# 2014 Customer Satisfaction Survey
# For
# South Liverpool Homes



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# September 2014

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**South Liverpool Homes - Customer Satisfaction Survey 2014 - Executive Summary**

This report is compiled based on the 2014 customer satisfaction survey compiled by 'The Leadership Factor' on behalf of South Liverpool Homes.

The survey used HouseMark STAR core question set as the foundation for the questionnaire. The survey also considered a wide range of topics, including the testing of satisfaction with key customer requirements, insight into what resident's rate as important in terms of current services provided, insight into future service provision and resident aspirations.

A total of 745 interviews were completed during the course of the survey. However, this total figure is broken into smaller 'waves' of research, where the questionnaire reflected different issues. The breakdown for respondents was: -

STAR core question set – 544 respondents
Customer Satisfaction Index – 543 (one respondent did not complete the questionnaire fully and was disqualified from the overall calculations) of which respondent numbers 1 to 199 rated importance in five requirements
Importance (additional existing services) – respondents 200 to 401
Issues in the neighbourhood – respondents 401 to 544
Importance (future service provision) – 544 respondents
Resident aspirations – 745 respondents

The specific breakdown in responses was done in consultation with South Liverpool Homes and TLF to avoid the questionnaire length becoming too unwieldy, and the importance was broken up into three chunks of interviewing. Once 199 interviews had been completed the first block of importance questions were replaced with the next, and this repeated again after another 201 interviews. As the database is randomly sampled during interviewing, this should not skew the results in any way. The CSI, STAR and resident aspiration question sets were asked to the whole initial quota group (544) and the resident aspirations were asked to a further 200 respondents.

Customer Satisfaction Index and Net Promoter Score were considered as headline metrics. STAR core question set results (with comparison to 2012): -

| Satisfaction measure | 2012 results | 2014 results | Change: |
|---|---|---|---|
| Overall satisfaction | 89% | 90% | ▲ |
| Repairs and maintenance | 87% | 85% | ▼ |
| Quality of home | 84% | 87% | ▲ |
| Neighbourhood as a place to live | 84% | 88% | ▲ |
| Rent provides value for money | 81% | 87% | ▲ |
| Service charge provides value for money | 78% | 87% | ▲ |
| Estate Services | Not measured | 69% | - |
| Listening to tenants, taking their views into account and acting upon them | 76.5 | 76% | ▼ |

When testing five specific requirements for satisfaction and importance, residents rated being treated fairly as the most important requirement and in addition were most satisfied with this requirement. Residents were least satisfied with safety and security and understanding customer needs.

The customer satisfaction index, compiled from 543 responses was 79.4%. The statistical reliability on the index score has a margin of error +/- 1.7% providing excellent statistical reliability. When benchmarking this against our existing client league table, South Liverpool Homes is placed in the second quartile (see Page 27). The neighbourhood with the highest index is Millcroft with 88.8% and the lowest index is for St Ambrose at 76.8%.

In addition to specific index scores for overall and sub groups, the index score can be used to identify best and worst practices in service. This has been clearly demonstrated in the area of making promises and commitments. There is a clear relationship to low levels of satisfaction and not keeping promises and commitments.

The NPS for South Liverpool Homes overall is 47.2. When benchmarking this against our existing NPS client league table, South Liverpool Homes is placed in the third quartile (see Page 34). The neighbourhood with the highest NPS is Millcroft at 70 and the lowest in St Christopher at 29.8.

Considering additional insight into existing services, residents rate dealing with anti-social behaviour as most important to them with activities for young people as least important.

When considering future service provision and specifically services outside of the current remit of South Liverpool Homes, local shops are rated as the most important service with libraries as the least important. When asked if in the event that such services were to be placed at risk of closure should South Liverpool Homes take over such services to protect, 76.8% of respondents said yes.

When considering future aspirations of South Liverpool residents, 85.6% of resident stated a desire to remain as a tenant of South Liverpool Homes, of which 87.8% stated a desire to remain in their current home. Of respondents who did not wish to remain in their current home, 37.2% wanted to move to a smaller home. Of the 48 respondents who did not see themselves remaining a tenant, the largest group (20 respondents) expected to move into a home they have purchased themselves.

## 1    Introduction – Methodology and sampling

### 1.1    Introduction

This report outlines the results of a customer satisfaction survey carried out for South Liverpool Homes (SLH) by The Leadership Factor.  The main survey interviews took place in July and August 2014 and involved 745 telephone interviews.  Please see Appendix 1 for a copy of the questionnaire used.

