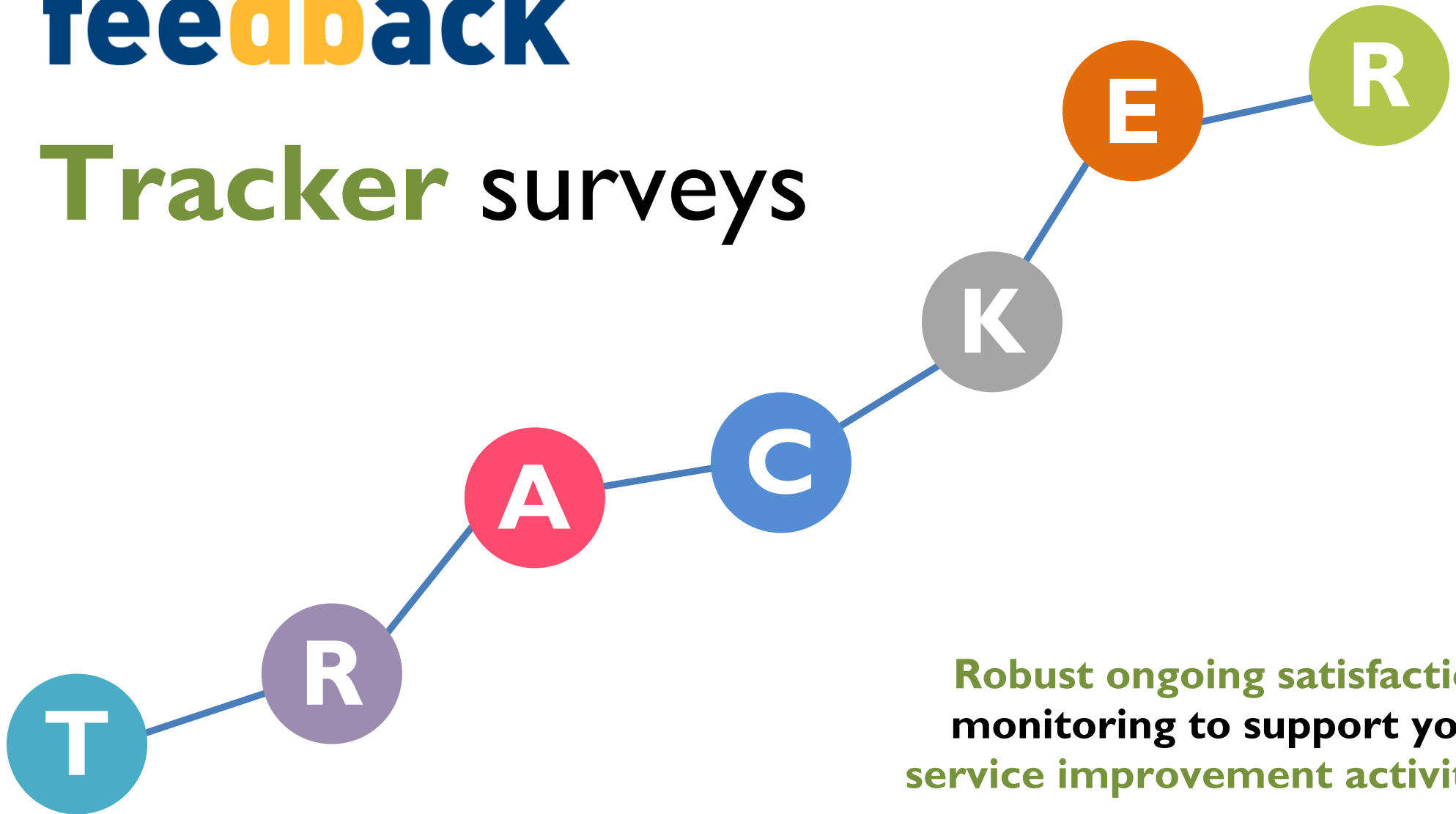


feedback

Tracker surveys



Robust ongoing satisfaction monitoring to support your service improvement activity.

An essential performance measure

Up-to-date customer satisfaction data should be an important part of your monthly performance information pack. Feedback offer cost effective ongoing phone surveys designed to track resident and stakeholder satisfaction. To find out more please read on or give us a call on 01865 594330.

