

**Gloucester City Homes
Residents Survey
Customer Service**

Wave 1

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Prepared For: Gloucester City Homes

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1. Background and Objectives

Gloucester City Homes Limited is an Arms Length Management Organisation (ALMO), responsible for managing and improving Gloucester City Council's 4,700 Council homes and 221 Leasehold properties.

Gloucester City Homes aim to meet tenant needs and aspirations by delivering excellent services for its residents, and the stock it manages. There is a major programme of change in place to say what Gloucester City Homes do, and what they say.

Gloucester City Homes was rated by the Audit Commission as a 2* organisation in June 2007, and aims to become a 3* service in 2008.

Gloucester City Homes believe it is imperative for the company to receive independent management information and feedback about the quality of the services it provides to its tenants and leaseholders. Such information will enable Gloucester City Homes to take corrective action where appropriate, or improve services further. On this basis, **mruk** research has been commissioned to undertake a series of tenant surveys.

The objectives of the survey, as outlined in the brief, are to:

- Provide management information and survey results on the quality of its services
- Provide management information and survey results on the quality of services provided by its partners
- Provide trend analysis on service quality and performance over time to inform the design of future service delivery
- Provide information in a clear format which can be understood by a variety of key stakeholders, including the Gloucester City Council client team who will monitor the ALMO

2. Research Methodology

The research consisted of 125 telephone interviews, lasting a duration of around 10 minutes. The interviews were conducted using questionnaires designed by **mruk** research in conjunction with Gloucester City Homes. The interviews were conducted by **mruk**'s in-house Computer Aided Telephone Interviews (CATI) team during January 2008.

The sample was taken from databases of names of tenants provided by Gloucester City Homes.

This report outlines the findings from wave 1 of the research. Following the completion of wave 2, the research will allow for the monitoring and comparison of changes and improvements made by Gloucester City Homes to improve the customer service offered to their residents

3. Research Findings

3.1 Contact with Gloucester City Homes

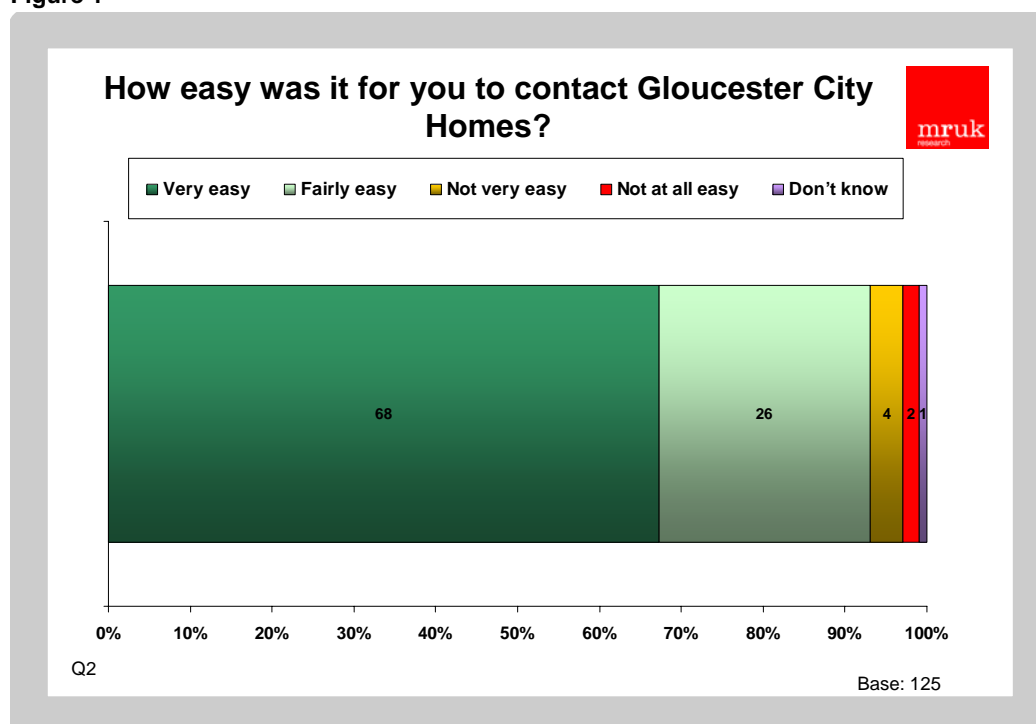
The survey consisted of 125 telephone interviews (a breakdown of demographics can be found in Appendix 1).

