

REVIEW OF CUSTOMER ACCESS

Report of the Director of Housing and Customer Service

1. SUMMARY

This report explains progress on implementation of Derby Homes Customer Services strategy.

2. RECOMMENDATION

For noting and to agree to receive future progress reports.

3. MATTER FOR CONSIDERATION

3.1 Derby Homes Customer Service says that we will:

'provide accessible services that our customers can utilise at a time and in a way that suits them' and that we will 'invest in efficient and effective processes and technology that will enable us to provide excellent customer services.'

3.2 This report updates City Board members on progress made to date.

3.3 Progress in migrating traffic to the website has been much faster than we anticipated in the customer services strategy. The following table shows progress against the main targets in the strategy:

	Initial Strategy Position (%)	Strategy Target April 2012 (%)	Strategy Target April 2015 (%)	Progress at November 2011 (%)
Telephone Contact Enquiry Centre	60	65	60	67.11
Letter	1	1	1	0.34
SMS	0	5	10	0.73
Visits to Offices	35	20	10	7.87
Website Self-Service	1.5	5	13	23.96

3.4 The new Derby Homes website and tenants dashboard have been very successful. We now have 734 tenants signed up to the dashboard which is over 5% of all tenancies. Those tenants are now able to access a range of core services from Derby Homes without having to contact us.

- 3.5 The following table gives a detailed analysis of how tenants are accessing services across the key service channels. Some of these, such as the use of social media are new and developing means of communication which had not been anticipated in the customer services strategy.

	September		October		November	
	In	Out	In	Out	In	Out
Telephone Contact Enquiry Centre	15,411		15,758		14,299	
Letter	75	4,857	116	4,898	73	4,566
SMS	119	6,033	167	8,773	155	8,871
Visits to Offices	3,735		2,533		1,678	
Website – General visits	5,065		5,577		4,574	
Website – My Derby Homes' logins	331		344		389	
Contact Centre visits	127		123		140	
Social Media – Twitter (cumulative quarterly)						110
Social Media – Facebook		20		52		11
Total Number of Contacts	24,863	10,910	24,618	13,723	21,308	13,558

- 3.6 The table shows communications into Derby Homes such as calls to the Enquiry Centre and communications out such as letters and SMS text messages we have sent for the last three months. There are a number of things to point out:

- The number of calls into the Enquiry Centre has grown by around 50% over the last 18 months
- The number of letters we send out remains static and is the next area we intend to tackle as an efficiency saving
- We have sent around 40,000 SMS text messages since June 2011. These are mostly repair appointment notices. This has not yet corresponded with a reduction in letters sent but we will be doing this. The text messages we have sent are an addition to the previous service
- We have achieved a considerable reduction in the footfall at Local Housing Offices during the last three months. This will increase further in January 2012 when other offices reduce their opening hours
- The customer service strategy anticipated that customers would increasingly choose to send texts to Derby Homes. We have not experienced that yet. We do expect this to be a growth area, but not to the extent originally forecast in the strategy
- The use of Social media is an important growth area for private and public sector organisations to communicate with their customers, partners and peers. Derby Homes resident involvement team have been developing the use of Facebook and Twitter to send out information about our services and events.

- 3.7 Measuring 'self service' through the website is difficult. However the measures shown in the table are:

- General visits – these are people logging onto our website excluding employees or external IT professionals. This figure will include a small number of people who are not tenants. We are satisfied this is a measure of general self service as otherwise these people might have telephoned us or called into a local office to request information.
- My Derby Homes Login's – these are people who are registered with the dashboard logging onto their account. This is very clear and specific self service
- Contact Centre visits – these are people logging onto the part of the website where tenants can request service, send us a message or take part in a consultation exercise. Again this is very specific self service.

3.8 We have also recently opened an office presence at the City Council's Albion Street Customer Service Centre. This has proved popular with tenants. We will be exploring the possibility of opening a second booth to cope with increased demand. Discussions with the City Council about Derby Homes' involvement in the planned Customer Service Centre in the Council House are ongoing. It is likely that we will have an even greater presence when that opens as many tenants find it convenient to call in while shopping in the city centre.

Week Comm.	Morning	Afternoon	Total
3/10	38	24	62
10/10	57	27	84
17/10	62	39	101
24/10	61	35	96
31/10	76	45	121
7/11	64	34	98
14/11	78	44	122
21/11	48	35	83

3.9 We will be promoting this new facility in the New Year.

The areas listed below have no implications directly arising from this report:

- Financial and Business Plan
- Personnel
- Equalities Impact Assessment
- Consultation
- Legal and Confidentiality
- Environmental
- Health & Safety
- Risk
- Policy Review

If Board members or others would like to discuss this report ahead of the meeting please contact the author, or Phil Davies, Chief Executive, phil.davies@derbyhomes.org – Phone: 01332 888528
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Supporting Information: Derby Homes Customer Services Strategy