

SATISFACTION SURVEY RESULTS

In August 2005 the Association commissioned Messrs T L Dempster Strategy & Research to carry out a customer satisfaction survey of our tenants, factored owners, sharing owners and various long-term leaseholders:

689 Tenants
126 Factored Owners
24 Sharing Owners
6 Leaseholders

In addition to this, focus groups were carried out with:

CHA staff
CHA tenants
People on the CHA Waiting List
Representatives of Registered Tenants Organisations (RTOs)
Members of CHA's Management Committee

METHODOLOGY

A combination of methodologies were used when carrying out the research:

Face to Face
Postal Surveys
Telephone

SUMMARY OF SURVEY

Tenants

The following provides you with a flavour of the key results coming out of the survey of just under 700 households with regard to our Property Services department.

Estate Management

91% tenants were satisfied with their neighbourhoods as a place to live.

Application Process to Access an Association House

87% of people applying for a CHA property found our Application Form easy to understand.

90% of people applying for a CHA property found our Application Form easy to fill-in.

78% of people found our leaflet on our Application Policy easy to understand.

97% of people expressed satisfaction with the quality of face to face service they received from our staff during their application process.

96% of people expressed satisfaction with the quality of service they received from our staff via the telephone during their application.

88% of people said that we were good at keeping them informed about their application.

Letting of Property to Prospective Tenants

82% of people stated that they did not need any additional information when offered their property.

83% of tenants indicated that they were satisfied with the inside of their property when they moved in.

70% of tenants indicated that they were accompanied by a CHA staff member when they viewed their property. Of those **97%** found it useful.

4 in 10 tenants said they received a follow-up visit from CHA staff, but over one third were unsure.

62% tenants understood the Association's Points Based System.

92% of tenants felt that their Tenancy Agreement/Missive was explained to them well.

87% of tenants thought that the Tenancy Information Pack given to tenants was helpful.

Rents

84% of tenants who pay rent stated that they have enough information on rents.

79% of tenants who pay service charges stated that they have enough information on same.

59% of those tenants who pay rent use a swipe card (Allpay).

30% of those tenants who pay rent pay by Direct Debit / Standing Order.

9% of tenants pay cash.

69% of tenants felt their rent was good value for money.

67% of tenants said that the Association should have a dedicated member of staff (Tenant Engagement Officer) to represent and put forward the view of tenants to the Association.

20% of the **67%** of tenants would be willing to pay more for a dedicated member of staff.

17% of tenants would pay more for C.C.T.V. monitoring.

15% of tenants would pay more to have a Handyperson Service.

24% of tenants would pay more if the Association brought forward new kitchens/bathrooms as part of its Planned Maintenance Programme.

Repairs

80% tenants were satisfied with the Repair Service.

70% of tenants had reported a repair in the last year.

95% of tenants said that they were aware of the Association's responsibilities in relation to the maintenance of their homes.

97% of tenants said they were aware of their own responsibilities in this regard.

67% of tenants reported their last repair by freephone during office hours.

96% of tenants found it easy to report a repair.

85% of those tenants who had reported a repair had reported between one and three repairs. Only 46% of tenants were aware of the right to compensation.

93% of tenants felt that the Association should operate an appointment system for repairs.

83% of tenants would like to receive information on the Association's planned maintenance programme.

14% of tenants did not know that the Association had a statutory obligation to carry out a gas safety check.

63% of tenants also felt that, after 3 failed attempts to gain access for gas safety checks, the Association should force entry.

91% of tenants were satisfied with the attitude of our tradesmen.

90% of tenants were satisfied with the attitude of the Association's staff.

88% of tenants were satisfied with the knowledge of the Association's staff that dealt with them.

86% of tenants were satisfied with the Association's contractors arriving on time to carry out repairs.

77% of tenants were happy with the quality of repairs carried out.

71% of tenants were happy with the length of time taken to carry out repairs.

The following provides you with a flavour of the other key results coming out of the main survey:

Communication

95% of tenants felt that the Association was good at keeping them informed.

