



Involvement

home
group

Viewpoint teams





Background

Viewpoint teams scrutinise our services and products in customer services and are now assessing Home Group against the delivery of our promise at a neighbourhood level. We have seven viewpoint teams in Scotland, North East, North West, Yorkshire and Humber, London and South East, East of England and South West.

What happened?

In the last 12 months we:

- Involved 107 customers at seven regional viewpoint teams
- Delivered 44 regional meetings including an all south strategy day in August
- Trained 26 customers in assessing against the customer promise including confidentiality, communication and the customer assessment paperwork

Activities included:

- Ten assessments against the customer promise took place in ten neighbourhoods involving over 150 customers
- Developing customer promise scrutiny model, including areas for assessment for each standard within the promise, bronze, silver and gold measures and assessment guidance and paperwork
- Shaping our new local budget and value for money tool for customer services
- Developing and testing personal safety training session for customer assessors

- Four service reviews: anti-social behaviour (phase two), planned maintenance (two reviews) and gas servicing
- Living Our Values training for all north viewpoint teams
- Reviewing and agreeing environmental bids for their regions
- Monitoring the performance of our contractors relating to repairs and maintenance (England)
- Monitoring repairs appointment performance of contractors Novus (Scotland)
- Supporting our Inspiring Futures event at Rayners Lane
- Shaping the repairs journey for the insight team
- Influencing automation and standardisation of rent arrears letters and texts
- Reviewing and improving the pre-tenancy interview form for Universal Credit
- Recruiting two Customer Service Partners and six Maintenance Surveyors

107
customers involved at
7 regional
viewpoint teams

44
regional meetings

26
customers trained to assess
our neighbourhoods against the
customer promise



More than
100
customers involved in 7
customer promise assessments
in 7 neighbourhoods

4 service
reviews

98%
of customers rated
viewpoint team meetings
as excellent or good

91%
of viewpoint team members
said their involvement increased
their confidence

What changed?

Assessments against the customer promise



Customer promise assessments led to some immediate changes and improvements, including resolving customer complaints and outstanding repairs and identifying potential customer welfare issues. Viewpoint team members used the feedback to co-develop local action plans for all ten neighbourhoods which customers will monitor at future viewpoint team meetings.

Service reviews

Planned maintenance (reviewed by two viewpoint teams)

- Introduced a useful question and answer fact sheet for customers at the start of every scheme
- Improved information and publicity about planned maintenance to give customers a clear understanding of the commitment and investment being made by Home Group
- Departments meet regularly with customers to share information to ensure problems and good practice are highlighted and changes made
- Planned visits to properties between six to 12 months following the completion of planned maintenance work to record and evidence the quality of workmanship and products used and continue to measure customer satisfaction

Anti-social behaviour

- Reviewed customer information at sign up, including leaflets
- Training for Customer Service Partners developed which will be co-delivered by customers including

tackling counter allegations, communication, reporting and understanding anti-social behaviour, case management and supporting witnesses and victims

- Regular articles in newsletters to remind customers of tenancy terms

Gas servicing review

We involved 60 customers and conducted 44 surveys about communication and our gas servicing. Recommendations include:

- Making sure the initial appointment letters are sent out to customers
- Giving adequate notice of the service appointment to customers

Impact

Impact on Home Group

We're meeting our regulatory requirements by giving customers a clear role in assessing our performance and helping to change and influence our services, contractors and the way we work.

The East of England service review on anti-social behaviour has had an impact on both strategic and operational management of anti-social behaviour cases.

South viewpoint teams manage the environmental improvement budget for the region – receiving bids, assessing each application on its merit and reviewing outcomes for the customer and the business.

I know I made a difference today by being able to ask questions and put my views forward and knowing that I would be listened to and valued.

CUSTOMER VIEWPOINT MEMBER

When I first got involved I had no expectations other than wanting to be out and about and to meet new people. But I've broadened my horizons. I've had my say on so many subjects and Home Group has listened to a lot of my concerns.

CUSTOMER VIEWPOINT MEMBER

Being involved and being listened to is the best thing... and I do feel more confident, especially talking to big groups.

CUSTOMER VIEWPOINT MEMBER

Recommendations from the two planned maintenance service reviews are influencing the new process for planned maintenance at a national level. There has been a reduction in the number of customer complaints and increased satisfaction regarding repairs and maintenance works in the Yorkshire and Humberside area.

For many Heads of Customer Service the viewpoint teams have become an integral part of the management of the business in terms of direction, consultation and performance management.

Impact on clients and customers

Involvement with viewpoint teams opened doors to new opportunities for customers who are also involved in:

- The Human Library
- Customer and client value for money panels
- Investment fund panels and validation visits
- Business Assurance testing days
- Equality and Diversity forums
- Customer forum
- Presenting at Customer & Client Awards
- National Policy Panel

98% of customers rate viewpoint meetings as excellent or good.

91% of customers said it had increased their confidence in speaking up, travelling, chairing meetings and leading discussions.

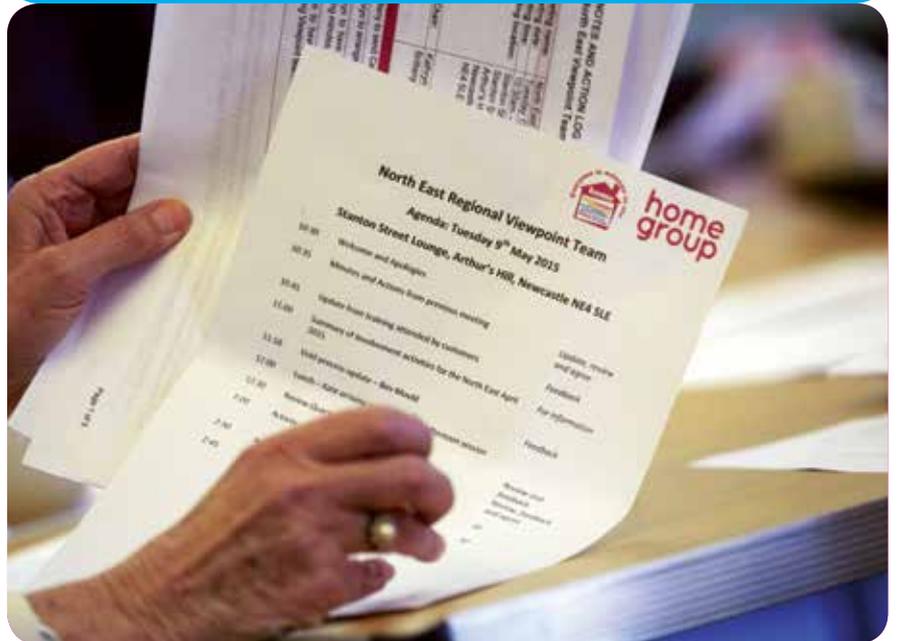
84% of customers said they had gained and developed skills through their involvement in viewpoint.

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I've been able to use my skills and experience as a Special Constable and I get a lot of satisfaction from knowing my opinion is heard and that it matters. I also get great pleasure from working with other customers and clients and seeing them flourish.

CUSTOMER VIEWPOINT MEMBER

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Cost

Total cost: £17,579

Cost includes: travel, accommodation, expenses, room hire and refreshments.

Is it value for money?

Our independent group of customers and clients said our viewpoint teams represent:

- Low cost
- Medium impact
- Medium to high value for money