

## Customer Feedback and Service Improvements

Your feedback is vital to us. Having received almost 124,000 customer contacts over the past 12 months (January to December 2023), your comments about your experiences - whether it's through a survey, a complaint or other contact - are regularly used to understand how our services are performing, and to make improvements to the services we offer.

Some of the feedback we receive may be recorded as dissatisfied contacts or as formal complaints:

- A dissatisfied contact is usually a minor issue you have raised, which requires action to be taken including putting things right.
- A formal complaint is where you have raised a more serious issue, or where you contacted us about something you were dissatisfied with, which you feel is still unresolved after we have had an opportunity to deal with it.

### Learning from Complaints:

The feedback we receive from customers through their complaints is invaluable. By reviewing the learning points from complaints you have made, we are able to make changes because of your feedback.

Below are some specific examples of where we have listened to your feedback over recent months and have put plans in place to improve our services.

<i>You Said</i>	<i>We did</i>
We didn't give you clear or consistent guidance / advice in some areas	We have created a 'Rights and Responsibilities' check list for colleagues and customers. This clearly sets out areas and items in the home, and clarifies whether the responsibility for repairs is the customer's or Rooftop's. We will be sharing and promoting this over the coming months and adding other service areas.
The wording of some of our letters makes them hard to understand	We are publishing a Tone of Voice document to guide colleagues in their communication. This encourages us to be more caring, inclusive, responsive, and respectful. Alongside this, we will be reviewing all our core letters and communications to simplify the language and content. We will also be sharing a 'dictionary of housing' with colleagues and customers, to help explain some of the necessary terminology, and common abbreviations and acronyms.
We don't communicate often enough, especially on complex issues and complaints	We are investing in further customer-focused training for all our operational teams, under a programme called WeCare. The training will include a focus on the ownership of issues raised by customers and the need to be responsive to you. This reflects the key traits in our Tone of Voice. The training will happen in the spring of 2024.

We don't always listen to your views or engage with you.

Over recent months, we have been working with the Tenant Participation Advisory Service (TPAS). They are looking at how we currently engage with our customers and are making recommendations about how we should do it in the future. TPAS held a series of workshops from December onwards to ask our customers for their views, along with those of our colleagues and our board members.

## Complaints and Dissatisfied Contacts 2023/24 Quarter 3: October to December 2023

### Complaint Stage 1 (new cases):

During the three months to December, there were 65 new Stage 1 complaints. In October and November, there were 24 and 27 cases respectively, the highest monthly levels seen so far this year. Whilst there were 10 more cases in Quarter 3 (Q3) compared to Q2, the proportion of new cases by business area was different in each quarter. During Q3, repairs and housing complaints accounted for 60% of cases (39 of the 65), whereas in Q2 they comprised 75% (41 out of 55 cases), which is a more typical make up of complaints.

Three business areas accounted more of the Stage 1 complaints in the most recent quarter compared with Q2: programmed works (12%), rent - mainly former tenant cases (9%) and development (6% of cases in Q3). This largely makes up the difference from the lower proportion of repairs and housing cases in Q3.

We are anticipating that the total number of cases at the year-end will comfortably exceed 200, and will be at least 50% higher than in 2022/23, when there were 137 new cases. Currently, we are receiving an average of 18 new complaints each month, compared to 11-12 throughout last year

### Complaint Stage 2 (complaint appeals):

Customers are prepared to pursue complaints covering a broad range of business areas. During Q3 2023/24, 15 cases escalated to appeal (Stage 2): five were about repairs, three were programmed works cases, two development, and one case each was related to housing, rent, grounds maintenance, data protection and complaint handling respectively. This is almost double the number of Stage 2 cases in the previous quarter (eight).

Around 15% of cases have gone to appeal this year to date (25 out of 162 new Stage 1 cases). A similar proportion (17%) had gone to appeal by the end of Q3 2022/23 (14 out of 83 cases).

### Housing Ombudsman cases:

We are finding that customers are increasingly prepared raise complaints directly with the Housing Ombudsman (HO). In such instances, the HO Service will contact us and we are then required to log and track the case through our usual two-stage process.

If a customer has exhausted our complaints process and we have provided a final response which they are not satisfied with, they can decide whether to take their complaint to the Housing Ombudsman. We must then provide a copy of our response to the HO Service for further investigation and their adjudication.

To date in 2023/24, only two cases have been taken to the HO following a final Stage 2 decision.

**Dissatisfied Contacts:**

There were 12% fewer dissatisfied contacts in the three months from October to December than in the prior three months (268 versus 305 in Q2). Conversely, there were slightly more formal complaints in Q3 (65 versus 55 in Q2). This may indicate that our customers are presenting more significant issues, which need to be dealt with as a formal complaint rather than as a contact in the first instance.

The split of contacts by business area in Q3 was similar to Q2. Repairs, Housing and Programmed Works accounted for more than 4 in 5 dissatisfied contacts (83% in Q3 versus 85% in Q2). Of the remainder, rent and service charges comprised a greater proportion of contacts in Q3 (7% versus 3% in Q2); and not surprisingly, given the seasonal work, grounds maintenance comprised a smaller proportion of contacts in Q3 (2% versus 5% in Q2).

**Dissatisfied Contacts and Formal Complaints by category: October to December 2023**

Category	Total	% Split	Dissat Contacts	Stage 1 Cases	Stage 2 Cases	Housing Ombuds Cases	Dissatisfied Contacts and Formal Complaints split
Repairs	181	52.0%	148	28	5		
Housing	63	18.1%	51	11	1		
Programmed Works	35	10.1%	24	8	3		
Rent and Service Charges	25	7.2%	18	6	1		
Staff	13	3.7%	10	3			
Development	12	3.4%	6	4	2		
Grounds Maintenance	8	2.3%	6	1	1		
Data Protection	8	2.3%	4	3	1		
Complaint Handling	3	0.9%	1	1	1		
<b>Total</b>	<b>348</b>		<b>268</b>	<b>65</b>	<b>15</b>	<b>0</b>	