69% tenants felt that the Association was good at taking account of their views.

Tenant Engagement

74% of tenants were aware that they could be involved in how the Association is run.

26% of tenants are **NOT** aware that they could be involved in how the Association is run.

56% of tenants felt that CHA does enough to encourage tenants to participate.

16% of tenants did **NOT** think the Association did enough to encourage tenants to participate.

28% of tenants were unsure.

45% of tenants did **NOT** want to be consulted on any areas of the Association's work.

9% of tenants said they would like to become more involved in the work of the Association.

General

92% of tenants were satisfied with CHA as a landlord.

92% of tenants were satisfied with the design and layout of their home.

23% of tenants were aware of CHA's wider action work.

38% of the 23% were keen for CHA to continue with wider action activities.

93% of tenants felt that CHA should provide tailored newsletters.

86% of tenants felt that the Association's Management Committee should meet in their local area at least once a year, as it would help tenants to attend.

23% of tenants have internet access and most would use it to access CHA's website.

71% of tenants preferred a letter as the preferred method of contact.

63% of tenants preferred the Tenants' Handbook as the preferred method of contact.

51% of tenants were aware that they could become a £1 Share Member.

FACTORED OWNERS

Do you know Cunninghame Housing Association factors your property?

Yes – 88% No – 12%

Are you fully aware of your rights and responsibilities under the following?

<i>Cunninghame HA's Factoring Agreement</i>	Yes - 50%	No – 51%
<i>Deed of Condition for your property</i>	Yes – 43%	No – 57%

<i>Tenement (Scotland) Bill Legislation</i>	Yes – 32%	No – 68%
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Do you feel that the Association gave you clear information about joining the factoring service from the outset?

Yes – 38% No – 50% Don't know – 13%

Was the information easy to understand?

Yes – 43% No – 32% Don't know – 25%

Do you think that Cunninghame Housing Association's factoring service is efficient?

Yes – 32% No – 45% Don't know – 23%

In your experience do you think the Association needs to improve in any of the following areas?

	Yes	No
<i>Making it clearer to you what your responsibilities are as a factored owner</i>	88%	12%
<i>Making factoring invoices/statements for payment clearer to understand</i>	85%	15%
<i>Making it easier to report common repair items to the CHA office</i>	84%	16%

Giving you a named officer	92%	8%
Letting you know when the common property areas are being inspected	92%	8%
Reporting follow up outcome information on the common area inspections carried out	97%	3%
Giving confirmation that the work has been carried out	97%	3%
Any other improvements (please specify)	42%	58%

Most 'other' responses related to a lack of communication and information

Cunninghame Housing Association is in the process of improving and updating its factoring service; therefore, do you think it should:

	Yes	No
Provide owner occupiers with a yearly list of common area inspection dates	98%	2%
Provide confirmation to owner occupiers that the inspection visit has taken place	98%	2%
Provide confirmation as to the common repairs that are required to be carried out	100%	0%
Provide an easy to understand factoring statement of charges made and payments received	97%	3%
Provide a plain English factored owners' handbook which clearly spells out your rights and responsibilities as a factored owner	96%	4%
Have one point of contact for the service	97%	3%

From this card, what would be your preferred method of payment for your factoring bills/accounts?

Cash/Cheque payment at office	27%	Direct Debit	26%
Postal Cheque	31%	Standing Order	1%
AllPay	10%	Other	8%

In monitoring and reporting to you the performance of its new factoring service, do you think that CHA should, on a regular basis?

	Yes	No
Conduct regular satisfaction surveys and publish the results	94%	6%
Meet with factored owners	73%	27%
Publish repair response times	95%	5%

Would you be interested in receiving regular newsletters from the Association on the factoring service?

Yes – 72% No – 28%

Do you feel that your factoring statement

Yes No Don't know

<i>Is clear</i>	45%	44%	12%
<i>Is easy to read</i>	55%	32%	13%
<i>Has sufficient backup information on the charges being made</i>	22%	64%	14%

As a factored owner, would you like an opportunity to participate in setting standards, policies and procedures?

