



Customer Voice report

December 2024

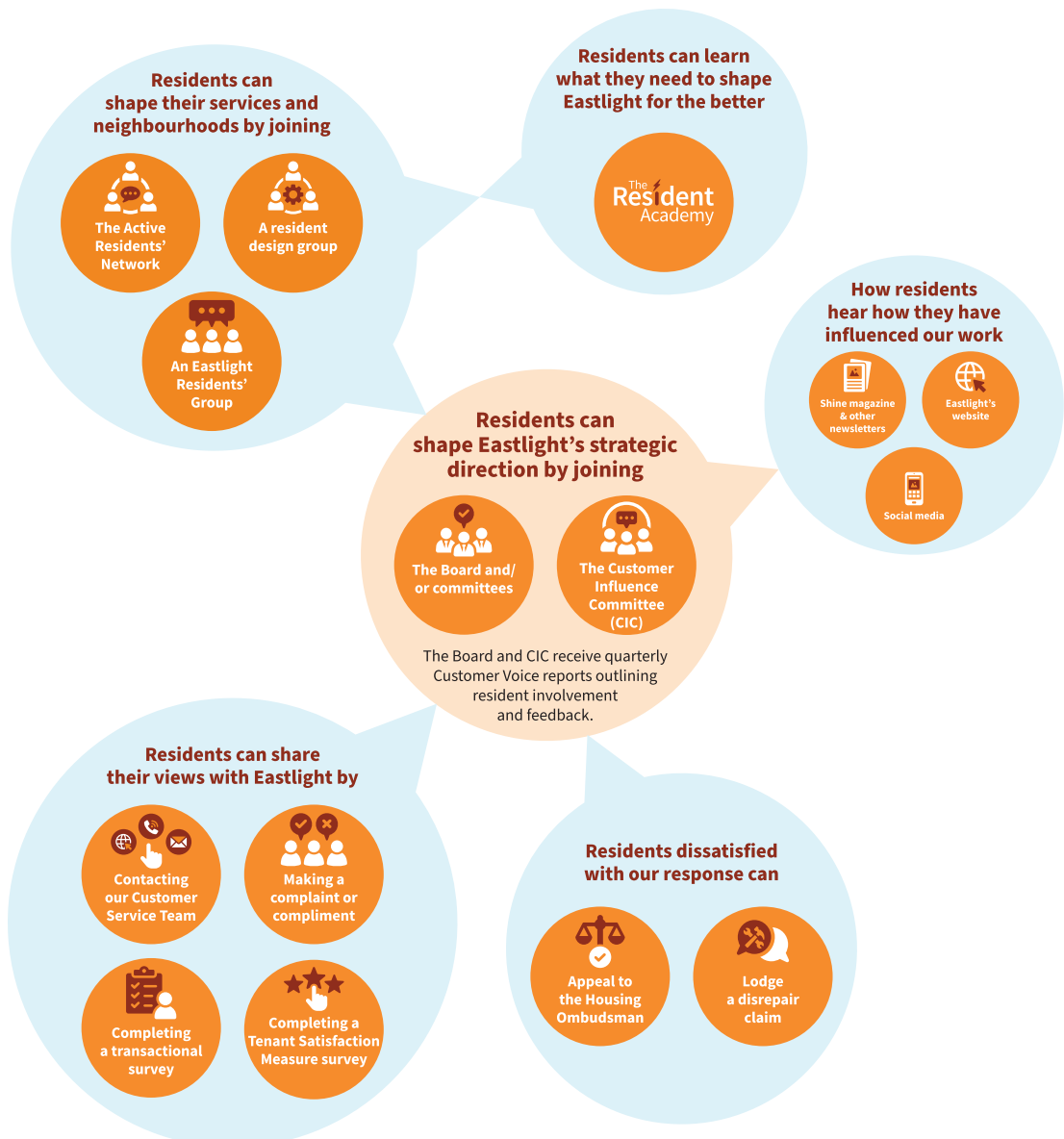
Introducing the Customer Voice report

Thank you for reading Eastlight’s first public Customer Voice report.

