

Customers making a difference



Introduction

Welcome to our sixth Customer Involvement Impact Assessment. This report tells you how we involved customers during 2016-17 and the difference their involvement made to the way we work across Home Group. You will find information on the how we have involved customers in scrutiny, equality, diversity, complaints and how they have shaped, changed, influenced and improved our products, services and approach at a local, regional and national level. You can also see the extra social value involvement creates. We hope you find the report informative and inspiring!

Customer scrutiny

Supported



Thirty five Customer Assessors conducted **50** promise assessments (June 2016 - April 2017) in supported services:



40 service visits



6 multi-channels including skype



4 assessments with customers over the phone



3 re-assessments

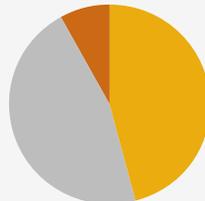
Assessments involved **294** customers (compared to 220 in 2015-16) at a range of different services including older people's services; enabling customers to have their say about the service they receive and make suggestions for improvements.



Overall our services are rated very highly for **people who care** with **72%** services achieving gold, up 2% from last year. We have made significant improvements in providing customers with **a safe place to live (40% gold)** and **choice of products and services (62% gold)**.

Gold, silver and bronze standards

Care and support services achieved...



Gold	46%	↑
Silver	46%	↓
Bronze	8%	↓

Rented customers

We assessed how well we're doing at delivering our promise to customers at a local neighbourhood level. **Twenty Five** customer assessors assessed **29** neighbourhoods against the customer promise between April 2016 and March 2017 speaking to a total of **354** customers across the regions.

Colleagues and Viewpoint team members used this feedback to co-develop a local action plan for all **29** neighbourhoods which they monitor at regional Viewpoint Team meetings.

Gold, silver and bronze standards

Whilst delivering our customer promise, our neighbourhoods achieved...



Gold	3%	↓
Silver	90%	↑
Bronze	7%	↓

This reflects one less gold neighbourhood than last year but is balanced by the 11% increase in silver and 6% decrease in bronze.



All **50** services and **29** neighbourhoods produced an improvement plan following their assessment, **88%** of services and **41%** of neighbourhoods have reported significant improvements.

Customer scrutiny (continued)



National impact



Value for money scores and feedback are used in Home Group's value for money statement to the regulator (Homes and Communities Agency) and Scotland's rent consultation



Reliable services feedback on moving in influenced the allocations journey map



Clear information and opportunities to influence feedback on the website influenced the website review



A safe place to live scores used by health and safety team as evidence for Royal Society for the Prevention of Accidents



Scrutiny model recognition customers won 'Best Practice in Developing Tenant Scrutiny' award at Tenant Participation advisory service Scotland



Hotel@home is pushing up the standards of accommodation across our care and support services

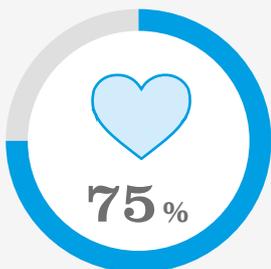
Impact on customers

- ▶ Increase in customers' confidence, skills and knowledge to enable them to scrutinise Home Group services effectively
- ▶ For every **£1** spent on customer assessors, we generated a social value of **£157** and for Viewpoint teams **£299**
- ▶ **Two** customer assessors have progressed to become apprentice support workers with Home Group
- ▶ **One** assessor has found employment with a housing association, leading on anti-social behaviour and another has won an external award for their commitment to volunteering
- ▶ **One** customer has gained employment with the local authority, citing her experience with Viewpoint as critical in her job success
- ▶ **Six** assessors have moved to independent living
- ▶ Customers have the confidence to support and mentor others who are new to involvement



Total social return on investment for customer scrutiny is £2,833,615

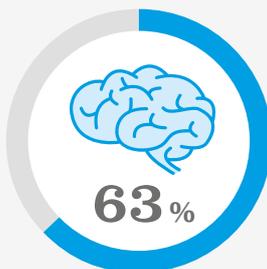
In addition, since getting involved...



