

Voice of the customer report

January to March
2025



Bromford.

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Four points of focus

Our customer engagement plan, co-created with customers, uses four points of focus to ensure our engagement opportunities are flexible and varied for customers.

Feedback we collect across all engagement touch points are combined to create a single view to ensure the voice of the customer is loud and at the front of our strategic and operational priorities and our improvement plans.



My home

You and yours

Where the relationship with your neighbourhood coach supports you and your household to thrive.



My place

Local

Where you are part of your community, which makes a better place and helps everyone thrive.



My society

Future

Where you contribute to the local, regional and national conversation of housing.



My Bromford

Hold us to account

Where you monitor our performance and scrutinise our services and influence the improvement to services.

Between January to March 2025



My home

10,838
annual conversations
held

7932
Tenancy Satisfaction
Measure (TSM)
responses collected
and analysed

899
incoming customer
complaints analysed



My place

2 local sessions
on high rise
building safety and
local **community**
engagement event
at Priors Park

Third Place team
started in Moreton

2551 transactional
surveys
collected and analysed



My society

In February, customers
Sky Oakes-Nash and
Debra Nott attended
the **Resident**
Engagement
Conference
held by the National
Housing Federation
to talk about Place-
based working



My Bromford

5 Local Influence
Network
meetings held

2 workshops
seeking customer
input and co-creating
solutions

1 Customer and
Community
Influence Network
meeting held

1 Voice of the
Customer
session presented
to leaders

3 Customer
Scrutiny
sessions

1 Home ownership
virtual panel meeting

1 Home ownership
event
(Wolverhampton)

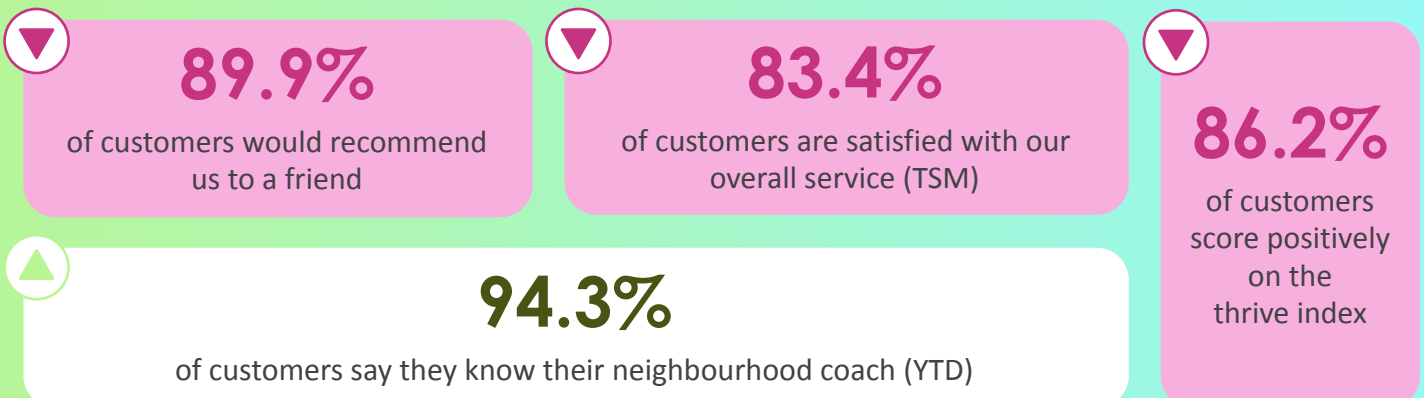


Feedback insight and themes

Customer feedback is essential for improving our services, as it provides direct insight into what is working well and where we need to make changes. By listening to customer experiences, we can identify areas for improvement, enhance service quality, and ensure we meet the needs and expectations of those we serve. Regular feedback helps us to adapt, innovate, and deliver a better experience for everyone.

	Communication	Customer support and assistance	Repairs	Snagging and defects
Positive themes	69.7% reported feeling positive about their lives. Many expressed gratitude for improvements that positively impacted their well-being, highlighting feelings of positivity and contentment.	Customers mentioned the positive behaviour and attitude of our colleagues, with politeness, helpfulness, and friendliness being key words, helping improve customers perception of the services they receive.	Centred around the quality of repairs and communication. Customers praised the quality and efficiency of repairs, with many expressing satisfaction regarding the speed and thoroughness of the service provided.	Homeowners' express satisfaction with their living environment, emphasising a sense of safety and security.
Negative themes	Mainly focused on delays, communication issues, and lack of responsiveness. Top mentioned issue was speed of service with dissatisfaction about not receiving sufficient updates or being inadequately informed.	A lack of responsiveness and collaborative working between teams were mentioned causing further frustration for some customers.	Addressing delays, poor-quality repairs, or incomplete work. Some expressed frustration with the slow repair completion, others mentioned unresolved issues or multiple issue follow-ups.	An area of dissatisfaction for homeowners also some customers requested support when purchasing or managing their homes.