### 1.2    Sampling – who was involved in the survey?

The sample of 544 customers provides a very reliable guide since the sample was randomly selected by The Leadership Factor and covers the full range of sub-groups as shown in the remainder of this section:

## Gender
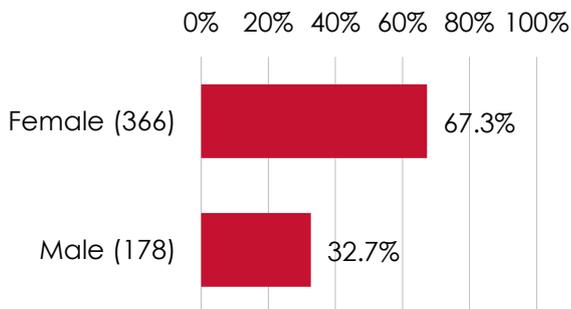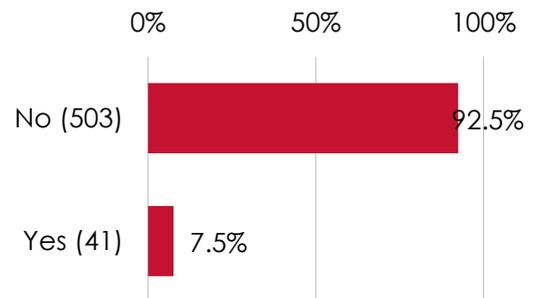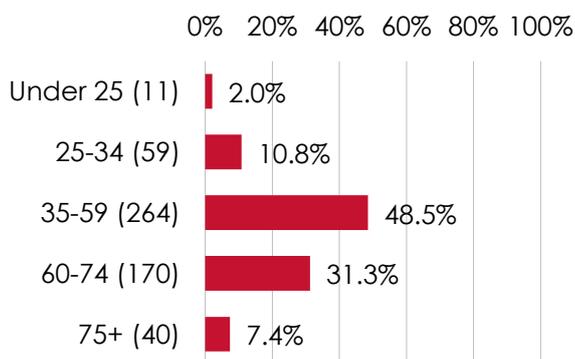
| | |
|---|---|
| Female (366) | 67.3% |
| Male (178) | 32.7% |

## Disability

| | |
|---|---|
| No (503) | 92.5% |
| Yes (41) | 7.5% |

## Age Group

| | |
|---|---|
| Under 25 (11) | 2.0% |
| 25-34 (59) | 10.8% |
| 35-59 (264) | 48.5% |
| 60-74 (170) | 31.3% |
| 75+ (40) | 7.4% |

## Ethnic Group

| | |
|---|---|
| White British (504) | 92.6% |
| BME (25) | 4.6% |
| Prefer Not To Say (15) | 2.8% |
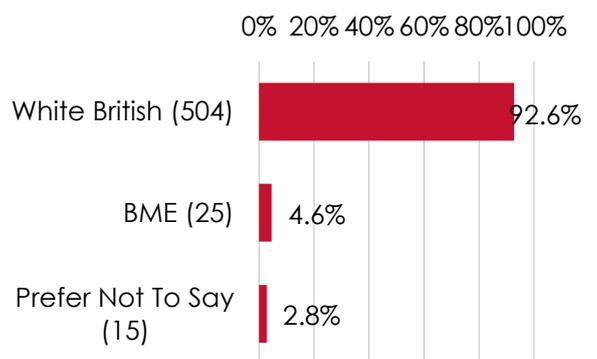
Comparing the sample interviewed to South Liverpool's overall profile, this is largely representative. The breakdown consisting of: Gender - Female: 65%, Male: 35%. Disability - No disability: 91%, Disability: 9%. Ethnic group - White British: 91%, BME: 6%, Prefer not to say: 1% (2% no information). There is a slight deviation when comparing age group; Under 25: 4%, 25-34: 17%, (slightly under represented in the interviewed sample), 35-59: 48%, 60-74: 19%, (slightly over represented) and 75+ 12% (slightly under represented).

Neighbourhood

| Neighbourhood | Number of interviews | Interviewed profile | Database profile |
|---|---|---|---|
| Alderwood | 72 | 13.2% | 13.2% |
| Stocktonwood | 60 | 11.0% | 11.0% |
| Village | 59 | 10.8% | 10.8% |
| St Christopher | 48 | 8.8% | 8.6% |
| The Mains | 46 | 8.5% | 8.4% |
| Boulevard View | 40 | 7.4% | 7.3% |
| St Ambrose | 40 | 7.4% | 7.3% |
| Windfield | 35 | 6.4% | 6.2% |
| Damwood | 29 | 5.3% | 5.3% |
| South Western | 27 | 5.0% | 5.0% |
| School Way | 24 | 4.4% | 4.4% |
| North Western | 14 | 2.6% | 2.5% |
| Church Fields | 13 | 2.4% | 2.4% |
| Millcroft | 10 | 1.8% | 1.8% |
| Under the Bridge | 10 | 1.8% | 1.8% |
| Vineyard | 10 | 1.8% | 1.8% |
| Cobden | 7 | 1.3% | 1.7% |

Again, comparing the sample interviewed to South Liverpool's overall profile, this is very well represented.