There are a range of ways that Eastlight residents can share feedback and influence the services and experiences they have with us, and these are highlighted on this page.

This report brings together that feedback, from the complaints residents make about their services to the activities they take part in to shape Eastlight for the better. It also sets out the steps we are taking to build on the positives and address the issues highlighted.

If you have any thoughts on this report and the content within it, then please let us know – our contact details are all on the back page.



Tenant Satisfaction Measures

Tenant Satisfaction measures track how residents feel about the homes and services we provide.

Every month, residents are surveyed by phone and email by an organisation called TLF Research.

You know better than anyone what you need to be safe and happy in your home, and these surveys are one opportunity to tell us whether we are meeting your expectations.

We use your feedback to identify where we need to make improvements and introduce them.

Satisfaction of tenants living in rented homes	Oct 2023 – Sept 2024	July 2024 – Sept 2024*	Sector median
Overall service	70%	73%	69.4%
Repairs reported in the last 12 months	73.1%	80.7%	70.4%
Time taken to complete repairs in last 12 months	68.4%	73.6%	66.4%
Home is well maintained	73.0%	76.7%	69.4%
Home is safe	79.7%	81.3%	76.1%
Listens to tenants' views and acts upon them	62.3%	64.0%	58.9%
Being kept informed	69.1%	73.3%	69.5%
Being treated fairly and with respect	76.1%	78.0%	76.3%
Approach to complaints in last 12 months	33.4%	34.9%	33.8%
Communal areas	57.7%	57.1%	65.5%
Positive contribution to the neighbourhood	58.8%	62.9%	62.5%
Approach to anti-social behaviour	57.4%	58.7%	57.0%

*(263 responses)

Overall satisfaction (73.4%) between July and September 2024 was higher than in previous quarters resulting in a slight increase in our score for the 12 months to the end of September (70.0%).

Our survey reveals that most residents are happy with the services we provide. They like our customer service, communication and the repairs service.

However, residents are dissatisfied when they experience lengthy waits to complete repairs and ineffective communication. Unsurprisingly, the shorter the wait for a repair, the better. How we handle antisocial behaviour (ASB) and health and safety concerns, including around damp and mould, also drive dissatisfaction.

The data indicates that when we receive straightforward requests, we tend to get them right. However, when issues become more complicated, for example a repair requiring co-ordination between several teams, then the standard of service slips.

There appears to be a strong correlation between overall resident satisfaction and a belief that Eastlight listens to residents' views. Residents say they are not listened to because of a lack of response or action, long waiting times, poor communication and misinformation, and concerns over safety and living conditions not being prioritised.

Between July and September, we experienced significant increases with satisfaction that Eastlight make a positive contribution to the neighbourhood (up 13% points), being kept informed (8%), and approach to complaints (7%). This returns satisfaction with these questions to more typical levels for Eastlight, following significant issues with the grounds maintenance contract earlier in the summer.

Comparing our results with other housing associations indicate that residents do not believe we do enough in their neighbourhoods, with relatively low scores on questions around questions on communal area maintenance and anti-social behaviour.



Customer Journey Surveys

In summer 2024, we introduced Customer Journey Surveys.

After residents receive a service from us, they may receive an email or a phone call, where we ask a few questions.

These surveys replaced the text messages residents used to receive after receiving a service.

Surveys have started on our lettings, anti-social behaviour, and complaints services and the first results are below. Our repairs survey starts in October and the results will be shared in the next report.

Customer journey surveys – mean score out of 10	July 24	Aug 24	Sept 24	July – Sept 24	No. of responses
Anti-Social Behaviour case handling	N/A	3.0	2.0	2.5	4
Anti-Social Behaviour case outcome	N/A	1.7	2.0	1.8	5
Complaint handling	5.9	6.0	5.1	5.8	49
Complaint outcome	5.5	5.4	4.9	5.3	46
Lettings service	N/A	8.2	9.0	8.2	49
Condition of new home (lettings)	N/A	8.3	5.7	8.1	50

What do these results tell us?