Yes – 24% No – 76%

If yes, would you like us to pass on your name and contact details to the Association regarding your interest in participating? Your answers to all other questions in this survey will not be disclosed to the Association.

Yes – 79% No – 21%

SHARING OWNERS

Due to the low number of respondents in this client group (5) and, therefore, the lack of statistical significance no data was published on this category.

LEASE HOLDERS

A total of 6 leaseholders were consulted during the course of this research. Each was asked a variety of questions regarding the service they receive from CHA and how the service could be improved. Feedback was, on the whole, extremely positive with very few instances of bad service reported.

1. Services received from CHA

Services received were generally in relation to maintenance and repairs

In general the services received were the maintenance and repairs of the premises, although one organisation received IT support as well. However, CHA also worked in partnership with one of the organisations and was not strictly their landlord.

2. Customer Service and Communication

Overall opinion of CHA was very high

The overall opinion of CHA was extremely good and the overwhelming majority of comments were of a positive nature and spoke of a good housing association that works closely with its clients. One leaseholder even commented that they work with many organisations and CHA are by far the best.

Feedback on services was also very positive

Again, service feedback was of a positive nature and most leaseholders thought that CHA provided a prompt and efficient service where the staff try to accommodate and work in partnership with clients at all times.

Customer service levels were considered to be high

Any examples of poor customer service were narrowed down to a couple of individuals and could be described as isolated incidents. Overall, leaseholders were extremely satisfied at the customer service they have received at all levels of the organisation with staff being described as approachable, friendly and helpful.

Correspondence was generally considered to be clear and concise

Any correspondence leaseholders had received from CHA in the form of statements, bills, letters and publications was generally regarded as clear and concise. A couple of the leaseholders had had initial problems regarding payment responsibilities but this confusion was eventually resolved.

3. Strengths and weaknesses of CHA

The majority of leaseholders were unable to specify weaknesses in the Association's service

The table below outlines the key strengths and weaknesses of CHA's service, according to the leaseholders consulted.

Strengths	Weaknesses
Good local knowledge	Need more clarity on what areas leaseholder/CHA is responsible for
Resolve problems quickly	
Regular communication	
Regular meetings	
Awareness of clients needs	
Deal sympathetically to the needs of homeless people	
Good advice	
Value for money	
Resolve neighbour disputes	
Smart, professional appearance	
Customer care	
Professional	
Develop imaginative solutions to problems	
Partnership working	

The above table makes some very encouraging reading for the Association with most of the leaseholders unable to identify any specific weaknesses. The feeling was that any problems that arise are quickly resolved. Even when the Association cannot help, they have been known to point their client in the direction of someone who can.

4. Key words and phrases to describe CHA

Again, key words associated with CHA were very positive

Each leaseholder was asked to think of some key words or phrases to describe the Association and encouragingly, all were extremely positive. The *friendly, caring* and *helpful* nature of CHA were all commented on as was their *imaginative, innovative* and *forward thinking* approach to problem solving.

CHA and their ability to work in *partnership* with their clients was also highlighted. In that sense CHA are seen as *communicative* and *cooperative*. Staying on the theme of working in partnership, CHA were thought of as an *understanding* organisation in terms of relating to the needs of their clients. This understanding has shown a *willingness* to help, a *flexible* approach and an *accommodating* nature.

Other adjectives used to describe CHA were *professional, prompt, responsive* and *informative*.

5. Consultation

All leaseholders felt involved in the decision-making process

All of the leaseholders contacted felt that CHA does enough to consult leaseholders, keeping them informed and maintaining open lines of communication. This, they feel, is best practice in terms of consulting with leaseholders. By dealing with issues quickly, keeping people informed of changes, giving leaseholders the opportunity to attend meetings and maintaining those all important open lines of communication, CHA are more likely to have a satisfied leaseholder client base.

All leaseholders felt involved in the CHA decision making process although some have a far greater involvement than others. However, the most important factor is that if it is relevant, the leaseholders felt that they would be consulted by CHA.