

March 2020 – Customer Engagement Strategy

Why the survey is taking place and the purpose

This month our survey was about customer engagement because we want to work with you to be the best landlord possible. Back in November we asked you how we could be more open and accountable, and we have used your feedback to create our Customer Engagement Strategy. Now we would like your help again. This survey was all about how you would like us to involve you and keep you up to date with what we do.

How many users took part in the survey

Total of surveys completed – 160

myGreenSquare – 114 Phone – 32 Post – 12 Unknown – 2

What you said

We provided a list of the different ways that feedback was given by customers and asked you to let us know which you were aware of, which you had been involved in and which you would be interested in doing in the future.

The responses are shown below:

	I am aware of this	I have been involved in this	I would be interested in doing this in the future
mySurvey (you are currently filling in a mySurvey!) – This is for all residents and can be done via myGreenSquare, phone or post. It is a different topic each month and asks for your views on services or changes being looked at (it used to be called Greenview)	64.97% 102	42.04% 66	14.65% 23
	I am aware of this	I have been involved in this	I would be interested in doing this in the future
Satisfaction surveys – We ask what you think about a service that you have recently received from us. This could be a repair, aids and adaptations to your home, a report of anti-social behaviour	66.44% 99	30.87% 46	20.81% 31
Formal feedback process – We capture and learn from your compliments and complaints	74.83% 107	20.98% 30	16.08% 23
Customer Focus – Informal meetings to			

discuss feedback from surveys and proposed changes	80.56% 116	6.94% 10	17.36% 25
Testing services – Customers inspect and test our services (through mystery shopping) and suggest improvements	57.81% 74	5.47% 7	39.84% 51
55+ Forum – Open to customers living in the 55+ schemes to have a say about the schemes and our services generally	81.82% 81	5.05% 5	14.14% 14
Neighbourhood priorities – We carry out surveys to capture your suggestions for improvements in your area	63.57% 89	5.71% 8	35.71% 50
Customer Panel – We have a group of customers who meet every two months to discuss all things GreenSquare	80.62% 104	4.65% 6	17.83% 23

We are always looking at new ways that customers can easily give us feedback. We asked you which of the following you would be interested in and received the following responses.

Answer Choices	Responses %	No of Responses
Leaving a video message	10.90%	17
Contacting us through social media, such as Facebook or Twitter	47.44%	74
Sending us a postcard	16.67%	26
Sending us an email	77.56%	121
Leaving us a voicemail on a special number	30.13%	47
Via your Housing Officer	38.46%	60
Other	7.69%	12
Total respondents		156

What, if anything, had stopped customers from getting in contact with GreenSquare in the past? We asked you to tick as many options below as you would like.

Answer Choices	Responses %	No of Responses
I didn't know who to speak to	12.03%	19
Nothing happened when I got in contact before	25.95%	41
I didn't think you would understand	5.06%	8
I couldn't be bothered	3.16%	5
Nothing has stopped me getting in touch with GreenSquare	65.19%	103
Other	6.96%	11
Total respondents		158

Customers have told us the following issues are important to them. You ranked them in order of importance to them and the results are as shown below:

	1 – Very important	2	3	4	Total of Responses
Information provided to you as tenants	36.59% 45	15.45% 19	17.07% 21	30.89% 38	123
Quality of workmanship	38.39% 43	41.07% 46	15.18% 17	5.36% 6	112
Communication from GreenSquare about repairs	28.57% 30	24.76% 26	34.29% 36	12.38% 13	105
Appointment times for repairs	28.00% 35	16.80% 21	22.40% 28	32.80% 41	125

We are always looking at new ways to share what we have been doing. Over a third of you said they would like us to share updates on the GreenSquare website and a quarter would like them shared by a leaflet in the post. The breakdown of the other way's you would like us to share updates are as follows:

Answer Choices	Responses %	No of Responses
On the GreenSquare website	38.46%	60
On posters in GreenSquare noticeboards	3.21%	5
On Facebook	15.38%	24
On leaflet in the post	25.00%	39
In the Customer Annual Review	6.41%	10
Other	11.54%	18
Total respondents		156

What we did

Outcomes/Changes made as a result of the survey/comments from Managers

Thank you for your feedback on how we involve you as customers and keep you updated on services and changes.

Looking at ways customers can work with us, there was strongest support from you for getting involved in neighbourhood priorities and testing services. We already carry out neighbourhood consultations although this has obviously not been happening since March. Customers can also make proposals for their area and we need to advertise this. We will look at opportunities to test services and this is on our action plan.

Although you were all taking part in a survey, there wasn't strong interest in doing more! We will look at how we can make surveys easy to access and relevant to you.

We asked about how we can best share information with you. What was clear from your response is that it is important that we use a range of ways to communicate with you and not to over rely on the website and social media. We have added this to our action plan.

The Customer Panel recruited in April, are making sure that we put the interests of customers first and advising us on communication.