The respondents had contacted Gloucester City Homes for a variety of reasons:-

- Decent homes, repairs enquiries, medical adaptations (i.e. Asset Management Team) (81%);
- Balance enquiries, rent arrears, rent statements (i.e. Income Management Team) (6%)
- Tenancy issues, transfers (i.e. Neighbourhood Services Team) (3%)

Figure 1 illustrates how easy respondents found it to contact Gloucester City Homes.

Figure 1



Ninety-four percent of respondents found it easy to contact Gloucester City Homes (very easy and fairly easy combined). Only 2% of respondents reported finding it 'not easy at all' to contact Gloucester City Homes.

3.2 Dealing with enquiries

As demonstrated in figure 2, over half of the enquiries made were dealt with by the first person respondents spoke to (60%), 25% of respondents were transferred to another staff member, and 4% were transferred to more than one other staff member.

Of the 36 respondents who were transferred to another member of staff, 30 (83%) respondents were advised of the reason they were transferred (see figure 3).

Figure 2

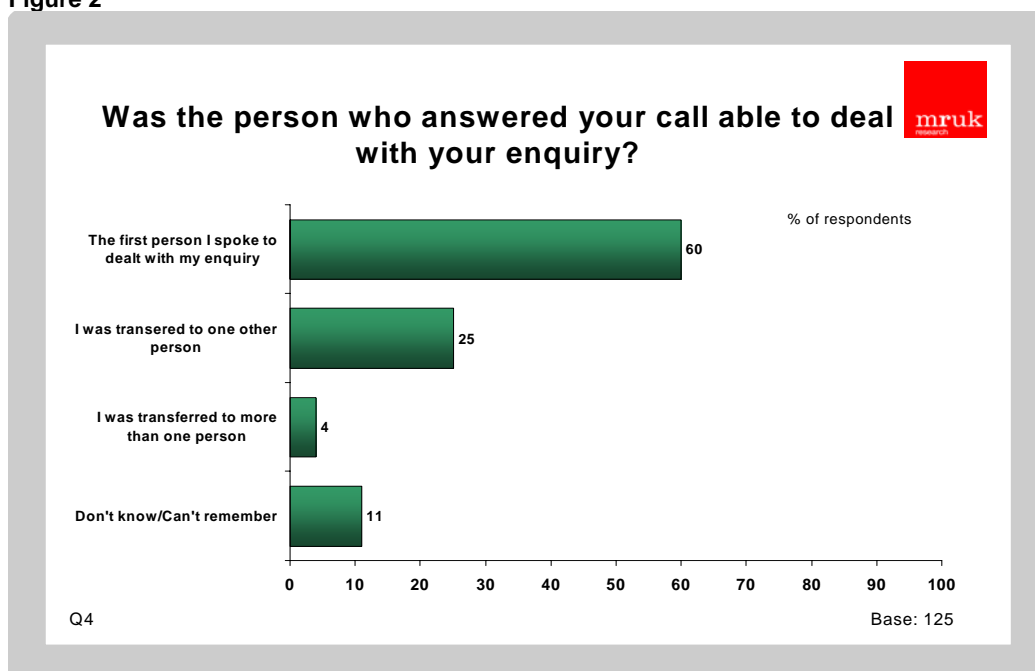
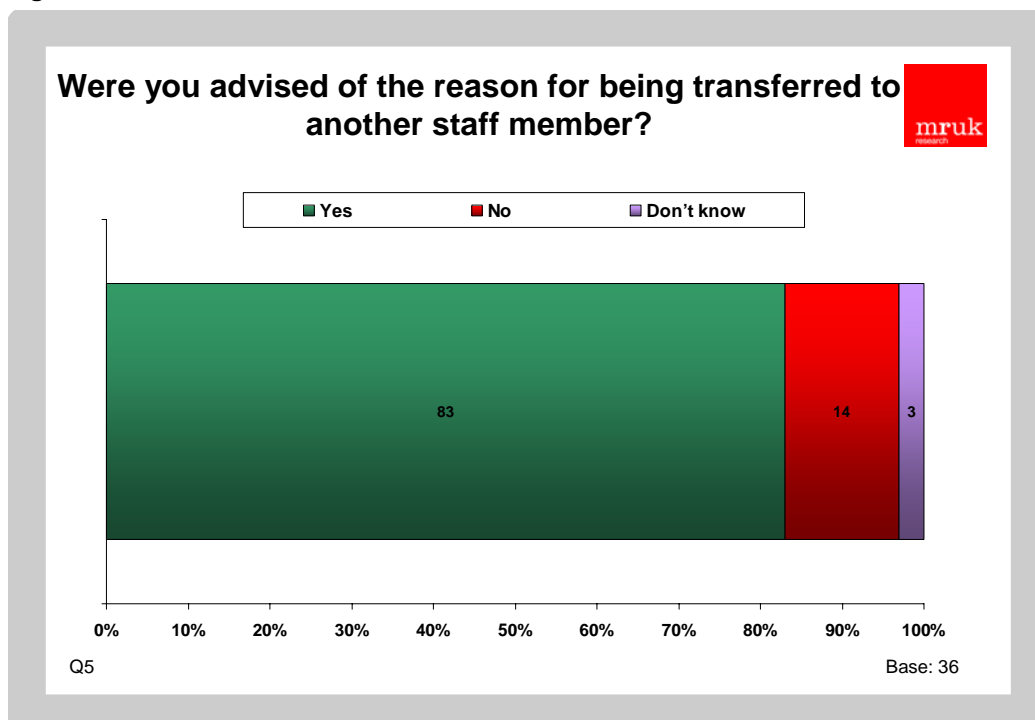
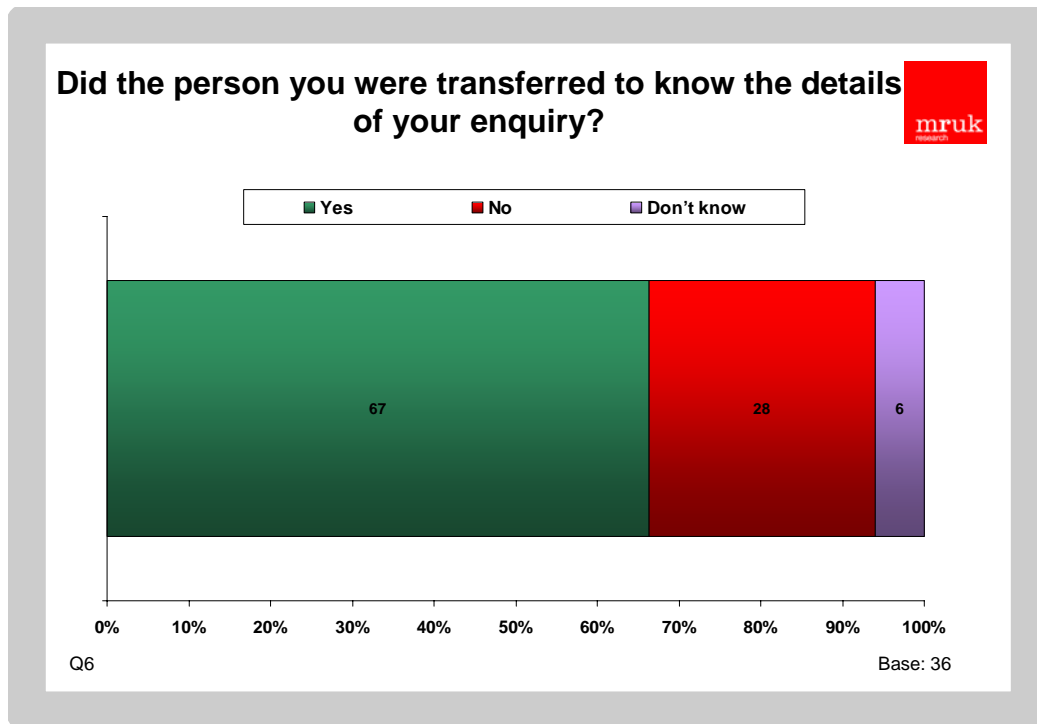


Figure 3



Furthermore, the majority of respondents (24 out of 36) reported that the staff member they were transferred to had been given the details of their enquiry (see figure 4).