How we're performing



Customer comments

Communication

We had a lady called Sarah who came round and explained everything to us. She came and checked on us every other day.
Fantastic service.

Getting through varies on the time and day, sometimes the advisors do not always have the right information.

Customer support and assistance

Really helpful and polite, they are always helpful on the phone really.

They are not understanding, they do not communicate well. They are not helpful.

Repairs

Bromford have been brilliant this year, I have had a lot of repairs done this year and the service has always been good. It would be good to have the details of the job in the text message, so I know which appointment it is.
The engineer was really nice. The issue was fixed.

I give up with Bromford and the repair service. People don't turn up for repairs. No one listens. This repair was done, I covered the floor tiles with cardboard so the dogs could walk on it but when I took it up the tiles came up with it, it's back to square one now.

Homeowners

10 out of 10 for my NC. Helped me to get attendance allowance after review last year and this has enabled me to get a cleaner and window cleaner and keep the heating on all winter without worrying.

Need supporting more from Bromford. I've been here 22 years and not had much support/contact. I'm near the end of the mortgage with about 3 years left. I'll likely sell the place as I have a partner and will move in with her. It's felt like a financial burden living here paying both rent and a mortgage (interest only repayments for most of the years). One of the bad points about Bromford is the hidden fees so they should be more transparent. The shared ownership scheme was sold to me as affordable, but it hasn't been.

Communication

Positive feedback

Customers talk about:

- our colleagues are helpful and polite and aim to resolve things quickly
- they can talk to us when they need us and we're supportive and understanding



What we're doing to make improvements

- involved customers discussed the use of data segmentation, predictors and personas - highlighting the risk of being labelled but could see the use of such data to support more tailored communication styles and support the design phase of new services
- we've introduced a new service standard on tree works outlining the service customers should expect



Where we need to focus

Customers tell us:

- it can take too long to speak to someone in customer services
- we need to ensure we keep customers informed about what's happening and provide regular updates
- our texts need to be clearer
- our customer portal needs to be easier to use, provide better information and responses
- they sometimes don't know when we're coming to visit them
- we need to get better at communicating about tree work: if a tree can't be dealt with because of work pressures then communicate this so customers know what to expect



How we're involving customers with making improvements

- involved customers attended the Sustainability Taskforce to discuss the online process and form being used to assess applications for EV charger points - some modifications are being implemented to the form following this meeting
- asking customers to help us design and build a new customer portal and App, as it doesn't currently meet customers' expectations - initial survey link shared with involved customers and customers on Bromford Voice



How we're performing



84.3%

of stage 1 complaints responded to in line with complaints handling code timescales



61.1%

of stage 2 complaints responded to in line with complaints handling code timescales



43.6%

TSM satisfaction with complaints handling



89.9%

of customers would recommend their experience with our customer service centre

Customer support and assistance

Where we need to focus



Customers tell us:

- difficulty getting through to the customer services team at varying times of the day
- we can take too long to find answers for our customers, and we keep them waiting which causes frustration

Positive feedback

Customers talk about:

- the support and advice our colleagues and in particular our coaches provide is highly valued
- overall wellbeing improved when their needs are listened to, understood and met



How we're involving customers with making improvements



- customers continue to help us develop service standards (income collection and account management)
- customers are working with us to consider how we make adjustments to a service with the introduction of a new vulnerability policy

What we're doing to make improvements



- during periods of extreme weather, we receive higher volumes of calls - we updated our website and portal to ensure non-emergency repairs are raised here so our customer services team can speak to customers with emergency repairs
- we promote the use of our webchat facility to provide information to customers that relates to non-emergency repairs
- we're reviewing our customer portal and have made incremental improvements enabling customers to view their online payments - we'll be involving our customers in the design of our future offer to ensure it's easy to use and meets their requirements
- we continue to develop our service standards with customers, which are published on our website
- we continue to develop our self help guides for simple repairs, which are the customers responsibility