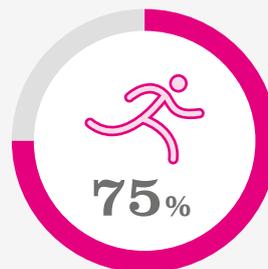
felt more **in control** of their lives



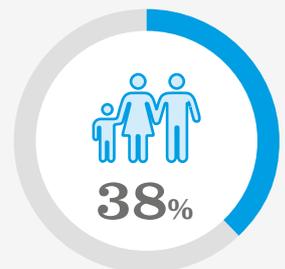
said they felt **more confident**



said their **mental health and wellbeing** had improved



said their **physical health** had improved



said their **relationships with family and friends** had improved

Value for Money

We presented customers with impact summaries for each of the following areas of involvement and asked customers to assess whether each activity is low, medium or high cost, low medium or high impact and therefore low, medium or high value for money.

Customer scrutiny (rented)



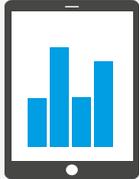
"Changes are happening and improvements are taking place as a result of assessments"

"It has a positive impact on the customers involved"

"Cost of Viewpoint Team meetings and customer assessments is relatively low"

"We would like to see more assessments take place involving more customers"

"Some of the improvements are very local to the neighbourhoods assessed"



Rating: **medium value for money**

Customer scrutiny (supported)



Rating: **high value for money**

"Their involvement has a very positive impact on customer assessors' themselves with some assessors experiencing unexpected positive outcomes"

"Customers have a voice and are influencing changes and improvements to local services"

"Cost per assessment is low and costs have decreased compared to the previous year"

Complaints

Home Group's Independent Complaints Panel is a group of customers who investigate and make recommendations to Home Group to resolve customer complaints that have exhausted our internal complaint process.

Panel members made a total of **55** recommendations to Home Group regarding raising additional works, improving our processes, colleague training, communication and signposting to other services.

From April 2016 to March 2017, panel members investigated...

 **14** complaints

and decided....



- **Upheld:** agreed with Home Group's decision
- **Disagreed** with Home Group's decision
- **Partially disagreed** with Home Group's decision
- **Closed** the complaint



Awarded Special Recognition by Home Group at Customer Awards



Every £1 spent on the Independent Complaints Panel **generates £367 in social value**



Led to **improvements** in how we handle, record and respond to complaints

Benefits for customers:

- Complaints can be investigated and resolved more quickly
- Feel able to be more open with fellow customers and feel respected by panel members

Digital Involvement



Over the last twelve months the Involvement team have been exploring and embracing the digital world and its impact to the business and our customers.

Involving customers digitally

The Involvement team have developed some digital groups who can be consulted regularly on any type of issue from policy review to making our documents more customer friendly.

- Virtual KISS (Keep it Short and Simple)
- e-views
- Twitter

- anyone@home

Almost **800** members including a high number with disabilities (**26%**) and **18** wheelchair users.

Enhancing involvement with digital options

The Involvement team are using a multi-channel approach in activities to increase customer participation across regions, reduce cost and the need to travel and improve consistency through digital links (skype, telephone, video conference)



Independent Complaints Panel

Using technology to train and involve new panel members in reviewing and resolving complaints



Customer promise assessment

Phone assessments are used to increase the number and diversity of customers involved in a neighbourhood and to speak to supported customers who were unavailable on the day due to things like hospital appointments and job centre visits



Live chat takeover

Customer assessors took over Live Chat for a day to promote digital involvement and encourage customers to get involved



Human library

Members delivered two digital Lifeswap events to **28** colleagues in person and **35** colleagues and customers by Skype



Working together

Events engaged almost **800** people including **42** leaseholders and over **100** colleagues



Customer awards

We presented our inspirational customers with Special Recognition awards at local parties in their services, neighbourhoods or schemes and linked them together through twitter #customerclientsaward2017

IMPACT



Diverse customer base

Involve a much larger, wider and more diverse section of the customer base including those with mobility issues, living in rural areas and those with poor transport links



Digital experience, raised awareness and competence

Enabled colleagues to have a digital experience with customers. Raised awareness of digital channels with customers and colleagues. Increased the digital competence of colleagues