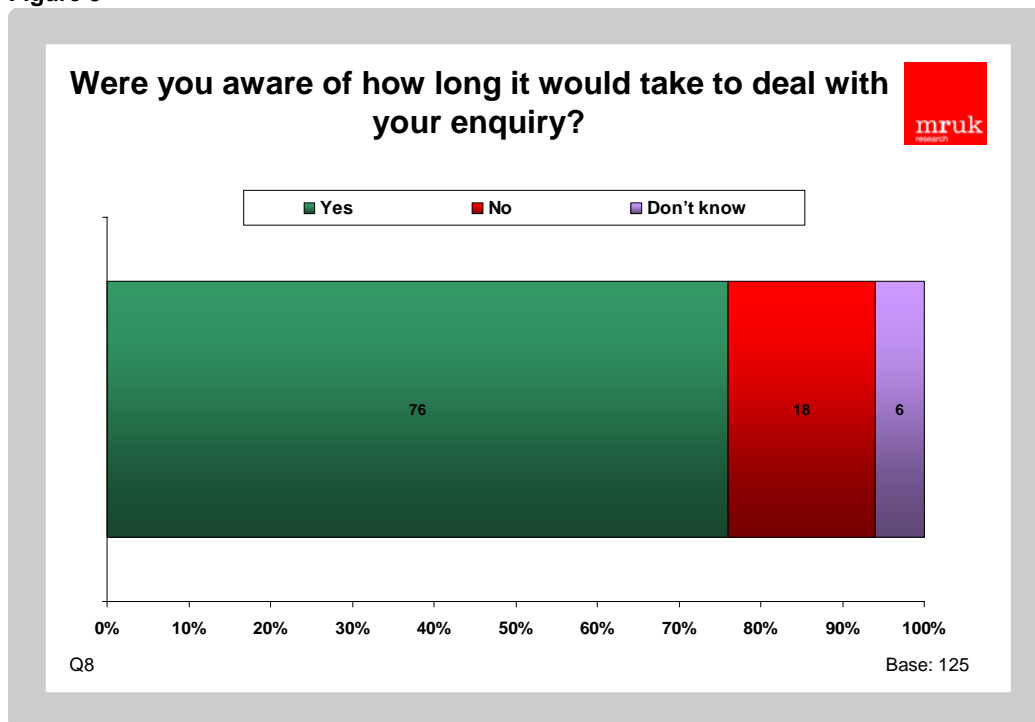
Figure 4



3.3 Time taken to deal with enquiry

As illustrated in figure 5, three quarters of respondents were made aware of how long it would take to deal with their enquiry (76%).

