

How we're doing

Having the right relationship

December 2016



Customers do more for themselves and each other

Customers rate whether they can turn to their community for help

4.1/5

Based on the last 9 months
down from ∇ 4.2 last time

Number of customer contacts

86,256

Based on the last 3 months
compared to 85,019 last year

We're getting things right first time for customers

Number of complaints

122

Based on the last 3 months
down from ∇ 131 last time

Resolving customers enquires the first time they contact us



Target: 80%

We're reducing the time it takes to resolve complaints

21 days

Based on the last 3 months
down from ∇ 22 last time
Target: 14 days

Percentage of repairs recalled due to poor quality work

1%

128 repairs
Based on the last 3 months
up from \blacktriangle 0.5% last time
138 repairs

The number of customers who contacted us but shouldn't have needed to

3%

of all contacts
Based on the last 3 months
up from \blacktriangle 2.8% last time

Target: 5% of all contacts

We're resolving complaints the first time

100%

Based on the last 3 months
up from \blacktriangle 81% last time

Target: 99%

Customers are taking more control of their lives

Level of arrears

4.18%

Current arrears general needs only
Based on the last 3 months
up from \blacktriangle 4.14% last time

Target: 4.50%

The number of ASB cases reported to us

36

Number of ASB cases opened for the last 3 months
down from ∇ 67 last time

Percentage of customers progressing from supported to independent living or from renting to buying a home

91%

Based on the last 12 months
up from \blacktriangle 88% last year

Target: 80%

* Supported only

Customers feel they have a good relationship with us

Customers say we're bothered about them

89%

Based on the last 9 months
 \blacktriangleright 89% same as last time

Customers say we do what we say we will

90%

Based on the last 9 months
down from ∇ 91% last time

Customers say we treat them as individuals

89%

Based on the last 9 months
down from ∇ 90% last time

Customers would recommend Bromford

Customers would recommend us to a friend

90%

Based on the last 12 months
up from \blacktriangle 89% last time

Target: 85%

which breaks down as

Customers would recommend our colleagues to a friend

89%

Based on the last 12 months
up from \blacktriangle 87% last time

Target: 85%

Customers would recommend our contractors to a friend

93%

Based on the last 12 months
up from \blacktriangle 92% last time

Target: 85%

Customers rate how easy our services are to use

Customers rated us **4.3/5**

Based on the last 12 months
up from \blacktriangle 4.2 last time

Customers rate our homes and services as good value for money?

Customers rated us **4.2/5**

Based on the last 12 months
up from \blacktriangle 4 last time

What the colours mean



- \blacktriangle Improved
- \blacktriangleright Stayed the same
- ∇ Getting worse

How we're doing

December 2016

Having the right home



Customers' homes are safe and warm

Percentage of safe homes



Number of homes where we've had to cap a customer's gas supply to keep their home safe



Customers rate the safety and appearance of their neighbourhood



Percentage of homes with an energy performance rating of D or lower



We match the right home to the right customer

New customers who say their home is right for them



The number of days our homes were empty until a new customer moved in.



Customers say their home is affordable to live in and run



We're moving towards a proactive service

Cost of average repairs per home (£)



Customers are happy with their new home

Percentage of customers who are happy with the quality of their new home



Customers rate their experience of buying or renting a new home



Our homes meet our home standard

Percentage of homes meeting the decent homes standard



Welcome to the latest edition of 'how we're doing' – the place to check out how Bromford has been performing and delivering for customers over the last three months.

We've kept the colours of green, amber or red to indicate where we're meeting or exceeding our aims within 5% of our target or falling below target. The arrows tell you whether we've improved, stayed the same or if we're getting worse compared to last time.

Here's what you need to know:

- Our feedback performance has improved again with 90% of customers recommending us to a friend and customers rating us 4.3 out of 5 for how easy we are to do business with
- In terms of our services, 89% of customers say we're bothered about them, 90% say we do what we say we will and 89% say we treat them as individuals. Analysis from customer feedback suggests our high scores are down to the approach from colleagues who are delivering our services. We're listening to customers more which is enabling us to get things right first time and reducing repeat visits. We're resolving complaints faster and being more proactive in our approach to repairs by getting to issues before they escalate. We're also keeping customers informed with our text messaging service for appointments and calling ahead of appointments.
- We've made changes to our customer services and from December we have now extended our call centre opening hours to include Saturdays. This will enable more of our working customers to contact us out of 'normal' office hours. We're now resolving 84% of enquiries the first time we're contacted which has improved from 83% last time
- In the last three months, 94% of customers told us they were happy with the quality of their home. Customers rated our homes 4.4 out of 5 for how affordable they are to live in and run and 4.4 out of 5 told us they were happy with their experience of buying or renting their home with us. To improve these scores further, we've invested £12.6m this year in our homes with our main focus on providing new heating and hot water systems. These upgrades have helped us improve the energy performance and, in turn, reduce the number of homes with an energy performance certificate (EPC) rating of D or lower to 2.21%
- To support our commitment to delivering great quality homes we'll be investing an additional £16m on improving heating and hot water systems over the next five years which will benefit 1,900 customers. We're also spending more time completing proactive repair work by installing things like showers, extractor fans and vents whilst our homes are empty to help improve the quality of our homes before new customers move in. This is why you'll notice the cost of our average repairs per home increasing again to £430. Customer comments suggest this increased investment has supported our improved value for money score of 4.2 out of 5. In addition to this, and in response to feedback, we're also piloting a decorating service in two areas to help improve the decoration of our homes further
- Customer complaints have fallen from 131 to 122 and the time it takes to resolve complaints has fallen to 21 days. We resolved 100% of first stage complaints successfully without any need for further escalation
- Our score for how customers feel about the safety and appearance of their neighbourhood has remained at 3.9 out of 5 and we have challenged ourselves to understand the reason for this lower score, we reviewed all the comments and in some cases we've provided upgrades to customers' homes and neighbourhoods
- It's great to see outstanding rent arrears continuing to fall and overall we are ahead of target. The slight increase from the last time is due to a rise in former customer arrears – our continued rollout of neighbourhood coaches will help give more time and focus on those customers that are leaving us and over time will help reduce any arrears at the end of the tenancy
- We've seen a slight increase on the number of days our homes are empty before a new customer moves in and overall we are still behind our target. We've carried out a review of our performance in this area and have plans in place to improve on this figure although we realise it may be a gradual process. We've increased the number of engineers working on empty homes, trained up new colleagues in our lettings team, making our processes work more efficiently and we're choosing the quickest route for re-letting these homes.
- It's really pleasing to see the percentage of customers moving from supported to independent living has improved steadily and we remain above our target - helping some of our more vulnerable customers successfully move on to living independently

What the colours mean

- ▲ Improved
- ▶ Stayed the same
- ▼ Getting worse

Target to be set

Meeting target

Within 5% of target

Improvement required

You can have your say on how we're doing and influence services by emailing us at feedback@bromford.co.uk or just head over to www.bromford.co.uk/customer-area/give-us-your-feedback/