Improved customer relationships and communication

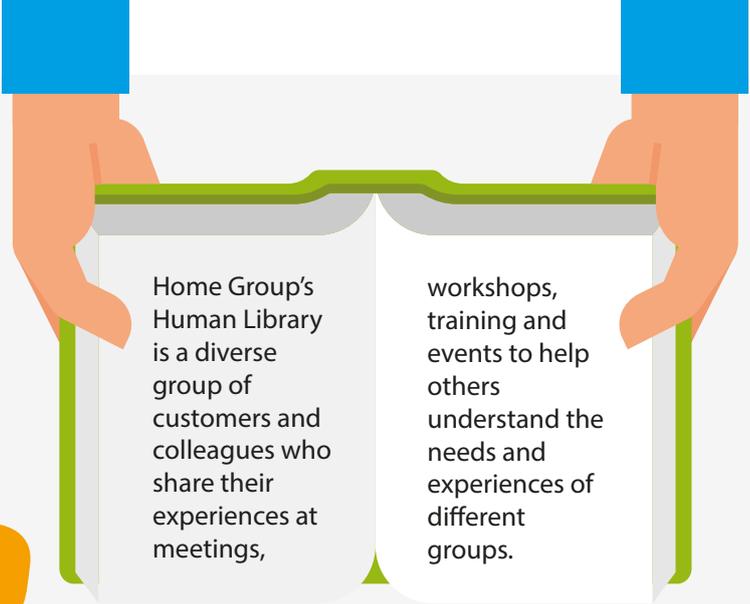
Utilising the skills of our involved customers as Digital Ambassadors to raise awareness and show other customers how easy it is to access our digital channels



Value for money

Contributed to Involvement budget savings of **34%** in 2016-17 despite involving more customers in key events such as Working Together and Customer awards

Spotlight on Human Library



Home Group's Human Library is a diverse group of customers and colleagues who share their experiences at meetings,

workshops, training and events to help others understand the needs and experiences of different groups.

80
members

sharing experiences

- Being transgender
- Being a visible Muslim woman
- Living with a child with autism
- Mental health and drug and alcohol recovery
- Being an orthodox Jewish woman
- Being a lesbian parent
- Coping with mental ill health in the workplace



Surviving domestic abuse

Life swap

Life swap is an interactive session that runs like speed dating! It gives colleagues and customers the opportunity to meet several Human Library members, ask awkward or difficult questions and see life through other people's eyes.

Between April 2016 and March 2017...



23
Human Library members

delivered or participated in...

19

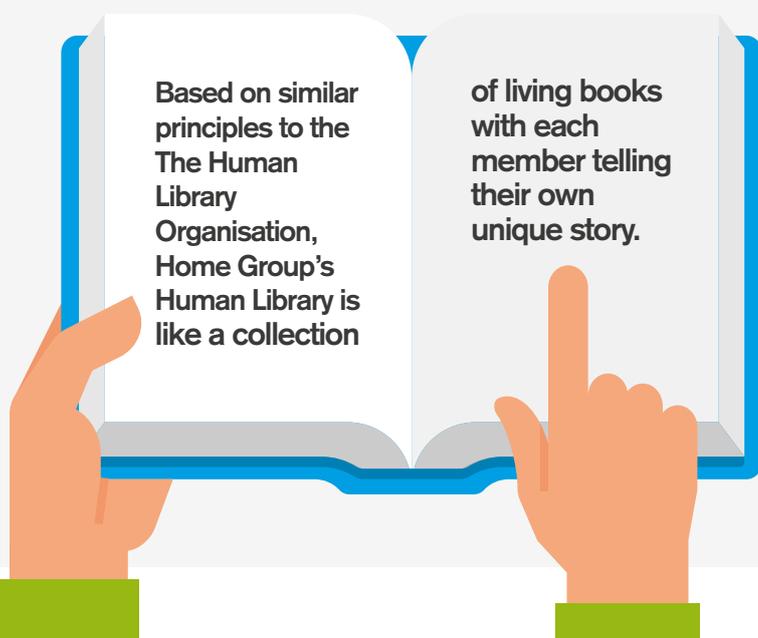
Human Library activities, events and workshops...

with...

721
Home Group customers, colleagues, contractors, partner agencies and external tenants and practitioners

“ One comment can completely change what you think ”

Colleague



Based on similar principles to the The Human Library Organisation, Home Group's Human Library is like a collection

of living books with each member telling their own unique story.

- Activities**
- LIFE SWAP EVENTS
 - EQUALITY AND DIVERSITY TRAINING FOR CUSTOMERS AND COLLEAGUES
 - DIVERSITY CHALLENGE GROUPS (INCLUDING EQUALITY ANALYSIS)
 - LOCAL, REGIONAL AND NATIONAL EQUALITY AND DIVERSITY MEETINGS AND STRATEGY GROUPS
 - VIRTUAL HUMAN LIBRARY