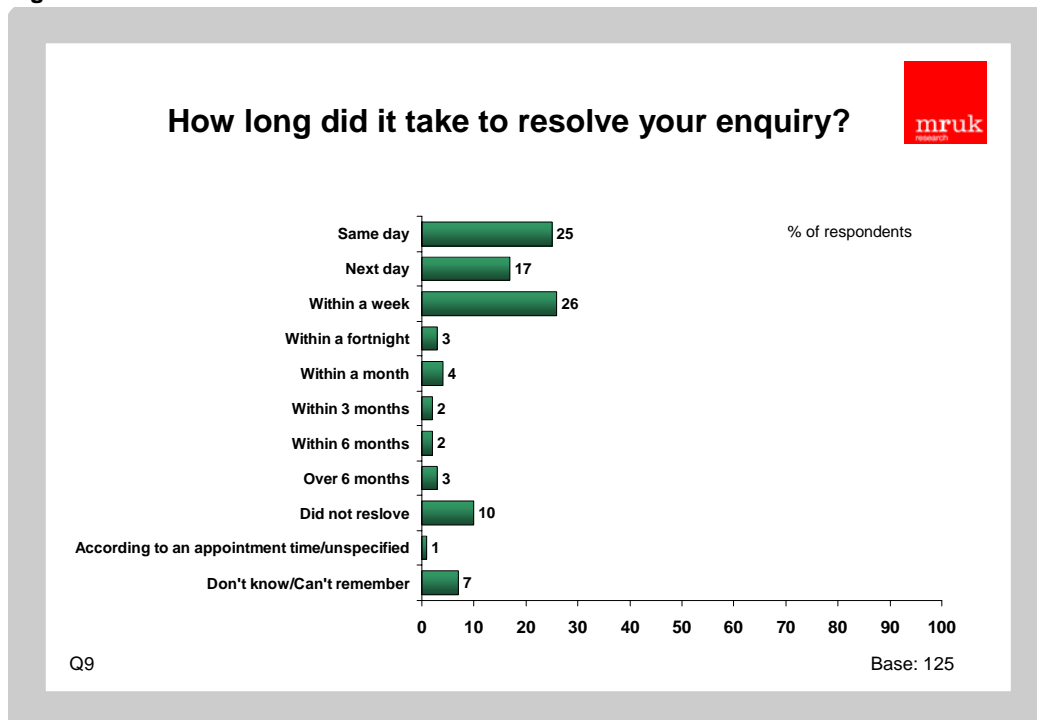
Figure 5



Respondents were asked how long it took for their enquiry to be resolved (please see figure 6). The most frequently given answers are as follows:-

- Within a week (26% of respondents);
- Same day (25%);
- The next day (17%); and
- Did not get resolved (10%).

Figure 6



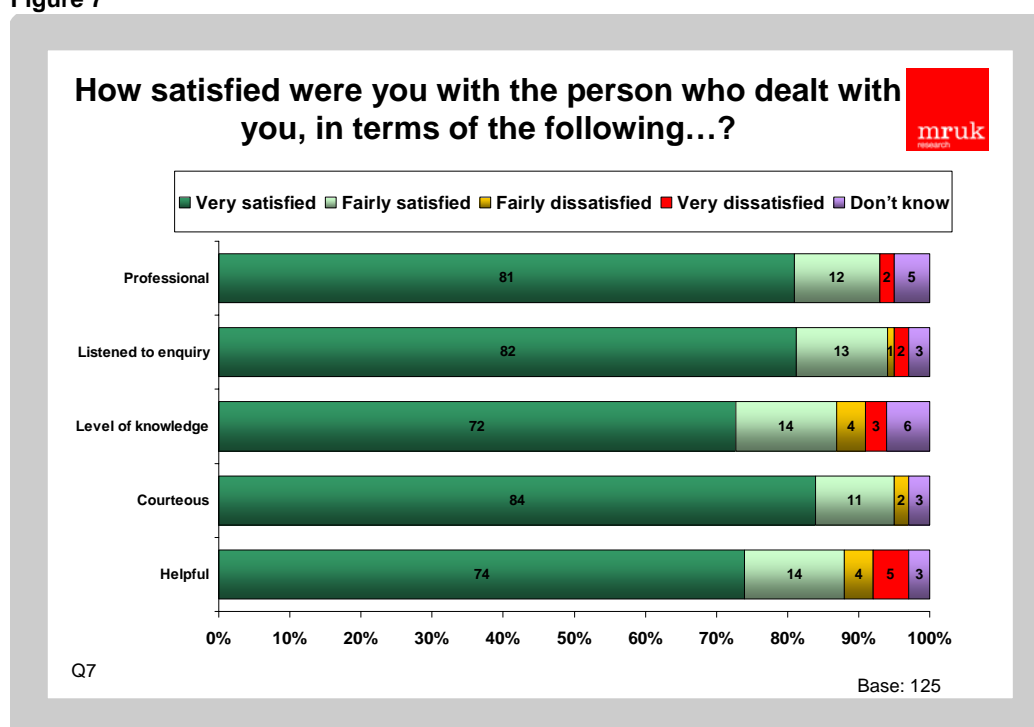
3.4 Satisfaction with customer services

Respondents were asked how satisfied they were with the staff member who dealt with their enquiry in terms of:

- Their professionalism;
- How well they listened to the enquiry;
- Their level of knowledge;
- How courteous they were; and
- How helpful they were.

