



Involvement

Viewpoint teams

Background

Viewpoint teams are groups of customers who scrutinise, monitor, investigate and compare Home Group services and processes. They set their own priorities as well as assessing areas identified by Home Group. Using their findings, Viewpoint teams report and make recommendations to improve services and processes. We have six regional Viewpoint teams and 26 local Neighbourhood Viewpoint teams in England.

“ A really productive day at Home Group's Viewpoint strategy meeting - first class example of resident led scrutiny, and putting ideas into practice for setting the way for scrutiny at Home Group for 2014. Christine McConnachie, TPAS Associate Consultant South ”

What happened?

In the last 12 months we:

- Involved 108 customers at six Regional Viewpoint teams
- Involved 154 customers at 26 Neighbourhood Viewpoint teams
- Delivered 174 regional and neighbourhood Viewpoint team meetings.

“ We have great people on board; staff and customer viewpoint team members (across the regions) work well together. Customer ”



Activities included:

- Ten service reviews
- Mystery shopping training for Viewpoint team members
- Mystery shopping on welfare reform changes involving 50 customers
- Performance monitoring
- National and regional consultations on projects, including our new online community and ground maintenance
- 12 'made of money' workshops
- Six local and regional road shows.

What changed?

“ We have great people on board; staff and customer viewpoint team members (across the regions) work well together.

Customer

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Viewpoint Team members:

- Designed and developed voids inspection checklists, surveys and reports, inspected void properties and reported their findings to regional Viewpoint teams and National Customer Panel
- Worked with market research agency EXPLAIN to shape and influence our new customer and client satisfaction survey and methodology
- Designed a new complaints leaflet and reviewed and improved systems and processes for handling and responding to complaints. 97% of complaints are now resolved within stage one timescales (compared with 61% before we introduced the new process)
- Developed a repairs and maintenance service review project group and produced a service improvement action plan, this resulted in clearer communication with customers on accessing repairs services, training for colleagues to diagnose repairs and improved processes and relationships between customers, contractors and Home Group
- Instigated mystery shopping as a key part of 'how we work', leading to more consistent and professional style of colleague communication at first point of contact
- Improved customer satisfaction with grounds maintenance and communal cleaning services, with satisfaction increasing from 38% to 89%
- Shaped regional and national scrutiny and involvement plans
- Helped shape communication and literature on changes to welfare benefits
- Helped recruit new colleagues for Home Group and our contractors.

Impact

On Home Group:

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

Customers hold us to account and make sure that we offer the best possible service. They are ambassadors for involvement and their encouragement inspires other customers to get involved with Home Group. The number of local Neighbourhood Viewpoint teams has increased in the last 12 months, with the development of 11 new groups that act as the voice of the community to influence, change and shape service improvement.

On customers:

By involving customers directly at the heart of driving service improvements, it is definitely the case that there is a benefit for all. Viewpoint team members gained knowledge and understanding of our business and of housing, scrutiny and community issues. Through their involvement, they develop new and existing skills, increasing their confidence and feeling of self-worth.

Cost

The total combined cost for 6 regional Viewpoint teams is £7,203.

Cost includes:

- Customer travel and expenses
- Catering, venue hire and resources.

Is it value for money?

Our independent group of customers and clients said Viewpoint teams represent:

- Medium cost
- High impact
- **High value for money.**