

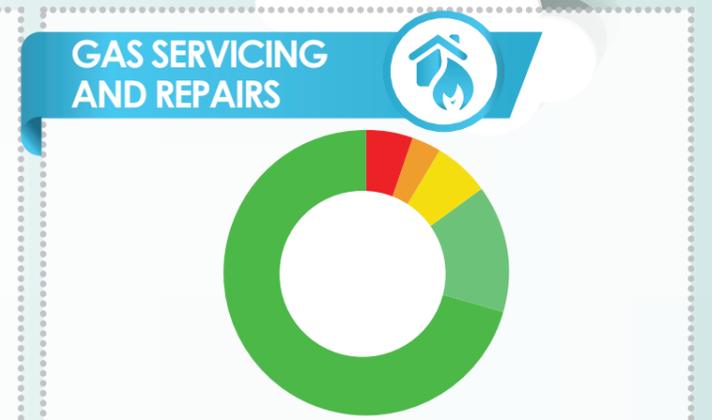
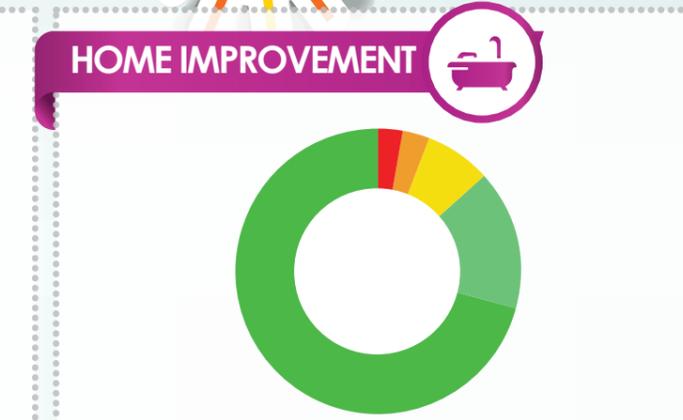
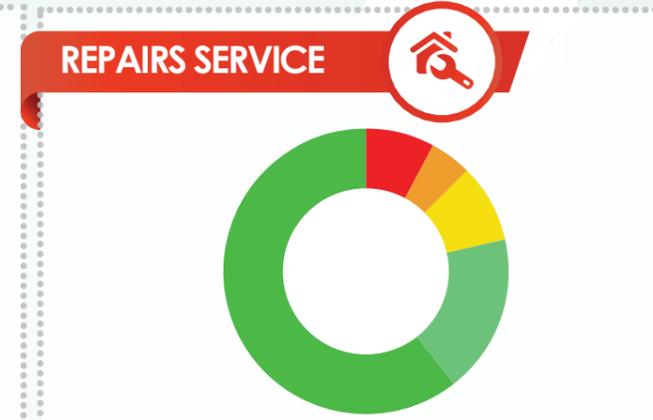
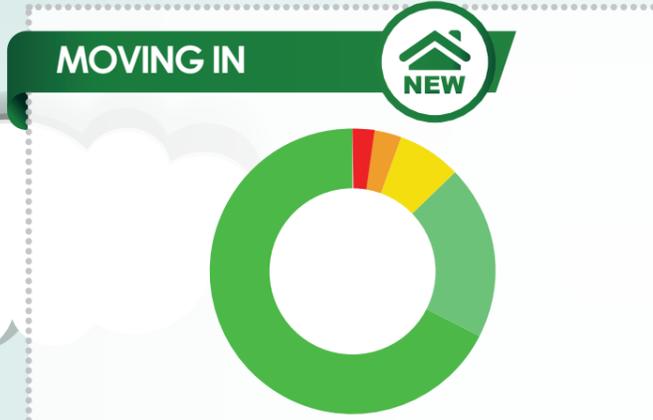
Tell us how it really is.

June 2016

What the colours mean



Based on the last 12 months
How easy is it to get things done?



Based on the last 12 months
Recommending us to a friend

95% of customers would recommend us for the way we helped them move into one of our homes
↑ up from **93%** last year

85% of customers would recommend us for how we dealt with their repair
↑ up from **74%** last year

94% of customers would recommend us for how we improved their home
↑ up from **86%** last year

88% of customers would recommend us for how we handle their gas servicing and maintenance
↑ up from **73%** last year

Complaints for the year.