As can be seen in figure 7, the majority of respondents were satisfied with the person who dealt with their enquiry.

Figure 7



When asked how the service compared with their expectations, respondents gave a mixed response. Twenty-six percent of respondents felt the service received was better than expected, 43% felt it was the same as they had expected. Only 17% felt the service was worse than they had expected (please see figure 8).

Figure 8

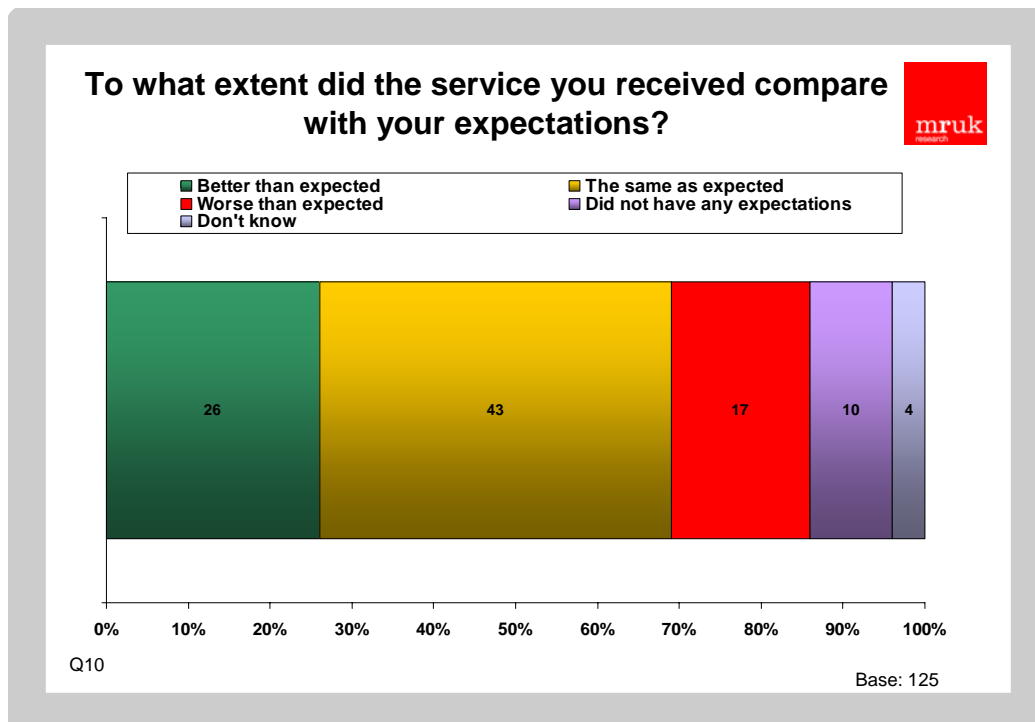
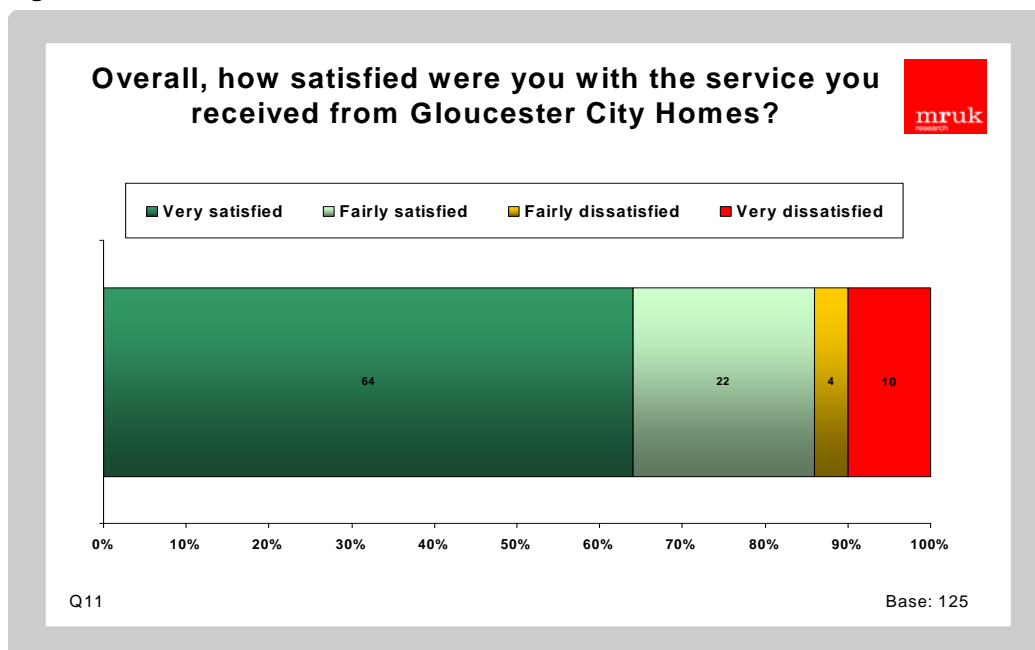