## 2　Star Questions

Note - Following the completion of the analysis of data collected, further 'deep dive' analysis has indicated a relationship between satisfaction and financial status (i.e. a clear link between residents in financial arrears and dissatisfaction at overall and individual touch points). This commonality is to be explored further as well as other contacts points with particular reference to repairs and maintenance. This will be reported retrospectively as a supplemental to this report.

### 2.1 How satisfied or dissatisfied are you with the overall quality of your home?
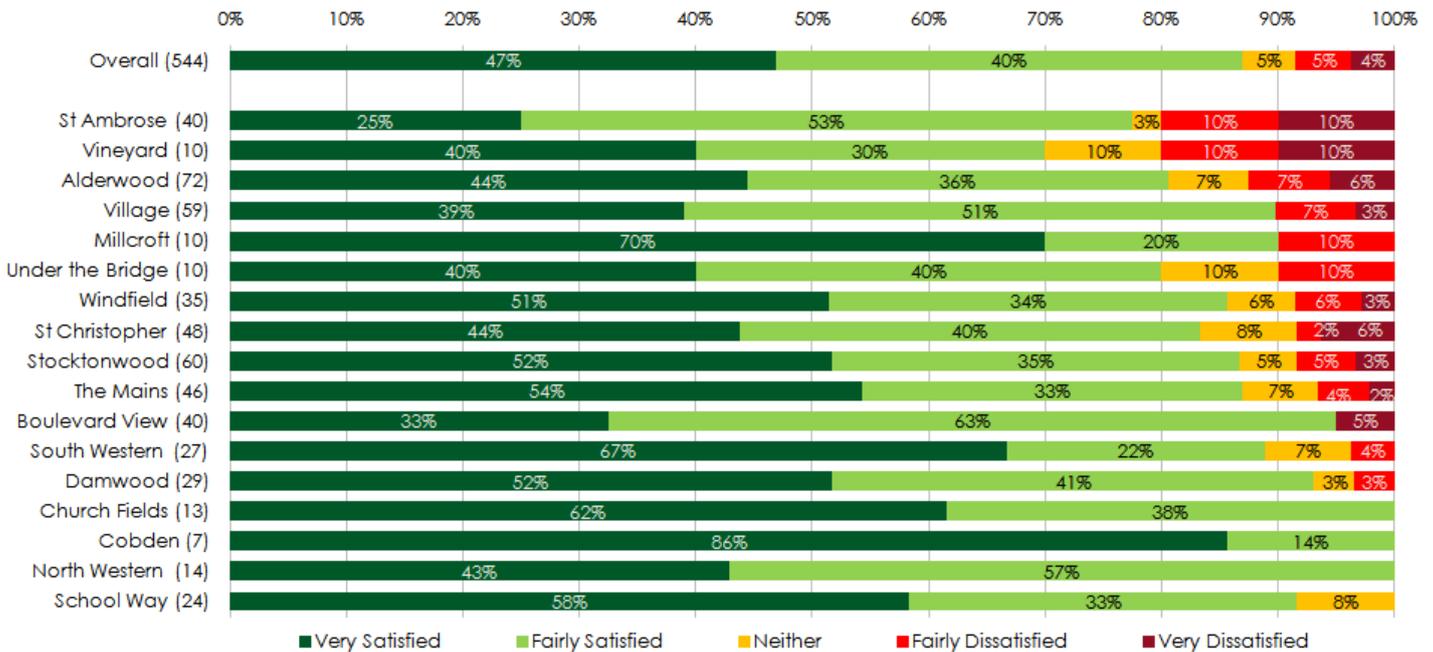


### 2.2 How satisfied or dissatisfied are you with the way South Liverpool Homes deals with repairs and maintenance?

## 2.3 How satisfied or dissatisfied are you with your neighbourhood as a place to live?

| Area | Very Satisfied | Fairly Satisfied | Neither | Fairly Dissatisfied | Very Dissatisfied |
|---|---|---|---|---|---|
| Overall (544) | 56% | 32% | 4% | 3% | 5% |
| Vineyard (10) | 40% | 40% | | | 20% |
| South Western (27) | 44% | 33% | 4% | | 19% |
| Windfield (35) | 43% | 34% | 6% | 14% | 3% |
| Cobden (7) | 71% | 14% | | 14% | |
| North Western (14) | 50% | 36% | | 7% | 7% |
| The Mains (46) | 48% | 39% | 4% | | 9% |
| St Christopher (48) | 56% | 27% | 6% | 4% | 6% |
| Damwood (29) | 59% | 24% | 7% | 3% | 7% |
| Alderwood (72) | 57% | 32% | | 3% 3% | 6% |
| Church Fields (13) | 85% | 8% | | | 8% |
| Boulevard View (40) | 53% | 38% | | 3% 5% | 3% |
| Village (59) | 73% | 22% | | | 5% |
| St Ambrose (40) | 50% | 30% | 18% | | 3% |
| Stocktonwood (60) | 57% | 38% | 3% | 2% | |
| Millcroft (10) | 70% | 30% | | | |
| School Way (24) | 50% | 42% | 8% | | |
| Under the Bridge (10) | 50% | 40% | 10% | | |

