our
tenants and shared owners
to tell us what you think of our
services, what we do well and
where we need to improve.**

We are still collating and analysing
all the data and will let you know the
results soon. Our TSM results are a key
way of making sure we drive continuous
improvement and positive change.

This is not the only opportunity
to give us your feedback though –
please speak with your Housing
or Homeownership Partner,
call us on **0345 678 0555** or email
customerservices@accentgroup.org
to have your say.

**Or scan here to find
out more about
getting involved...**



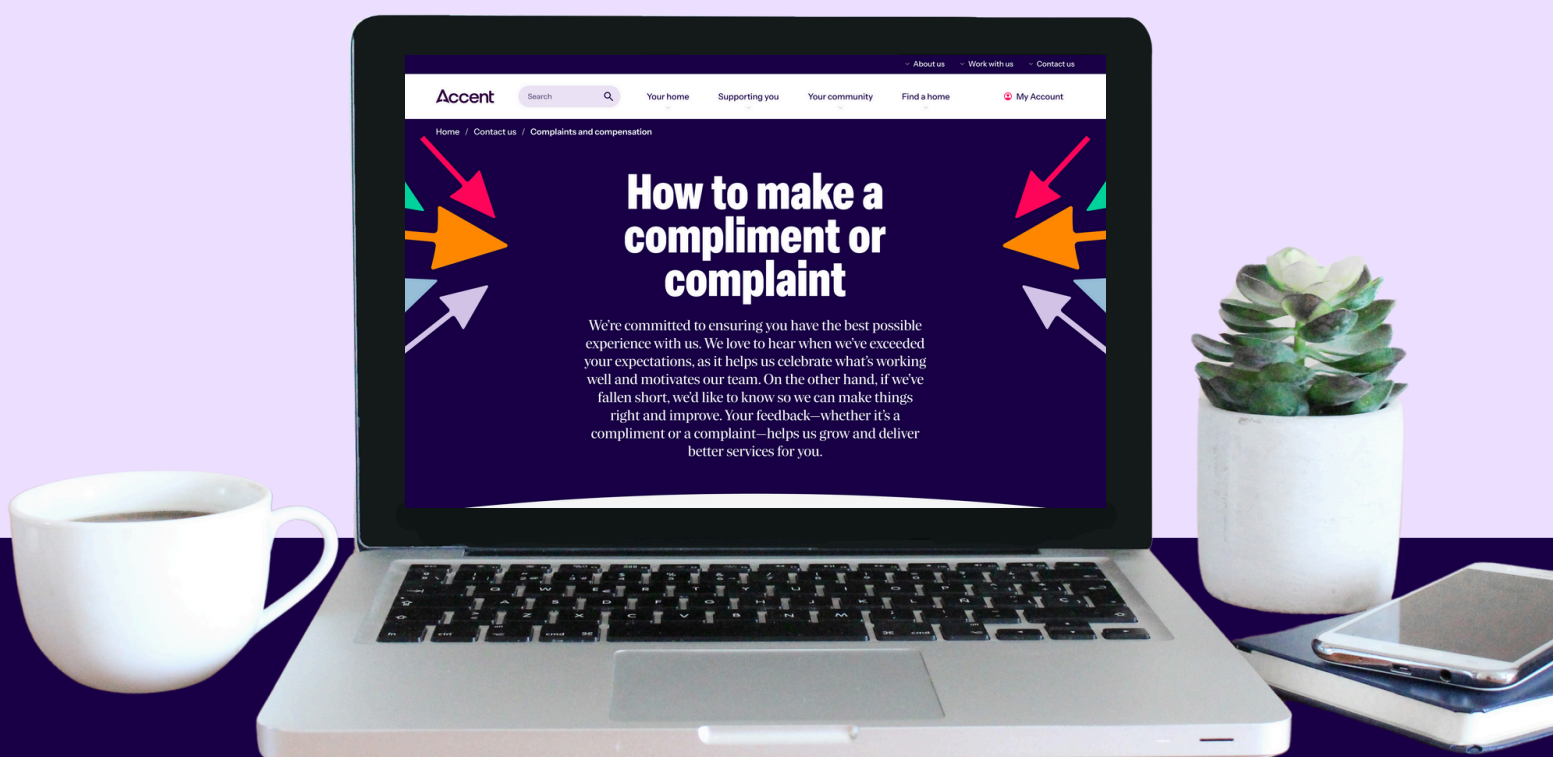
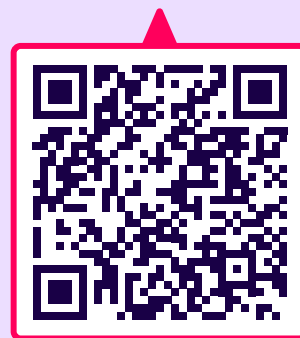
Did you report a complaint via our website last year?

We have recently become aware of an issue with our website.