Responses to the lettings survey scored an average of 8.2 out of 10 for the lettings service and 8.1 for the condition of the home. Lettings sets an important precedent for our relationship with new tenants and therefore the high levels of satisfaction are encouraging.

Residents talked positively about the helpfulness of staff, good communication and ease of process. Less positive were problems with rent calculations, issues getting fully resolved and a lack of choice, although these were few in number.

Response rates to the Anti-Social Behaviour survey have been low, although this is typical for such surveys. 60% of respondents said they felt their case was still unresolved. While accepting that we had few responses and anti-social behaviour is a service that carries low levels of customer satisfaction, we recognise this is an area where we must seek to improve residents' experiences.

Our Customer Journey Survey of the complaints service had 49 responses. There were many positive comments made about members of the Customer Experience Team. However, residents raised that improvements were required around listening, communication, response times and outstanding repairs (likely relating more to the original issue than our handling of the complaint itself).



Online Sentiment

Online Customer Sentiment	Q1 2024/25	Q2 2024/25	Year to date
Post (Facebook and LinkedIn)	95	99	194
Reach (Facebook and LinkedIn)	151,627	141,062	292,689
Interactions (Facebook and LinkedIn)	4,367	3,988	8,355
Proportion of Facebook comments that were positive/neutral*	29% (583)	34% (409)	31% (992)
Proportion of LinkedIn comments that were positive/neutral*	80% (108)	83% (69)	81% (177)
Google reviews that were positive/neutral*	27% (11)	17% (6)	24% (17)
Google review scores	5* 18% 4* 9% 3* 0% 2* 9% 1* 64%	5* 0% 4* 17% 3* 0% 2* 0% 1* 83%	5* 12% 4* 12% 3* 0% 2* 6% 1* 71%
Press stories published/broadcast	20 proactive 1 reactive	17 proactive 4 reactive	37 proactive 5 reactive
Proportion of press stories positive/neutral	95%	86%	90%
Proportion of comments on press stories that were positive/neutral*	50% (8)	0% (3)	36% (11)
Proportion of comments on all media that were positive/neutral*	37% (710)	41% (487)	38% (1,197)

*(total number of comments)

The main social media channels that Eastlight is active on are Facebook and LinkedIn. The vast majority of engagement from residents comes via Facebook.

Across all media between July and September, 41% of 487 comments posted online were positive. Negative comments have been focused on the issues over the summer with our grounds maintenance contractor, outstanding repair issues, poor communication and customers waiting for updates from us.

Complaints



Between July and September 2024 we dealt with 150 stage one complaints. This is significantly lower than during the same period in 2023. This has been achieved by empowering our Customer Services Team to tackle dissatisfaction before it becomes a complaint. This has helped Eastlight’s Customer Experience Team, which aims to resolve complaints, to achieve the Housing Ombudsman Service’s complaint handling targets in nearly all cases for the last six months.

