

Activity Report

January – March 2022



LANGSTANE

HOUSING ASSOCIATION LTD

YOUR HOME MATTERS

Consultations

Winter Newsletter Insert

This insert asked customers how we did during COVID, how they felt they would like to be communicated with and what they needed from us in terms of an office presence.

- 2,490 customers were issued with the communication, 68% of which were issued via email.
- **5.2%** of customers responded with their opinion.

Rent Consultation

In January we issued customers with our annual rent consultation, where a variable increase was proposed.

An average response rate of **14.6%** was received.

In response to 45 comments on our Facebook post advising of the rent consultation, a Q&A video was produced to explain a little more context behind the consultation and proposed increases.

This video was viewed 115 times and received 13 likes.

Lettings Initiative Consultation

This consultation was issued to allow for an amendment to our Allocations policy for a 2 bed lettings initiative.

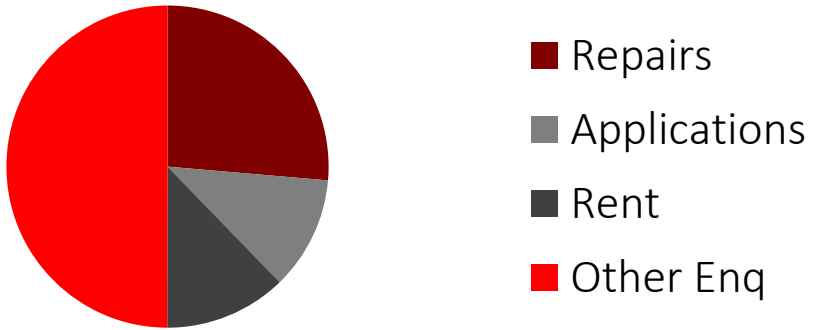
- This survey was sent via email to 437 customers including; members of the Register of Interested Tenants, Reader Panel, Tenant Panel and a random selection of applicants.
- We received a **28.4%** response rate.

Inbound Telephony

A new phone system was implemented on 16th February 2022, unfortunately data before this time is inaccessible. The below data is from 17th February and 31st March.

▶ A total of 2,837 calls came into the Customer Service Team during this period, an average of **92** calls per day.

Queue



▶ We answered 2,435 of these calls giving us an abandonment rate of **15%**.

▶ The average wait time for a customer was **1 minute 29 seconds** and the average talk time was **2 minutes 35 seconds**.

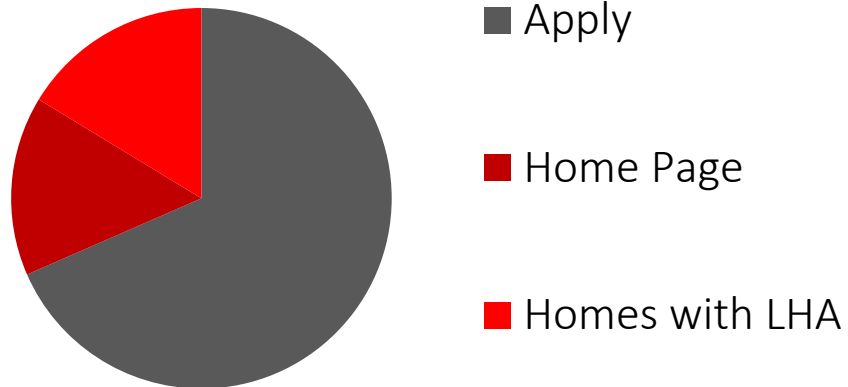
▶ The Customer Service Manager has reviewed 25 calls taken by the team over this period where **88%** of calls passed our minimum standards. Although no major concern noted in performance of the team.

Engagement

Website

- ▶ A total of **9870** visits were made to the website during this period, **94%** were via a mobile or a tablet.

Views



Facebook

- ▶ We received **2925 interactions** on Facebook during this quarter.
- ▶ We received **43 messages** from customers via Facebook.
- ▶ We published **31 posts** with the post who reached the most people being an advert for a 2 bedroom flat in Torry.
- ▶ We have **1700** followers.

Your Voice Counts

- ▶ **467** members on the Register of Interested Tenants, an increase of **35** from previous quarter.
- ▶ This represents **19%** of our current tenants.

Publications

- ▶ No publications were published during this period.
- ▶ The Summer Newsletters is being planned and will be published in July.

Areas of Focus for Quarter 1:

Consultations

- ▶ We will consult with our customers so we can understand their preferred methods and styles of communication which will allow us to form a meaningful communications strategy.

Inbound Telephony

- ▶ Reduce our abandonment rate to <10%.
- ▶ Increase our internal QA pass rate to > 90%.
- ▶ Decrease our call waiting time to < 1 minute.
- ▶ Provide additional training to our new Customer Service Team to give them the confidence to deliver fair customer outcomes.

Engagement

- ▶ Launch our new website.
- ▶ Launch our new Customer Service Team.
- ▶ Enhance the way we post on and use Facebook.
- ▶ Reopen our offices to the public.
- ▶ We will hold and plan new customer events to encourage more customer involvement.
- ▶ Launch alternative means of contacting/communicating with us such as Near Me.
- ▶ Introduce gathering of 'real time' feedback from our customers on their communications with us.
- ▶ Learn from the feedback we are given and improve our services.
- ▶ Introduce different publications on 'hot topics' for our customers.