Legend: ■ Very Satisfied ■ Fairly Satisfied ■ Neither ■ Fairly Dissatisfied ■ Very Dissatisfied

## 2.4.1 How satisfied or dissatisfied are you that your rent provides value for money?

NB: 35 Scores for N/A removed

| Area | Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied |
|---|---|---|---|---|---|
| Overall (509) | 45% | 42% | 4% | 5% | 4% |
| Under the Bridge (10) | 40% | 30% | 10% | 20% | |
| Boulevard View (38) | 42% | 39% | 3% | 8% | 8% |
| Windfield (32) | 41% | 41% | 6% | 9% | 3% |
| Stocktonwood (51) | 41% | 43% | 4% | 8% | 4% |
| St Christopher (43) | 51% | 37% | 2% | 9% | |
| Alderwood (69) | 52% | 32% | 4% | 7% | 4% |
| South Western (27) | 59% | 30% | | 7% | 4% |
| Village (57) | 32% | 54% | 5% | 4% | 5% |
| School Way (24) | 29% | 58% | 4% | 4% | 4% |
| St Ambrose (37) | 32% | 54% | 5% | 3% | 5% |
| North Western (13) | 62% | 31% | | 8% | |
| The Mains (42) | 40% | 52% | | 2% | 5% |
| Church Fields (13) | 46% | 54% | | | |
| Cobden (7) | 57% | 43% | | | |
| Damwood (27) | 56% | 37% | 7% | | |
| Millcroft (9) | 78% | 22% | | | |
| Vineyard (10) | 60% | 40% | | | |

Legend: ■ Very satisfied ■ Fairly satisfied ■ Neither ■ Fairly dissatisfied ■ Very dissatisfied

**2.4.2 How satisfied or dissatisfied are you that your rent provides value for money?** *Split by Postcode*

NB: 35 Scores for N/A removed



| | Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied |
|---|---|---|---|---|---|
| Overall (509) | 45% | 42% | 4% | 5% | 4% |
| L24 3 (78) | 46% | 40% | 1% | 9% | 4% |
| L24 2 (115) | 47% | 37% | 3% | 7% | 5% |
| L19 8 (54) | 41% | 43% | 6% | 9% | 2% |
| L19 1 to L19 7 (68) | 37% | 51% | 4% | 3% | 4% |
| L24 6 to L24 7 (73) | 37% | 52% | 4% | 4% | 3% |
| L24 0 to L24 1 (105) | 50% | 39% | 4% | 2% | 5% |
| L25 7 to L25 8 (16) | 69% | 31% | | | |
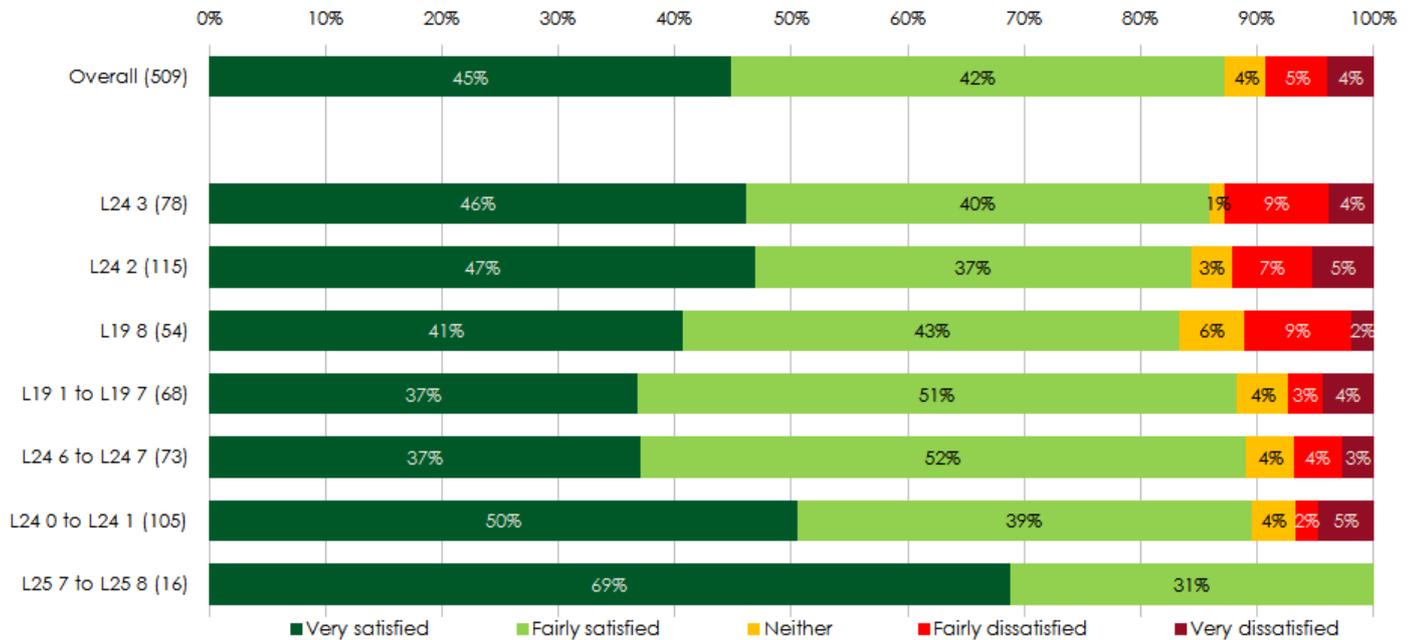
**2.5.1 How satisfied or dissatisfied are you that your service charges provide value for money?**

