

# Progress Housing Group

## Review Group Scrutiny Report Communications

### 1. Background

Previous scrutiny reviews have consistently highlighted issues around communication. TVIS wanted to examine what plans PHG have for improving communication with tenants across the group and established a review group to examine this area.

### 2. What we chose to look at

We reviewed:

- PHGs guiding principles for good communications
- How tenants have been engaged in developing these principles
- How strategies for improving communications will be embedded across the organisation and the timeframe for this
- What measures PHG will use to identify where improvement has been made

Through our previous scrutiny reviews we have seen common themes occur with regard to communications. We looked at how proposed strategies seek to address the following issues:

- How waiting times and avoidable calls can be reduced
- How listening and responding to customers will be improved
- How training for staff on delivering excellent communications will be embedded
- How communication between departments will improve
- How PHG will ensure that timely feedback is given
- How uniformity of response will be achieved
- How social housing stigma will be addressed

### 3. What we reviewed

We conducted the scrutiny by:

- Receiving a briefing from staff in the Customer Experience, Marketing and Communication Teams.
- Reviewing the Customer Access Strategy and Customer Service Style project
- Reviewing the brand guidelines, including tone of voice and accessibility

### 4. What is working well?

The key communication issues we have identified are being addressed by Progress. We support the Customer Access Strategy and the Customer Service Style project and feel that the proposed actions will improve communication with tenants.

Feedback from tenants via a Tenants Talk has informed the Customer Access Strategy and the Customer Service Style project. Further updates have been provided to the Tenants' Forum.

# Progress Housing Group

## Review Group Scrutiny Report Communications

### 5. Our findings and recommendations

We have made a series of recommendations below which focus on improving communication.

Our findings	Our recommendations	TSM
<p>We have consistently found in scrutiny reviews issues with letters that are sent to tenants. We cannot see in the proposed strategies and projects how PHG will ensure that letters are consistent in clarity, format and tone and follow the agreed corporate style.</p>	<p>1. Ensure that action plans detail how the corporate style will be applied to all letters sent out by PHG.</p>	<p>TP01 – Overall satisfaction.  TP07 – Satisfaction that the landlord keeps the tenant informed about things that matter to them.</p>
<p>We can see no reference as to how PHGs communication principles will be adopted by contractors.</p>	<p>2. Consider how contractors will adopt PHGs communication principles.</p>	<p>TP01 – Overall satisfaction.  TP07 - Satisfaction that the landlord keeps the tenant informed about things that matter to them.</p>
<p>We note that there are a number of proposals for online and automated services. Customers need to have confidence that online and automated systems are effective (and as effective as making a phone call).</p>	<p>3. Consider how customer confidence will be built regarding the effectiveness of online and automated systems. You may wish to consider testing new online and automated services with customers before launching to ensure that they work well for customers.</p>	<p>TP01 – Overall satisfaction.  TP07 - Satisfaction that the landlord keeps the tenant informed about things that matter to them.</p>
<p>Some of the actions in the</p>	<p>4. Revisit the Customer</p>	<p>TP01 – Overall</p>

## Progress Housing Group

### Review Group Scrutiny Report Communications

<p>Customer Access Action Plan are unclear. We have detailed our comments on the strategy and provided this to you.</p>	<p>Access Action Plan and refine the actions taking in to account our comments. We would like you to present the revised plan to TVIS.</p>	<p>satisfaction. TP07 - Satisfaction that the landlord keeps the tenant informed about things that matter to them.</p>
<p>The Customer Access Action Plan largely focuses on the contact centre. It is not clear how improving access to services for customers will be applied across all teams.</p>	<p>5. Consider what actions can be taken to improve customer access to services across the group rather than focusing the majority of actions on the contact centre.</p>	<p>TP01 – Overall satisfaction. TP07 - Satisfaction that the landlord keeps the tenant informed about things that matter to them.</p>
<p>Currently there is no action plan for the Customer Service Style Project.</p>	<p>6. Develop an action plan and share with TVIS. Provide regular updates on progress at TVIS meetings.</p>	<p>TP01 – Overall satisfaction. TP07 - Satisfaction that the landlord keeps the tenant informed about things that matter to them.</p>

#### 6. Measuring Impact

We will monitor the following to see if the agreed actions have resulted in service satisfaction improvements:

- Reduction in avoidable calls
- Reduction in complaints and an increase in compliments
- Increase in survey satisfaction with communication

#### 7. Support provided for the Scrutiny Review

The group wishes to express its thanks to all those staff members who have supported and assisted with this scrutiny review.