Independent and robust

The independent nature of the Feedback Tracker survey ensures that residents, staff and contractors will have confidence in the findings. Tailored to fit your requirements, surveys can be monthly, quarterly, or on a frequency specified by you. Surveys are carried out by Market Research Society trained interviewers using Computer Assisted Telephone Interviewing (CATI) systems which allow responses to be quickly and accurately collected.

Focused satisfaction monitoring

Your survey can be developed to focus on specific services such as repairs, complaints and anti social behaviour. In addition, the survey can be linked to data from your customer relationship module enabling you to accurately assess the quality of customer care across different locations and client groups.

Timely management reports

Bespoke graphical tracker reports are generated within three days of the month's end giving you up-to-date customer feedback to monitor service improvement initiatives, influence staff and contractor bonuses or just add an all important resident perspective to your performance information framework.

Online access to live results

Survey results are available online where an interactive analysis facility allows managers and strategy staff to run their own reports. During the fieldwork phase, data is updated every few days to allow monitoring of participation rates and satisfaction levels.

Compare contractors, directorates and regions

Reports can compare and contrast repair contractor and regional performance. Findings can be used to help drive up the service quality of underperforming contractors or regions.

Stakeholder engagement

Feedback will provide periodic reports for distribution to residents and board members. Careful selection of survey questions and robust analysis techniques ensure the outputs can be benchmarked with other landlords and compared with STATUS performance.

More cost effective than repair satisfaction cards

Introducing this kind of independent monitoring framework can be more cost effective than you think. Money and effort is not wasted printing and distributing repair slips that are often not completed. With telephone research you only pay for those interviews that are completed. Our set up, reporting and management fees are very competitive and interviews cost just £3 to £7 for a five to ten minute survey. Sample sizes required to give reliable data are smaller than you imagine, helping to keep costs down.

Follow-up actions

Putting your findings to good use is the key to effective market research. Our reports will help you focus in on the key findings and trends that you can translate into action. We recommend that tracker surveys are supported by:

- Periodic resident focus groups to unpick the findings
- Interactive action planning sessions with staff and residents.

Tailored service

Project set up

Our approach to setting up the survey is swift but thorough. Feedback staff have considerable experience of organising this kind of research so that it meets client needs.

Questionnaire development

We ask clients to think about how they will use the information to be collected. In collaboration with key operational staff and stakeholders, we will develop concise questionnaires to deliver the findings you need to accurately measure service quality and take any necessary action.

Customer recovery

We will build in mechanisms to deal effectively with service and information requests from customers.

Sample approach and data transfer process

Feedback will look at your resident population and the level of service interaction and agree realistic sample size and approach. We will build in any sub groups as required and agree with you how best to regularly test the quality of your data.

Publicity and communications

We will help you plan how best to promote the survey and thus enhance participation rates. We can run workshops for resident groups and provide FAQ's for tenants and staff, a helpline and a web resource as appropriate.

Field-work

Our field team of Market Research Society accredited interviewers are highly professional and polite. They make multiple attempts to complete the survey at different times of day and at weekends.

Avoiding survey fatigue

Sampling is carefully controlled to avoid the same customers being picked to participate in wave after wave of your survey.

Reporting

User friendly summary reports will be developed to match your corporate style, incorporating key targets and comparables. Over the period of a year you will build up an impressive amount of data that we will use to draft a report summarising key observations, trends and recommendations. We can also produce tenant friendly summary reports to ensure residents can track performance too and to help encourage further involvement.