NB: 205 Scores for N/A removed



| | Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied |
|---|---|---|---|---|---|
| Overall (339) | 43% | 44% | 4% | 6% | 3% |
| Under the Bridge (4) | | 75% | | 25% | |
| Millcroft (9) | 33% | 44% | | 11% | 11% |
| Church Fields (11) | 45% | 18% | 18% | 18% | |
| Boulevard View (23) | 30% | 52% | | 9% | |
| Windfield (20) | 35% | 40% | 10% | 10% | 5% |
| School Way (16) | 25% | 56% | 6% | 13% | |
| Vineyard (8) | 13% | 75% | | 13% | |
| Alderwood (51) | 51% | 33% | 4% | 8% | 4% |
| St Christopher (28) | 46% | 43% | | 4% | 7% |
| Village (38) | 37% | 50% | 3% | 8% | 3% |
| Stocktonwood (35) | 43% | 46% | 6% | 3% | 3% |
| St Ambrose (19) | 42% | 53% | | 5% | |
| The Mains (31) | 42% | 52% | | 3% | 3% |
| Cobden (7) | | 43% | | | |
| Damwood (14) | 64% | 29% | 7% | | |
| North Western (8) | 63% | 38% | | | |
| South Western (17) | 76% | 24% | | | |

**2.5.2 How satisfied or dissatisfied are you that your service charges provide value for money? Split by Postcode**

NB: 205 Scores for N/A removed
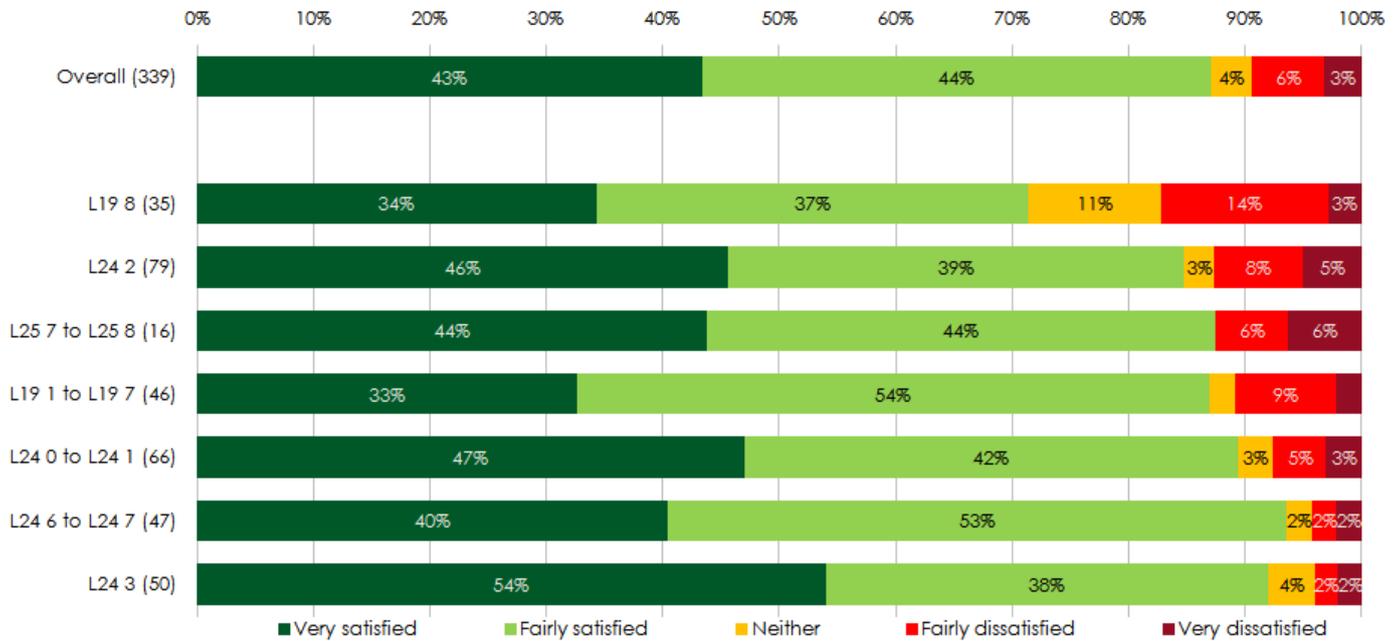


**2.6 How satisfied or dissatisfied are you that South Liverpool Homes listen to your views and act upon them?**

**2.7 How satisfied or dissatisfied are you with the overall estate services provided by South Liverpool Homes?**

| Area | Very Satisfied | Fairly Satisfied | Neither | Fairly Dissatisfied | Very Dissatisfied |
|---|---|---|---|---|---|
| Overall (544) | 37% | 32% | 20% | 7% | 5% |
| Under the Bridge (10) | 30% | 30% | 10% | 10% | 20% |
| Vineyard (10) | 40% | 20% | 10% | 20% | 10% |
| Church Fields (13) | 31% | 31% | 15% | 23% | |
| Boulevard View (40) | 30% | 33% | 13% | 5% | |
| School Way (24) | 29% | 38% | 17% | 4% | 13% |
| St Christopher (48) | 35% | 23% | 25% | 10% | 6% |
| Stocktonwood (60) | 40% | 27% | 20% | 5% | 8% |
| Village (59) | 29% | 37% | 22% | 10% | 2% |
| Alderwood (72) | 36% | 35% | 18% | 6% | 6% |
| Windfield (35) | 43% | 20% | 29% | 6% | 3% |
| St Ambrose (40) | 25% | 45% | 23% | 5% | 3% |
