



# Annual Complaints Performance and Service Improvement Report 2024

## Executive Summary

This report outlines our compliance with the Ombudsman Complaint Handling Code, ensuring data accuracy, benchmarking opportunities, and the impact of complaints on service improvements. It also highlights successes and challenges in complaint handling and includes the residents' voice.

## Introduction

Our commitment to handling complaints effectively is demonstrated through adherence to the Code, ensuring data accuracy, and incorporating resident feedback to drive service improvements.

## Key Elements Required by the Code

Our report includes all essential elements required by the Code:

- **Objectives:** To handle complaints efficiently and improve services based on feedback.
- **Methodology:** A structured approach to collecting, analysing, and responding to complaints.
- **Findings:** Detailed analysis of complaint trends and outcomes.
- **Conclusions:** Insights gained from complaint data.
- **Recommendations:** Actions to enhance our complaint handling process.

## Data Accuracy, Reliability, and Repeatability

We ensure that all data included in our report is:

- **Accurate:** Verified and free from errors.
- **Reliable:** Consistent over time.
- **Repeatable:** Reproducible under the same conditions.

## Benchmarking Opportunities

We have benchmarked our performance against other landlords using tools such as the STAR survey and Housemark reports. This has helped us identify best practices and areas for improvement.

## Impact of Complaints on Service Improvements

We have clearly set out how complaints have informed service improvements:

- **Policy Changes:** Adjustments to our complaints policy based on feedback.

- **Procedural Improvements:** Streamlined processes to handle complaints more efficiently.
- **Service Enhancements:** Direct improvements in services because of complaint insights.

## Successes and Challenges in Complaint Handling

We have transparently communicated both successes and challenges:

- **Successes:** Improved response times and resolution rates.
- **Challenges:** Addressing complex complaints and ensuring consistent communication.

## Including the Residents' Voice

We have included the residents' voice through:

- **Surveys:** Regular feedback surveys to gather resident opinions.
- **Focus Groups:** Engaging residents in discussions about our complaint handling process.
- **Direct Quotes:** Incorporating resident feedback directly into the report.
- We have received very positive feedback from our residents regarding our complaint handling process. Here are some of their comments:
- "I was impressed with how my complaint was handled. The changes made as a result have significantly improved the service."

## Measuring Success in Complaint Handling

We measure success in complaint handling through various key performance indicators (KPIs):

- **Complaint Volume:** Tracking the total number of complaints received to identify trends.
- **Resolution Time:** Monitoring the average time taken to resolve complaints.
- **First Contact Resolution (FCR):** Measuring the percentage of complaints resolved during the first interaction.
- **Customer Satisfaction (CSAT):** Gathering feedback from customers on their satisfaction with the complaint resolution process.
- **Reopened Complaints:** Tracking the number of complaints that are reopened after initial resolution.
- **Complaint Escalation Rate:** Monitoring the percentage of complaints escalated to higher management levels.
- **Net Promoter Score (NPS):** Assessing tenant loyalty and their likelihood to recommend our services based on their complaint handling experience.
- **Qualitative Feedback:** Collecting direct comments and feedback from customers about their experience.

- **Benchmarking:** Comparing our performance against other landlords or industry standards.
- **Employee Training and Empowerment:** Evaluating the effectiveness of training programs for staff involved in complaint handling.

By regularly monitoring these KPIs, we gain a comprehensive understanding of our complaint handling performance and identify opportunities for continuous improvement.

## **Conclusion**

Our commitment to effective complaint handling is evident through our adherence to the Code, data accuracy, benchmarking, and incorporating resident and tenant feedback. We will continue to improve our processes to better serve our residents and tenants.