# CUSTOMER EXPERIENCE COMMITTEE THURSDAY 23<sup>RD</sup> FEBRUARY 2024



#### PERFORMANCE AND SATISFACTION REPORT

The Committee received the quarterly Performance and Satisfaction Report. An update was given on upcoming changes to the way that movement in performance against Key Performance Indicators is measured, in line with the development of the 2024/25 KPI Suite. Discussions are also taking place on any seasonal impacts on KPI performance, for example if poor weather during the winter reduces our ability to meet our targets.

The Committee was also told that officers were looking to change the provider of our transactional surveys, and a review was being undertaken alongside this of the questions asked in surveys going forward. These changes should provide us with higher quality and more timely data. It was noted that surveys are carried out at random meaning it is hard to achieve some form of consistency, and therefore it isn't definitively a fair representation.

It was noted that different organisations have different approaches to Tenant Satisfaction Measures, with some undertaking surveys monthly or quarterly and others annually. Officers told the Committee that we opt for quarterly as this provides us with ability to monitor results more closely, and implement action plans for improvement more effectively. Colleagues carry out 'opportunity calls' to those who have responded, which shows that we are listening to and keen to act on the feedback that customers provide.

The Committee were updated on work underway to improve the equality, diversity, and inclusion data we hold for our customers, with gaps being identified and effective approaches being developed in line with the Customer Strategy.

### **COMPLAINTS REPORT**

The Committee received the quarterly Complaints Report. They were assured that 100% of complaints had been responded to within the required timescales, although there have been a few extensions. The number of Stage 2 complaints was very low this quarter after a refresh of our complaint handling process, with Stage 2 complaints now being centred around customer dissatisfaction with the outcome rather than challenging the decision itself.

It was noted that the new Housing Ombudsman Complaint Handling Code has been published and will come into effect from 1<sup>st</sup> April 2024. This is being reviewed currently and an action plan for implementing significant changes has been produced.

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The Committee were told that it can be quite difficult to know for sure when a complaint has truly been resolved, in the context of customers progressing to the Housing Ombudsman unexpectedly, but maintaining a 12-month rolling record for Stage 2 complaints has proven to be useful.

#### NON-EXECUTIVE DIRECTOR AUDIT OF COMPLAINTS

The Committee were reminded that the Chairs of the GCH Board and Customer Experience Committee were to review a sample of complaints from end to end, this will help build a better understanding of the process and assure Members that we are truly compliant with the HO Complaint Handling Code in practice. The intention is for other Board and Committee Members to have this opportunity in the future.

#### SAFEGUARDING AND ASB UPDATE

The Committee received the quarterly Anti-Social Behaviour and Safeguarding Report. They were assured to see the continued increase in customer satisfaction around the handling of ASB, with work around Tenant Satisfaction Measures, quarterly action plans, and call backs proving beneficial. It was also felt that the organisation talking about our proactive approach is providing reassurance to our customers, and having an impact on perception.

It was noted that reports of domestic abuse were nearly double that of ASB. This is likely due to extensive internal and partnership efforts to raise the profile of the issue, and encourage reporting. It was stressed that it was also important to understand secondary trauma experienced by colleagues working in this area, and provide support where appropriate.

# **CUSTOMER COMMUNICATIONS FOCUS GROUP**

The Committee were informed the organisation intended to establish a Customer Communications Focus Group, aimed at gaining feedback around and improving our wider corporate communications to customers.

# **CUSTOMER VOICE DEEP DIVE**

The Committee reviewed a Deep Dive Report centred around Customer Voice. This report was developed with real intent to change and increase the influence our customers have on the services that impact them. It was agreed that we would avoid using 'hard to reach' language in the future. Conversations continue to take place with the Customer Scrutiny Group to ensure they feel empowered to take forward pieces of scrutiny.

# **OTHER MATTERS**

The meeting concluded with the Committee reviewing their workplan.

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