| South Western (27) | 44% | 22% | 26% | 4% | 4% |
| The Mains (46) | 33% | 48% | 15% | 2% | 2% |
| Cobden (7) | 86% | 14% | | | |
| Damwood (29) | 52% | 21% | 28% | | |
| Millcroft (10) | 70% | 20% | 10% | | |
| North Western (14) | 64% | 29% | 7% | | |

■ Very Satisfied  ■ Fairly Satisfied  ■ Neither  ■ Fairly Dissatisfied  ■ Very Dissatisfied

**2.8 Taking everything into account, how satisfied or dissatisfied are you with the service provided by South Liverpool Homes**

| Area | Very Satisfied | Fairly Satisfied | Neither | Fairly Dissatisfied | Very Dissatisfied |
|---|---|---|---|---|---|
| Overall (544) | 56% | 34% | 4% | 4% | 2% |
| Church Fields (13) | 69% | 15% | | 8% | 8% |
| St Christopher (48) | 58% | 27% | 4% | 4% | 6% |
| Boulevard View (40) | 45% | 45% | | 10% | |
| Vineyard (10) | 80% | | 10% | 10% | |
| Alderwood (72) | 54% | 31% | 6% | 3% | 7% |
| School Way (24) | 71% | 17% | 4% | 8% | |
| South Western (27) | 56% | 33% | 4% | | 7% |
| Village (59) | 58% | 36% | | 2% 3% | 2% |
| St Ambrose (40) | 40% | 53% | | 3% 3% | 3% |
| Stocktonwood (60) | 47% | 45% | 3% | 5% | |
| The Mains (46) | 50% | 37% | 9% | 4% | |
| Windfield (35) | 63% | 29% | 6% | 3% | |
| Cobden (7) | 71% | 29% | | | |
| Damwood (29) | 69% | 24% | 7% | | |
| Millcroft (10) | 60% | 30% | 10% | | |
| North Western (14) | 64% | | | | |
| Under the Bridge (10) | 50% | 40% | 10% | | |

■ Very Satisfied  ■ Fairly Satisfied  ■ Neither  ■ Fairly Dissatisfied  ■ Very Dissatisfied

## 3    Customer requirements

## 3.1  Importance

Using the 5 main customer requirements, customers were asked to indicate the importance to them of each one by giving it a rating out of ten, where one signifies 'of no importance at all' and ten signifies 'extremely important'. The chart below shows the customer requirements in descending order of priority. (Please note not all customers were asked these requirements).

Customers feel all five requirements are of great importance, and whilst the chart is sorted in descending importance order, there is very little differentiation here.