How we're performing



9%

of chase calls related to repairs and heating



90%

of your telephone calls were answered



89.9%

of customers would recommend their experience with our customer service centre

Repairs

Positive feedback

Customers talk about:

- colleagues going 'above and beyond'
- the politeness of engineers, that they are clean and tidy and deliver good quality repairs



What we're doing to make improvements

- we've launched our end-to-end repairs journey project in collaboration with customers
- we've increased the number of engineers available to complete repairs, focusing on fixing repairs the first time
- we've focused on aged CDM cases which has involved a review of the use of external contractors used to speed up work - we've also identified our major works referral process needs improvement as it is sometimes the cause of delays
- we've created service standards and published them on our website so it's clear what customers can expect from us



Where we need to focus

Customers tell us:

- we need to ensure the quality of repairs is always excellent to alleviate repeat visits
- it can sometimes take too long to get their repairs completed
- we're not always clear what customers can expect from us and customers
- we need to make improvements to the time to diagnose and resolve condensation damp and mould (CDM) - whilst improved, is still an issue for some customers



How we're involving customers with making improvements

- involved customers are monitoring the implementation of the recommendations that came out of the end-to-end repairs journey which includes improving communication at various touch points
- on-going pilot at Priors Park looking at planning as many visits to a single property in a single day to reduce the number of days we ask customers to stay in for us over a year



How we're performing



94.3%

of customers would recommend their recent repairs experience (95.4% in Q3)



72.3%

of repairs were fixed the first time (down 4.7% from 77% in Q3)



7298

Repairs in progress (8164 in Q3)



73.7%

TSM satisfaction with repairs (73.1% in Q3)

Homeowners

Positive feedback



Customers talk about:

- homeowners who prefer independence are generally content with minimal contact, appreciating the ability to manage their own affairs such as repairs and maintenance without frequent intervention

What we're doing to make improvements



- contractor performance is being closely monitored and we'll bring our defects service inhouse if service level agreements are not met
- contract performance will be a factored in to which house builders we work with in the future - when performance is poor, we'll factor this into our selection process
- volume and age of defects are scrutinised monthly by the leadership teams to reduce the number of outstanding issues
- enhancing and promoting the Home Ownership Hub to ensure communication is easily and widely available - www.bromfordhomes.co.uk/home-ownership-hub

Where we need to focus



Customers tell us:

- some customers would like more support when purchasing and managing their homes
- defects can be difficult to get resolved after moving in
- the information we provide needs to be clearer - particularly about our charges and what they're paying for

How we're involving customers with making improvements



- service charge customer scrutiny recommendations drafted: the outcomes will be used to develop future improvement actions
- customers asked to help review Section 20 letters and to comment on the leaseholder section of the website
- customers asked to review the service standards relevant to homeowners at the January virtual panel meeting and on the Hub

How we're performing



67.1%

Low-cost home ownership TSM: Bromford listens to and acts on my views (a reduction of 0.2% from Q3)



69.4%

Low-cost home ownership TSM: overall satisfaction score (70.1% in Q3)



6%

of complaints were from home ownership customers (4.7% in Q3)



76.5%

of customers would recommend their experience of getting defect works completed (77.6% from Q3)

My Place – High Rise Homes

The safety of all our customers is important to us. For those customers living in our high rise customers, we meet with them every quarter with a focus on fire safety.

Customer Engagement is a requirement of the Building Safety Act, and we engage with our customers as described in our Customer Engagement Building Safety Policy. This includes:

- what information will be provided to residents
- what residents will be consulted on
- how residents' views will be sought
- how the effectiveness of the strategy will be measured

Activities undertaken in the last 3 months

North - David Garrick Gardens, Lichfield

- **fire safety communications:** Fire Safety Officer discussed the results of the Fire Service Inspection and reiterated the importance that no personal items should be stored outside flat doorways and that the scheme had received a good score
- **safety improvements:** Various suggestions for further scheme improvements fed back including the potential to slab an area of grass in the communal garden to have a bench and table for customers to enjoy during the warmer weather



South - Berkeley House, Staple Hill, Bristol

- **fire and building safety communications:** On St Patrick's day, a quiz took place at Shrubbery Court to encourage customers to remain well-informed about fire safety, in a fun setting, whilst testing their Irish knowledge
- Door knocking took place to inform customers we must legally check each flat door yearly to ensure that it works properly and to let customers know about the removal of the fire alarm sounder from the entrance hallway of each flat as the current set-up contradicts the 'stay put' fire strategy



Bromford.

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