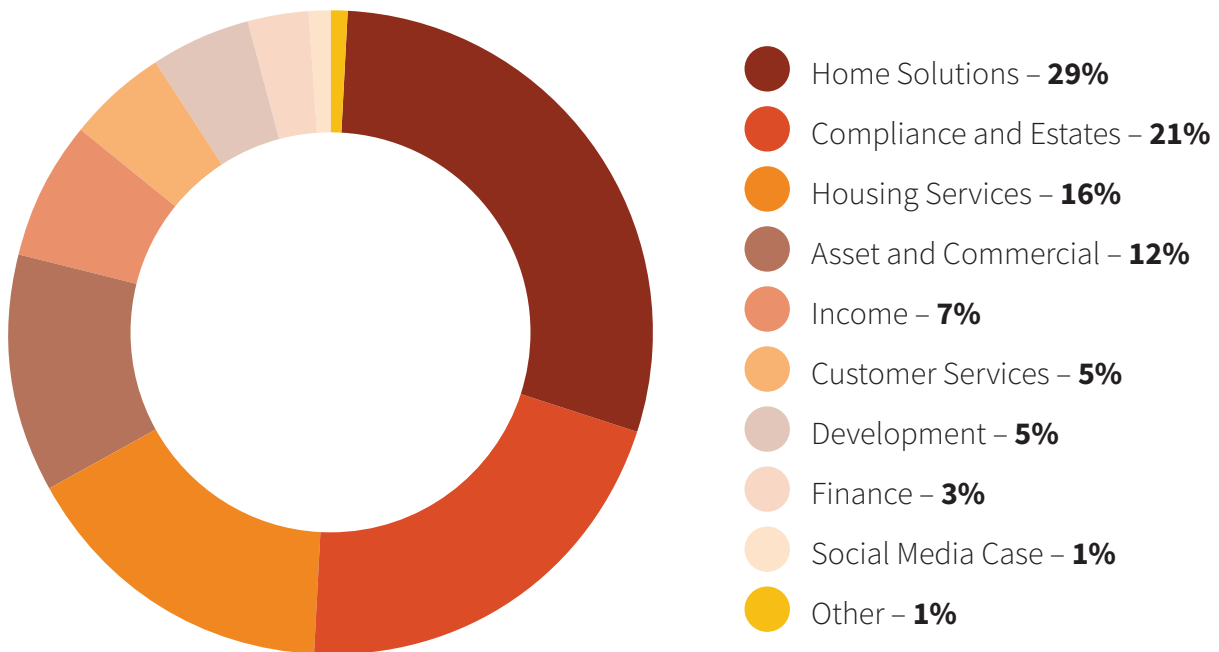
Around 45% of complaints relate to repairs, one third of which are attributed to contractor failure. This is a reflection of the fact that residents encounter our Repairs teams and contractors more than other services, as we complete around 30,000 repairs a year. However, a greater number of complaints are received about contractors than we would expect, based on the proportion of repairs we contract out.

Aside from repairs, poor communication is the most common root cause of upheld complaints. 59% of lessons learned from complaints relate to improving communication, 28% to updates required to process/procedure and 14% to staff training.

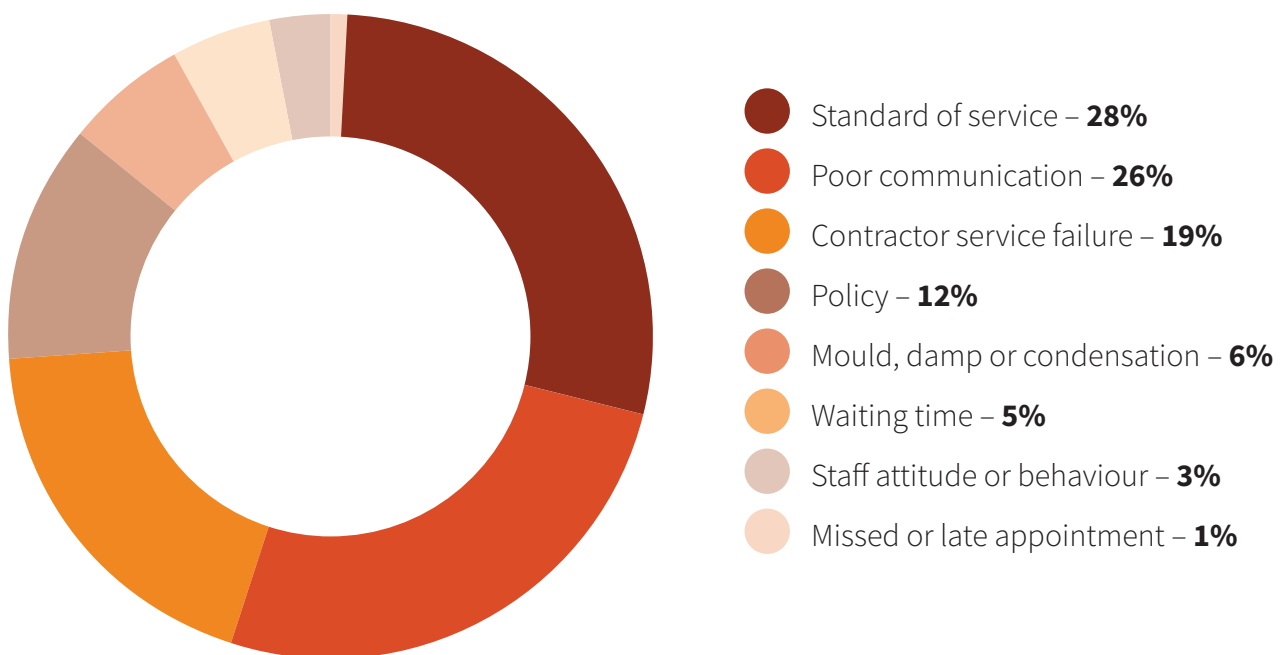
More information is on the tables on these pages.