**Stated importance**
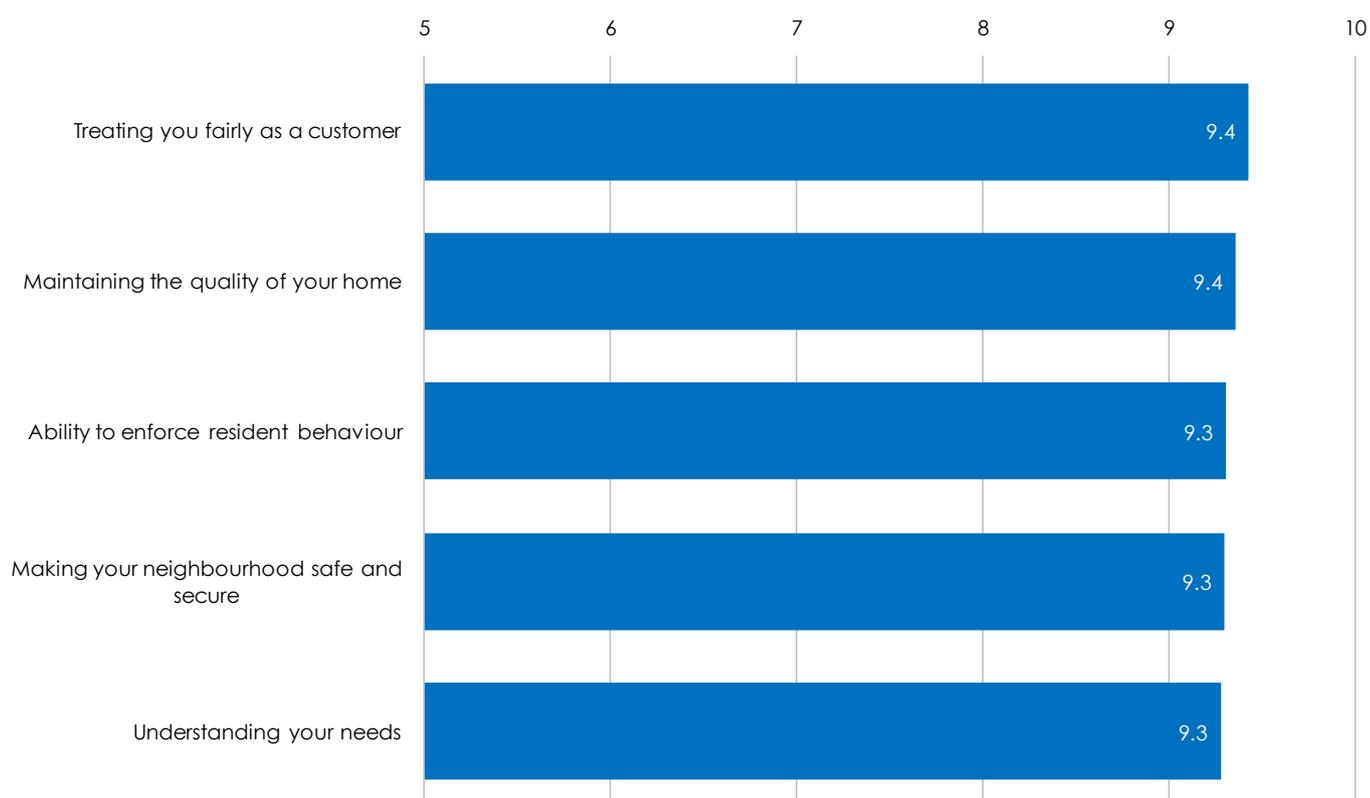
### 3.2.1 Importance Ratings Split by Age

Please note: Not all customers were asked to provide importance scores.
*200 customers were asked, and 199 gave a score from 1 - 10

| | South Liverpool Homes making your neighbourhood safe and secure | South Liverpool Homes ability to enforce resident behaviour | South Liverpool Homes maintaining the quality of your home | South Liverpool Homes understanding your needs | South Liverpool Homes treating you fairly as a customer | Bases |
|---|---|---|---|---|---|---|
| Overall | 9.30 | 9.31 | 9.36 | 9.28 | 9.43 | 200 (*199) |
| Under 25 | 9.50 | 9.50 | 8.50 | 9.75 | 9.75 | 4 |
| 25-34 | 9.40 | 9.48 | 9.52 | 9.44 | 9.56 | 25 |
| 35-59 | 9.38 | 9.20 | 9.35 | 9.28 | 9.47 | 86 (*85) |
| 60-74 | 9.22 | 9.40 | 9.35 | 9.18 | 9.28 | 69 |
| 75+ | 9.00 | 9.14 | 9.38 | 9.31 | 9.56 | 16 |

### 3.2.2 Importance Ratings Split by Neighbourhood

Please note: Not all customers were asked to provide importance scores.
*200 customers were asked, and 199 gave a score from 1 - 10