97%
The last three months

89%
The last three months

96%
The last three months

90%
The last three months



91% the last three months
4.4 the last three months

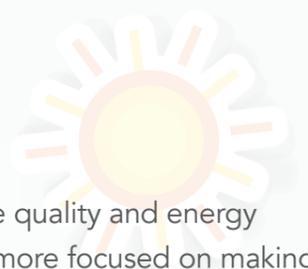
90% the last three months

75% the last three months

4 the last three months

Every three months we take a closer look at customers' feedback to see what the trends are and how we can improve.

Here's what we're now focusing on fixing.



What's the issue?

Customers told us we need to make it easier to contact us when it's convenient for them and resolve their enquiries first time.

Aim: For customers to tell us they find our services easier to use and more customer enquiries are resolved first time.

What are we doing?

- In April and May we tested extended opening hours in our customer service centre until 8pm every evening and opening at weekends. We're reviewing what we've learned from this test and we'll be sharing the results with customers very soon.
- We know there's an appetite from customers to do more for themselves around the home, we've invested in training for customer service colleagues to develop their ability to coach customers to support this. We're also developing our online services for customers further over the coming months.
- Positively, we're now resolving even more enquiries the first time we're contacted and customers have told us they're finding our services easier to use, improving our score by 7% compared to this time last year.

What's the issue?

Customers told us they'd like to be kept better informed about when we're attending their homes, particularly for repairs.

Aim: To see a reduction in this negative feedback.

What are we doing?

- We've introduced a text service to let customers know about their appointments for repairs and send reminders the day before.
- On the few occasions when customers aren't at home for appointments, we've changed our 'calling cards' by giving customers direct telephone numbers for our repairs team to make it really easy to make a new appointment with us.
- We know communication works both ways, so to make it easier for us to contact customers, we've introduced 'getting to know you' cards, so we're making sure we've got up-to-date contact information for all our customers.

What was the issue?

Customers told us we need to focus on providing a great quality home.

Aim: For customers to tell us they rate the quality of their home.

How have we been improving?

- We're investing in our homes by carrying out more proactive repair work and our repairs team leaders are investigating all repairs that fail within three months to fully understand the issue and reduce delays and repeat repairs visits for customers.
- For all new customers moving in we're fitting showers in every home and to further support our work around damp and condensation, we're also fitting extractor fans in all kitchens and bathrooms and trickle vents in windows.

What's the issue?

Our value for money score has been fluctuating and comments from customers tell us that having a home that's affordable to live in and run is really important to them.

Aim: For customers to tell us their homes are affordable to live in and run and that our homes and services are good value for money.

What are we doing?

- We've reduced our rents this year to help customers afford to live in their home now and in the future.
- We're coaching customers to plan ahead by keeping their accounts a month in credit when they join us and we're offering money advice to all our customers. We're also contacting customers whose income is likely to be affected by the Benefit Cap to help them prepare for the future.
- We're investing in more work around improving the thermal efficiency of our homes to make them more affordable to run and we're providing a wider range of energy advice to all our customers.

- To support our long term plans to improve the quality and energy efficiency of our homes, we've become even more focused on making our homes affordable to live in and run. Our investment team are targeting homes with lower energy ratings to improve their energy performance. This commitment has been reinforced with a further £1.8m being made available this year which will enable us to deliver 660 additional heating and hot water systems. In addition to this we're spending £290,000 on improving external wall, loft and cavity insulation to over 300 homes this year and we've secured further funding for another 651 homes to have cavity wall insulation.
- We're reviewing our home standard and to support this, we've introduced a new feedback measure so that we can make our offer flexible to each customers' needs. In the last three months, 97% of new customers told us they were happy with the quality of their home on moving in.

Here's an update from last time:



What was the issue?



On track

Customers told us that when they're unhappy or raise an issue with us we need to take ownership of the problem and find solutions quickly.

Aim: To see issues resolved faster for customers.

How have we been improving?

- We introduced a small team of three colleagues whose sole focus is resolving issues faster for customers.
- We're really pleased to say that in their first six months we've halved the time it takes to resolve issues for customers and our teams have been proactively contacting customers to reduce delays and take action quickly to resolve things.
- We're focussing on ensuring we're listening more to our customers and closing the loop when they're unhappy by investigating the root cause of our complaints and working hard to sort these out better.

You can have your say on how we're doing and influence services by emailing us at feedback@bromford.co.uk or just heading over to www.bromford.co.uk/feedback-and-performance/