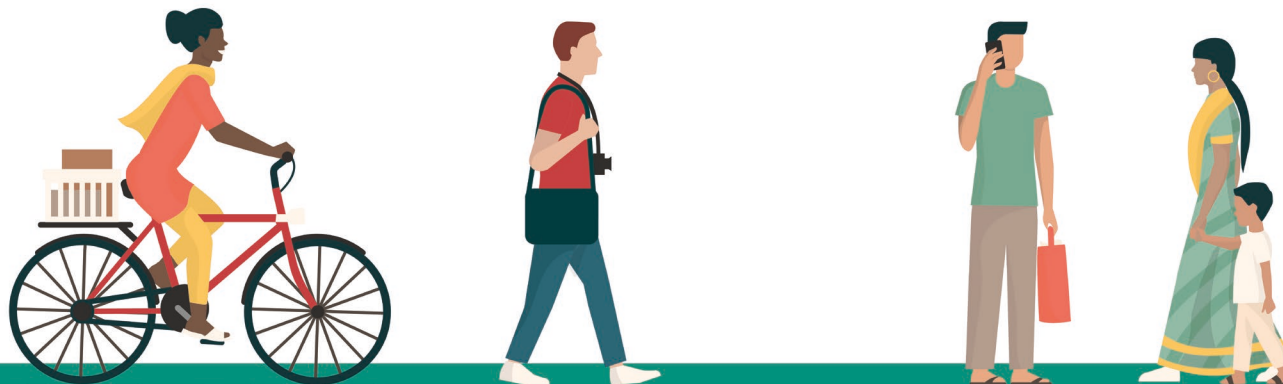


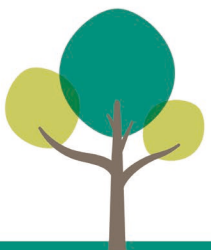
Safer Neighbourhoods and Active Communities Scrutiny Board – 24th November 2022

Nigel Collumbell (Service Manager – Housing Management)
Phillippe Brown (Chair of Tenant & Leaseholder Scrutiny Group)



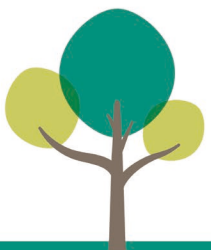
Housing Hub Pilot - Review

- “Housing Hub” is part of the Corporate Contact Centre
- Pilot – set up a new “skill set” to divert customer calls to officers from local housing teams
- Purpose - to address increasing demand post pandemic for access to housing services via the telephone
 - Reduce waiting times
 - Reduce abandonment rates
 - Increase First Contact Resolution



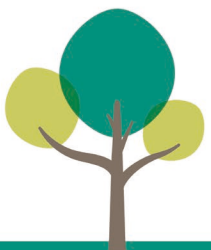
Scope of Tenant & Leaseholder Scrutiny

- The Tenant and Leaseholder Scrutiny Group (TLSG) wanted to test and scrutinise the customer experience of accessing the housing service via the telephone.
- They wanted to ensure the ease of navigation and to get through to the call centre irrespective of disability, language barriers, or accessibility issues.
- They wanted to ensure the service resolved housing queries for tenants in a timely, sensitive and professional manner.



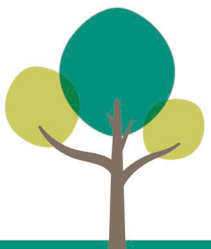
Method

- Mystery Shopping
 - 7 Members of the group made calls
 - Contact made to both advertised numbers (569-6000 / 368-1166)
 - Recorded observations
- Staff Interviews
 - Questionnaire developed by the group
 - Completed with Manager and Supervisor of the Housing Hub
 - Explored measures of success and complaint handling
- Desktop Review
 - Group received a detailed presentation on the service
 - Requested and received key documents / evidence to evaluate the service



Findings

- Having two published numbers is confusing
- Improvements could be made to the telephony IVR menus to help customers better navigate to the correct service
- No measures of successful resolution of calls from the customer perspective
- Some evidence that call waiting times had reduced and first contact resolution had improved but a small sample size that didn't provide overall assurance
- Lack of details on cost of the operating model
- Arrangements in place for translation services not widely known or understood by customers or officers



Recommendations

- One number for all calls to housing services
- Introduce Customer Satisfaction Surveys
- Improvement to the Housing Hub Performance Management Framework with focus on quality of service to customers
- Regular reports on First Contact Resolutions and Customer Satisfaction
- Further review of translation needs and service offer