Between April and 12th September 2024, complaints logged online via our website have not been recorded. This was due to an unknown IT issue with the website. As soon as we realised the error, we fixed it immediately and it is now working normally. We were able to retrieve information on some of our customers who had tried to make a complaint in this time, and we contacted those we could identify through this process. We are committed to resolving all complaints that have been made, so if you haven't received a response please get in touch. We are very sorry for this and apologise to any customers who this has affected.

If you made a complaint through our website between April and 2nd September 2024, and your complaint has not been responded to, please get in touch. You can call us on **0345 678 0555**, email **customerservices@accentgroup.org** or visit our website to complete a form.

www.accentgroup.org/contact-us/complaints-and-compensation/



We've launched our new Customer Engagement Strategy



As a direct result of customer feedback, and in line with our desire to work closely with you on our services, we have launched a brand-new *Customer Engagement Strategy*.

This sets out our commitment to gather and act on customer feedback to drive service improvements. We understand that true customer engagement is an ongoing relationship built on trust, transparency, and a shared commitment to customer and community wellbeing. Our new strategic approach sets out several key goals, with the overall aim of empowering our customers to have two-way conversations with us, co-design how our services are delivered and shape Accent's direction.

This new strategy signals a fresh promise to listen, understand, and act on the needs and aspirations of our customers – and to build a more responsive, trusted, and collaborative relationship. It sets out a clear path to strengthen our engagement with customers and ensure that all voices influence key decisions, service design, and improvements at every level.



If you'd like to read more, scan here or contact us for more information.

Data on our customers:

getting to know you better

You may have recently got an email or text message from us to collect more information about you. Thank you to all those customers who have already acted on this – the data you provide will help us shape and improve our services.

You'll notice that some of the questions are specific. We're asking you these questions because they will give us the data we need to help improve our services. Any information you share will be kept strictly confidential.

Rent and Service Charge

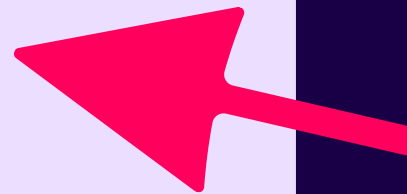
Many of you will shortly be receiving a booklet about your rent and service charge information for the coming financial year. This booklet will arrive by post and will contain your personalised rent and/or service charge information, as well as how to pay.

If you're worried about paying your rent and/or service charge, please don't keep it to yourself. We are here to help – please call us on **0345 678 0555** or email [**customerservices@accentgroup.org**](mailto:customerservices@accentgroup.org)

There's lots of information on our website- scan the QR code to read more or contact us.



Check out our website



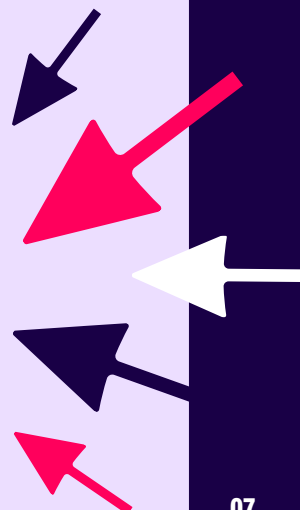
In the autumn we launched a brand-new website, which we built and reviewed with the help of customer focus groups. We hope you find it easy to use, with handy sections for information.

Did you know you can find out about:

- Customer news
- Reporting a repair, and repair responsibilities
- Making a complaint
- How to report anti-social behaviour
- Financial support and advice
- How we're performing

If you're not online, you can also contact us for all of the above information.

**Scan here or visit
www.accentgroup.org**



Coming soon...



How do you want to hear from us?

Over the coming months we are looking at improving how we communicate with our customers. We want to ensure you hear about the things you care about, in an easy and suitable way. Keep an eye out for opportunities to get involved and have your say.

Find your Housing Partner

We're constantly looking at ways to improve our website, and to help you find the information you need. Soon we will have details of all our Housing Partners on a new webpage, so you know who to contact for help with your home.

Trialling our new video call repair reporting

We're trialling video calls in our Technical Hub, so you can show our advisors the problem. We've brought this in as a direct result of listening to your feedback and taking on board suggestions to make our repairs and maintenance service quicker and easier. This new service supports our vision in getting it right first time, ensuring the repairs we raise for you are accurate and we avoid sending incorrect repairs to our contractors. The trial is going well, and once we evaluate, we'll let you know about rolling out video calls further.

To report a repair: visit our website and log-in to MyAccount 24/7 or call **0345 678 0555** for urgent repairs.



We have lots of information on our website, and each QR code in here takes you there.

On your phone or tablet, open the built-in camera app and point the camera at the QR code. Tap the link that appears, and you'll be directed to our website.

If you're not online, please contact us for this information.

If you'd like this newsletter in another language, please call 0345 678 0555 or email customerservices@accentgroup.org

