



Abri

Creating communities,
empowering lives

Quarterly customer service performance report

July 2020 - September 2020

Riveting title, hey?! But don't go anywhere, this report contains valuable information on how we're doing as a housing provider, why we're so committed to making you, our customer happy, and why we do more than just accept a set of satisfaction results.

Getting to know you

We have a big ambition to become a top ten provider of customer service in the UK, but we can't do that if our customers aren't happy. So how do we know how our 80,000 customers feel about our homes and the services we provide?

We collect information via customer surveys which gives us a good indication to how satisfied our customers are. The results tell us where we're doing well and where we might have some work to do – and it's this evidence which inspires us to continually improve the customer journey for Abri customers.

We don't just look at numbers

We recently formed the Customer Service and Performance Committee (CS&PC), which is made up of members from our Executive Board and Group Combined Board (GCB) and which exists to look further into customer satisfaction through deeper analysis, discussion and debate and to approve and commission new projects and initiatives that will benefit our customers and our communities.

During the first CS&PC meeting which took place in October, the committee discussed several headlines from the latest customer survey and took a deeper look at how to build on the positives, improve the negatives and what lessons could be learnt.

- Tenant satisfaction improvement from 6.1% from August to September.
- Analysis of our 'net promoter score' (would you recommend Abri to friends and family) increase of +5 to +40 between August and September
- The decline in satisfaction for owners and leaseholders and what we can do about it
- Customers told us we could improve repairs, ASB response and communication
- COVID-19 repairs backlog has reduced by 88% since the switch on of the service post lockdown.

And we don't just talk the talk...

At the end of the first meeting held in October, aside from discussing the above, the following actions had also been agreed:

- Approved a new Abri complaints policy (in line with the new Ombudsman Code)
- Commissioned learning from the Live West stock transfer (to be considered at the next meeting)
- Commissioned a more granular analysis of customer satisfaction by operating area; linking this with Community Investments Plan activity
- Commissioned a 'teach-in' for Committee members on how jobs are prioritised and the scheduling process (noting that our efficiency – job completed per month - has increased substantially post lockdown)
- To consider how best to boost transparency of performance reporting to our customers.

So, back to those numbers - what do the latest results show?

Net Promoter Score (would you recommend Abri to friends and family) **+35.**

80.5% Customer satisfaction with overall service (rented). OUR TARGET: 84%

Average time taken to complete a standard repair **20.1 days.**

90.28% of calls answered by the Abri Service Centre. OUR TARGET: 90%

94% Quality of Abri Service Centre. OUR TARGET: 85%

80.95% Customer satisfaction with the handling of complaints. OUR TARGET: 88%

How many complaints we resolve at Stage 1 (number and percentage) **441 / 97%.** OUR TARGET: 97%

The average time to re-let an empty property **51.9 days.** OUR TARGET 36.5 DAYS significantly impacted by COVID-19

Rent arrears as a percentage of rent charged **1.85%.** OUR TARGET 5.5%

Our Customer Charter sets out the promises and services standards we have made. It explains how we listen to our customers, valuing all feedback and use it to deliver exceptional customer service.

Abri will regularly provide information on how we are performing against the Charter, you can find our promises here: www.abri.co.uk/documents/78/Customer_Charter.pdf

It's important that you, our customers can see how we're performing, we're always open to comment and better still, we invite you to help us improve the customer experience via our Customer Engagement Panel who work with customers to seek advice and feedback on services, and processes. Who else is better placed to know what customers need and want? Find out more here www.abri.co.uk/services/customer-involvement

Keeping our customers happy is what makes us tick, we will continually strive to provide high quality services, housing and communities where people thrive.