Interactive data view

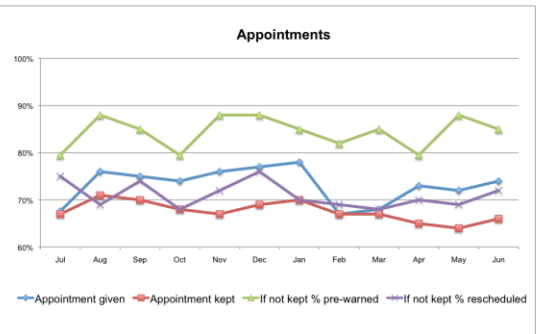
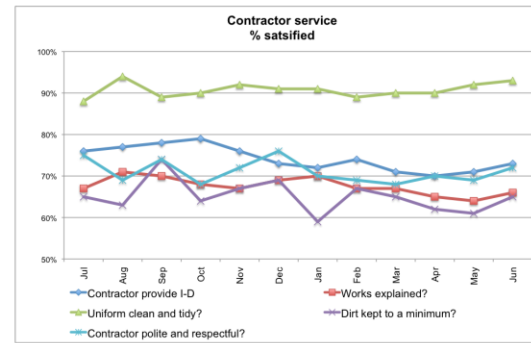
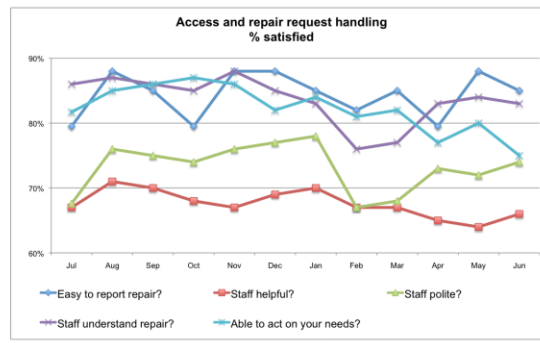
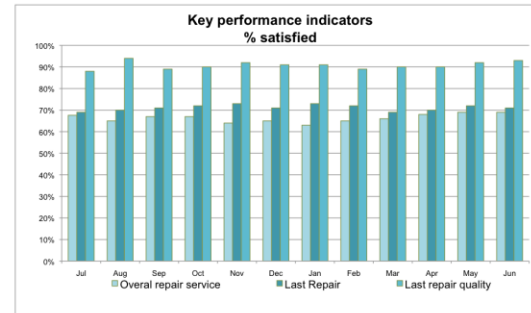
Staff will be provided with password access to view report summaries on-line and carry out further analysis to results data.

Reporting the results

Anon HA Repair Tracker

	ALL	Region 1	Region 2	Region 3
Number of interviews this month/quarter	298	105	120	73
Repair satisfaction - key indicators				
Overall repair satisfaction	68%	67%	68%	69%
- White British (Non-BME) Satisfaction	68%	65%	68%	67%
- BME satisfaction	69%	66%	65%	66%
Last repair satisfaction	73%	75%	69%	78%
Repair quality satisfaction	71%	72%	70%	70%
Access and request handling				
Was it easy to report a repair?	75%	72%	69%	70%
Were staff helpful?	88%	84%	91%	79%
Did staff understand?	65%	68%	71%	66%
Were staff polite?	56%	55%	40%	62%
Staff able to act on your needs?	85%	90%	82%	87%
Appointments				
Given an appointment?	72%	71%	65%	68%
Appointment kept?	78%	75%	74%	71%
If not met - pre-warned?	33%	45%	48%	37%
If not met - rescheduled?	85%	88%	79%	80%
Contractor service				
Contractor provide I-D	75%	72%	69%	70%
Works explained?	88%	84%	91%	79%
Uniform clean and tidy?	65%	68%	71%	66%
Dirt kept to a minimum?	56%	55%	40%	62%
Contractor polite and respectful?	85%	90%	82%	87%
How repair reported				
By phone	33%	60%	45%	50%
Via website	5%	6%	9%	11%
To property manager	8%	9%	6%	23%
To office	20%	4%	5%	12%
To contractor	15%	10%	6%	8%
In writing	2%	0%	6%	4%

Anon HA at a glance Q1 2012
85% LAST REPAIR SATISFACTION
CHANGE ON LAST MONTH +4%
CHANGE ON LAST QUARTER +9%



75% jobs completed 'right first time'

Net promoter score 9.5

Our team

Denise Raine Director

Denise was helped establish Feedback as an independent business in 2008. Under the new teams management Feedback has developed to become a successful company offering a range of market research and resident engagement services. As a project manager and consultant Denise has worked with over 375 landlords, from small inner-city BME housing associations to large-scale voluntary transfers and some of the largest local authorities.

Judi Watkinson Director

Judi Watkinson has worked in housing at both an operational and strategic level for over 20 years and has been a part of the Feedback team since 2002. Judi is a CIH corporate qualified housing professional with wide ranging experience in rented and leasehold housing management as well as research project management, running training courses, and workshops, writing policies & procedures and academic and policy research papers on low cost home ownership initiatives.

Andy Brown Director

Andy has many years experience managing performance, resident engagement and regulatory liaison within Housing Associations. He has extensive hands-on experience of developing innovative and effective resident feedback approaches including tracker surveys.

Field Team Feedback are backed by a field team of skilled, Market Research Society trained and accredited interviewers using Computer Assisted Telephone Interviewing (CATI) systems which allow fast collection of results and automatic data verification ensuring accuracy in recording responses.