Figure 9 demonstrates the overall level of satisfaction reported by respondents. Eighty-six percent of respondents were satisfied with the service received from Gloucester City Homes (very satisfied and fairly satisfied combined). Only 10% of respondents reported being very dissatisfied with the service they had received.

Figure 9



3.5 Suggested improvements

Respondents were asked if there was anything that the Customer Services Team could do better. This generated the following responses:

- Nothing (84 responses; 67%);
- Resolve problems straightaway/finish the work (19 responses; 15%);
- Listen/communicate better (7 responses; 6%); and
- Ring back when they say they will/keep in contact/informed of progress (7 responses; 6%).

4. Summary

Below is a summary of Wave 1 of this research:-

- Respondents contact Gloucester City Homes for a variety of reasons, however the most frequently reported reason (81%) was 'Decent homes, repairs enquiries, medical adaptations (i.e. Asset Management Team).
- Ninety-four percent of respondents found it very easy or fairly easy to contact Gloucester City Homes.
- Sixty percent of respondents had their enquiry dealt with by the first person they spoke to. Twenty-five percent were transferred to one other person. Only 4% were transferred to more than one person. Of those who were transferred, the majority were advised of the reason for being transferred to another member of staff.
- When transferred, the majority reported that the person they were transferred to knew the details of their enquiry.
- Around three quarters of respondents were made aware how long it would take to deal with their enquiry (76%). Sixty-eight percent of respondents reported that enquiries were resolved within a week (same day, next day and within a week), 25% of those enquiries were resolved on the same day. However, 10% of respondents indicated that their enquiry did not get resolved.
- The majority of respondents were satisfied with the person who dealt with their enquiry.
- Respondents gave a mixed response when asked how the service received compared to their expectations. Twenty-six percent felt the service was better than expected, 17% felt the service was worse than expected and 43% felt the service was the same as expected.
- Overall, 86% of respondents were satisfied with the service they had received from Gloucester City Homes (very satisfied and fairly satisfied) and only 14% were dissatisfied with the service (very dissatisfied and fairly dissatisfied).

Appendix A – Respondent Demographics

Age of respondents

Age Band	Frequency
16-24 years	5
25-34 years	6
35-44 years	16
45-54 years	19
55-64 years	23
64-74 years	25
75+ years	28
Refused	3

Working Status

Status	Frequency
In full time employment (24+ hours per week)	21
In part time employment (Less than 24 hours per week)	13
In full time education	1
Unemployed (registered)	4
Unemployed (unregistered)	1
Permanently sick/ disabled	10
Wholly retired from work	65
Looking after the home	7
Caring for an adult or child	2
Refused	1

Gender of Respondents

Gender	Frequency
Male	46
Female	79

Ethnicity of Respondents

Ethnicity	Frequency
White – British	116
Any other white background	2
Asian– Pakistani	1
Any other Asian Background	1
Black– Caribbean	4
Black– African	1