Complaints performance	July 24	Aug 24	Sept 24	Quarter 2
Stage one complaints	51	52	47	150
Stage one complaints responded to in 10 days	78%	52%	83%	71%
Stage one complaints responded to within HOS timeframes (target= 100%)	98%	100%	100%	99%
Stage two complaints	8	6	2	16
Stage two complaints responded to in 20 days	63%	50%	100%	63%
Stage two complaints responded to within HOS timeframes (target= 100%)	88%	83%	100%	88%
Proportion of complaints escalated to stage 2	9%	5%	12%	9%

Quarter 2 2024/25 – Stage one complaints by service area



Quarter 2 2024/25 – Stage one complaints by root cause





What we've learnt and we're doing about it

Whilst feedback is received through several different channels, the themes from each are similar. Feeling heard has the greatest impact on overall satisfaction. To improve the experience residents have with our services, we need to provide excellent repairs and maintenance, deal with issues such as damp and mould and antisocial behaviour and communicate more effectively.

Below are some of the ways we are trying to improve in these areas.



In September we launched the 'Think Customer' campaign, which promoted five crucial questions every team member should ask themselves during their workday. Through regular communication, and leaders within the organisation holding their team members to account, the campaign aims to foster an improved culture around communication with residents.

Residents should soon experience better communication, supported by improved team-working within Eastlight, and this should result in a reduction in complaints.



Waits for repairs

Our Repairs service are working to reduce the number of outstanding repairs (which we know has a direct impact on overall satisfaction) and keep residents better informed.

Action already taken includes creating a dedicated resource to tackle longer-term repairs, shifting to a patch-based approach so trades can develop more local knowledge and reduce journey times, and instructing contractors to manage empty home repairs to free up in-house trades.

We have also undertaken a health check of our repairs scheduling tool, which has recommended several improvements to make us more efficient. The Board is receiving fortnightly updates on our progress.

We've launched a new campaign to help Eastlight staff

THINK
CUSTOMER



Anti-Social Behaviour response

We are introducing a standard approach/template to the management of the most common types of Anti-Social Behaviour, such as noise complaints. This will help residents receive a consistent service and communication.

We have also recruited new Intervention and Enforcement Co-ordinators so that residents have a dedicated contact wherever they live.



Responding to your complaints

There have been significant improvements in the timeliness of complaint responses, and we've seen a reduction of around one third of new complaints being raised. Our complaints Customer Journey Surveys will identify where specific improvements can be made to our complaints handling, and this will result in better overall customer satisfaction and fewer complaints requiring escalation.



Grounds maintenance

We have seen significant improvements to our grounds maintenance service since the appointment of a new contractor.

We have almost caught up with the backlog of work that built up due to the underperformance of our previous contractor, and programmed activity is now returning to the usual schedule. In addition, we are using customer feedback to help shape our communal area maintenance programme and are ensuring greater visibility of our teams on estates.

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Our Repairs teams now provide local services by working on patches called

Cherry, Willow, Birch and Hazel

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