

# Activity Report

July – September 2022



**LANGSTANE**

HOUSING ASSOCIATION LTD

YOUR HOME MATTERS

# Consultations & Neighbourhood walkabouts

## Summer Newsletter 2022 insert special

This insert asked customers about how they wish to be communicated with. This was to help us review our Tenant participation and communications strategies. 2,464 customers were issued with the communication, 69% of which were issued via email.

- **4.7%** of customers responded with their opinion.
- We are using the feedback received to review our Tenant Participation Strategy.
- Stage two of the process is ongoing with tenants invited to attend a hybrid meeting at the Aberdeen office to discuss any changes and future evaluation and monitoring of the strategy.

The main theme of this consultation was that although many customers wish to utilise online methods of communication, there is still a demand for paper communications. Our aim is to communicate with customers in a way that they prefer and not adopt a one size fits all approach.

## Annual Report review questionnaire 2022

The review questionnaire was sent to our Reader Panel members from 05 August till 26 August to gain feedback on content design for our Annual Performance Report 2022. Tenant comments and suggestions are then used to design both content and appearance of the report and discussed with those tenants who attend our annual tenant review meeting in August.

- The survey was sent to 154 members of the panel via email and 37 via hard copy.
- 29 responses were received which is a **15.2%** response rate.

## Neighbourhood walkabout – completed & planned

On 26 August 2022 we completed successful walkabouts at both Woodview Court and Redcloak Drive/Crescent, Stonehaven. Overall, seven tenants joined five staff to discuss any ongoing neighbourhood issues.

Prior to this, on the 10 August, the Housing Director and CPO joined Aberdeen City Council staff and tenants on a walkabout in Seaton, Aberdeen. This was successful teamwork and allowed us to gather useful information to help inform our tenants of neighbourhood issues being focused to by the council.

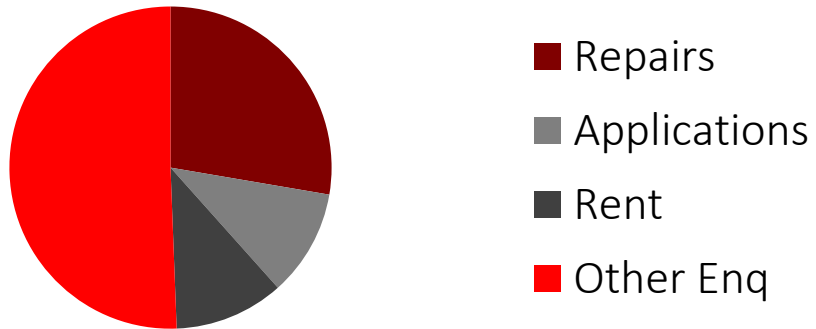
- Our next walkabout will take place at George Street & Charlotte Gardens, Aberdeen with the date to be confirmed.

# Inbound Telephony

During this quarter we have seen a decrease in calls coming into the team but an increase in our abandonment rate, this is reflective of a busy absence period over the summer. Delighted to see the internal call QA pass rate increasing this quarter with August and September seeing 100% of calls passing our minimum standards. Also very pleasing to see the number of 5 star reviews coming in as part of our live call feedback campaign.

▶ A total of 5631 calls came into the Customer Service Team during this period, an average of **90** calls per day. This is down on average 11 calls per day on the previous quarter.

## Queue



▶ We answered 4541 of these calls giving us an abandonment rate of **20%**.

▶ The average wait time for a customer was **3 minutes and 3 seconds** and the average talk time was **3 minutes 36 seconds**.

▶ The Customer Service Manager has reviewed 51 calls taken by the team over this period where **97%** of calls passed our minimum standards.

▶ The Customer Participation Officer has attempted to contact 60 customers who spoke to our team in this quarter. She has managed to speak with 34 of them 29 of them provided a 5 star review with the remaining 5 providing a 4 star review.

# Engagement

## Website

- ▶ Unfortunately, the figures for website visitors is unavailable for this period. We will however have the data for the next period.

## Your Voice Counts

- ▶ **448** members on the Register of Interested Tenants, a decrease of **9** from previous quarter.
- ▶ This represents **19%** of our current tenants.

## Facebook

- ▶ We received **3,024 interactions** on Facebook during this quarter.
- ▶ We received **37 messages** from customers via Facebook.
- ▶ We published **47 posts** with the post who reached the most people being our advert for the Estates Assistant vacancy. Post reached one thousand and sixty people, achieved one hundred and seventy-six post engagements and ten shares.
- ▶ We have **1,875** followers.

## Publications

- ▶ No publications were published during this period.
- ▶ The Winter Newsletter is being planned and written for publication in December.
- ▶ New Financial Newsletter will be published in digital format at the end October after being sent to our Reader Panel for final approval.

# Areas of Focus for Quarter 3:

## Consultations

- ▶ We do not currently have any plans for upcoming consultations.

## Inbound Telephony

- ▶ Reduce our abandonment rate to <10%.
- ▶ Maintain our internal QA pass rate and increase the number of 'green' calls. .
- ▶ Decrease our call waiting time to < 1 minute.
- ▶ Maintain internal service standards ensuing 5 star reviews from tenants as part of our live call feedback campaign.

## Engagement

- ▶ Invite tenants to join us for planting our Jubilee tree in Pennan Way, Ellon in November.
- ▶ Carry out further neighbourhood walkabouts in Aberdeen City after tenant discussion and requests at recent focus groups.
- ▶ Organise tenant focus groups to discuss the Rent Increase for 2023/24. Dates to be arranged for December.
- ▶ Looking at new platform for tenant consultation using the Microsoft 365 platform, therefore saving money on Survey Monkey subscription.
- ▶ Continue to gather 'real time' feedback from our customers on their communications with us.
- ▶ Plan a festive tenant get together to show our appreciation to our regular involved tenant volunteers.
- ▶ CPO attending TPAS Scotland Professionals Conference for training and networking event.