

# Activity Report

April – June 2022



**LANGSTANE**

HOUSING ASSOCIATION LTD

YOUR HOME MATTERS

# Competitions & Consultations Coming Soon.

## Plant a tree for Jubilee competition

In celebration of the Queen's Platinum Jubilee, we decided to take part in the Queen's Green Canopy Initiative – Plant a tree for the Jubilee. We ran a two-week online competition to mark the event. We asked tenants why a tree should be planted in their neighbourhood.

- Launched 17<sup>th</sup> May on Facebook with reminders issued 23<sup>rd</sup>, 26<sup>th</sup> and 31<sup>st</sup> May. Over this period the four posts reached 2,044 users.
- We received 5 responses which is **0.24%** response rate.
- Winning neighbourhood was Pennan Way, Ellon and was announced on the 5<sup>th</sup> June 2022.
- Planning is now in place for the planting ceremony later in the year. Exact month to be confirmed.

## Planned – Summer Newsletter 2022 insert special

Langstane News summer 2022 is in the final editing stages and will be published and sent to tenants (via post and email) in July. Accompanying the newsletter will be an insert consultation focusing on reviewing our Communications and Tenant Participation Strategies.

- **Closure date for the consultation will 22 August 2022.**
- Further update will be available in the July – September Activity Report.

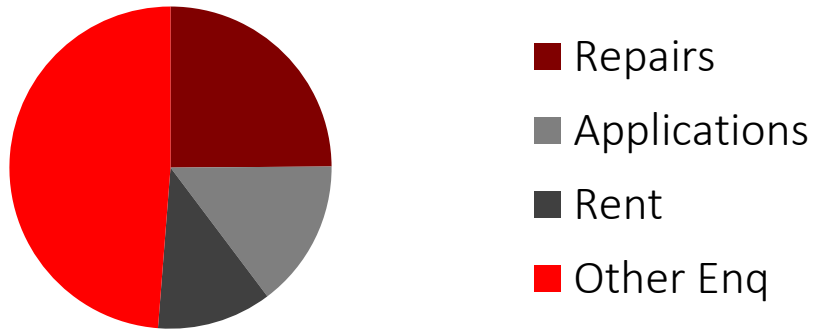
# Inbound Telephony

This data is reflective of the period between 1<sup>st</sup> April and 30<sup>th</sup> June, during this period there were 5 bank holidays which has impacted the average daily call volume.

Although an increase can be seen in the abandonment rate and average wait time, this is reflective of the first full quarter of data as opposed to the 6 weeks reported on in the previous quarter.

▶ A total of 6,083 calls came into the Customer Service Team during this period, an average of **101** calls per day.

## Queue



▶ We answered 4,997 of these calls giving us an abandonment rate of **18%**.

▶ The average wait time for a customer was **2 minutes and 12 seconds** and the average talk time was **2 minutes 47 seconds**.

▶ The Customer Service Manager has reviewed 40 calls taken by the team over this period where **90%** of calls passed our minimum standards. Although no major concern noted in performance of the team.

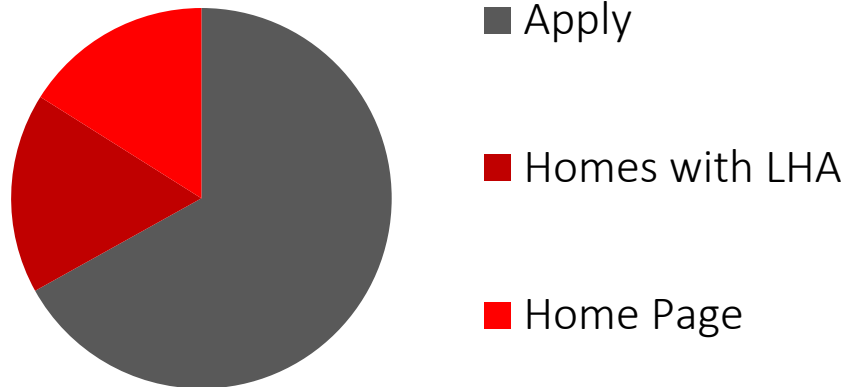
▶ The Customer Participation Officer has attempted to contact 15 customers who spoke to our team in June. She has managed to speak with 12 of them who all gave a 5 star review of the service they received from the Customer Service Team.

# Engagement

## Website

- ▶ A total of **9,049** visits were made to the website during this period, **61.6%** were via a mobile or a tablet.

### Views



## Facebook

- ▶ We received **2,475 interactions** on Facebook during this quarter.
- ▶ We received **49 messages** from customers via Facebook.
- ▶ We published **38 posts** with the post who reached the most people being our invite to attend our open day. Post reached seven thousand people and achieved one thousand post engagements.
- ▶ We have **1,842** followers.

## Your Voice Counts

- ▶ **457** members on the Register of Interested Tenants, a decrease of **10** from previous quarter.
- ▶ This represents **19%** of our current tenants.

## Publications

- ▶ No publications were published during this period.
- ▶ The Summer Newsletter is being finalised for publication in July.

# Areas of Focus for Quarter 2:

## 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 and review our current tenant participation strategy.

## Inbound Telephony

- ▶ Reduce our abandonment rate to <10%.
- ▶ Maintain our internal QA pass rate.
- ▶ 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

- ▶ Continue to enhance the way we post on and use Facebook
- ▶ Carry out a neighbourhood walkabout in Stonehaven after being requested by a tenant.
- ▶ Plan new customer events to encourage more customer involvement.
- ▶ Carry out staff training on Near Me and launch the platform as an alternative means of contacting/communicating us.
- ▶ Continue to gather '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.