| | South Liverpool Homes making your neighbourhood safe and secure | South Liverpool Homes ability to enforce resident behaviour | South Liverpool Homes maintaining the quality of your home | South Liverpool Homes understanding your needs | South Liverpool Homes treating you fairly as a customer | Bases |
|---|---|---|---|---|---|---|
| Overall | 9.30 | 9.31 | 9.36 | 9.28 | 9.43 | 200 (*199) |
| Alderwood | 9.72 | 9.69 | 9.55 | 9.39 | 9.55 | 30 (*29) |
| Boulevard View | 8.94 | 9.00 | 9.17 | 8.83 | 9.06 | 18 |
| Church Fields | 8.83 | 9.60 | 9.60 | 9.33 | 9.67 | 6 |
| Cobden | 8.33 | 8.33 | 9.25 | 9.00 | 9.50 | 4 |
| Damwood | 8.50 | 8.90 | 8.40 | 8.70 | 8.90 | 10 |
| Millcroft | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 4 |
| North Western | 9.67 | 9.33 | 9.83 | 9.67 | 9.67 | 6 |
| School Way | 9.00 | 8.83 | 9.17 | 9.33 | 9.17 | 6 |
| South Western | 9.17 | 9.58 | 9.33 | 9.58 | 9.50 | 12 |
| St Ambrose | 9.18 | 9.31 | 9.65 | 9.18 | 9.76 | 17 |
| St Christopher | 9.28 | 9.06 | 9.39 | 9.44 | 9.67 | 18 |
| Stocktonwood | 9.65 | 9.76 | 9.29 | 9.24 | 9.29 | 17 |
| The Mains | 9.64 | 8.82 | 9.36 | 9.64 | 9.27 | 11 |
| Under the Bridge | 9.20 | 9.00 | 9.20 | 8.50 | 8.80 | 5 |
| Village | 9.14 | 9.43 | 9.43 | 9.43 | 9.52 | 21 |
| Vineyard | 10.00 | 9.33 | 9.33 | 10.00 | 10.00 | 3 |
| Windfield | 9.33 | 9.08 | 9.17 | 8.92 | 9.17 | 12 |

## 3.3 Impact

Customers' view of the importance of requirements does not always reveal the true differentiators, since certain requirements may be regarded as 'givens', whereas others may have a greater impact on their satisfaction judgement than they consciously realise.  For example, 'invoicing' is typically very important but is an attribute on which all suppliers would be expected to achieve high standards and, provided they do, it will not be a reason for choosing a particular supplier.  On the other hand, 'staff helpfulness' might well be what makes the difference between one supplier and another, although it may not initially seem important to customers when asked to judge the relative importance of a list of requirements.

To identify the strongest differentiators in terms of creating satisfaction, we correlate overall satisfaction with satisfaction for each attribute. Such a correlation produces a coefficient in the range –1.00 to +1.00, where –1.00 represents a perfect inverse relationship and +1.00 a perfect positive relationship.  A score of 0.00 indicates that there is no relationship at all between the two variables.  From customers' satisfaction data we would expect to see only positive correlations between 0.00 and +1.00.

The following two hypothetical charts illustrate how correlation works:

**Extremely weak correlation (r=0.01) - no impact**

*Overall satisfaction* (High / Low)

*Satisfaction with requirement (e.g. invoicing)* (Low / High)

**Near perfect correlation (r=0.92) - very strong impact**

*Overall satisfaction* (High / Low)

*Satisfaction with requirement (e.g. staff helpfulness)* (Low / High)
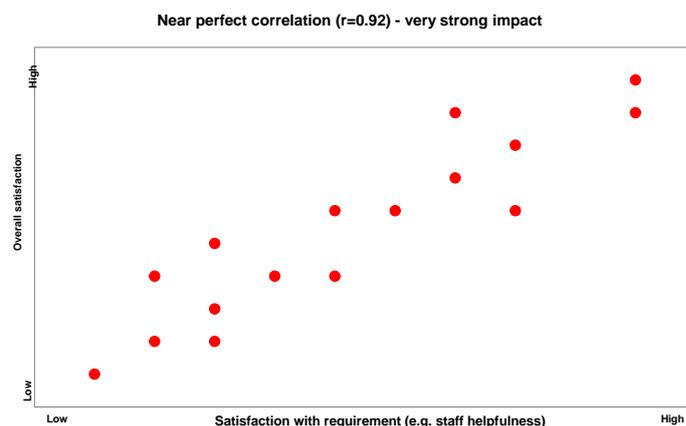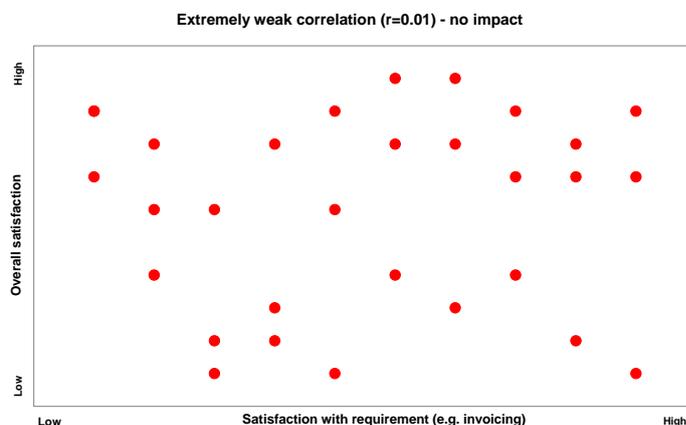
The correlation coefficients (or 'impact' scores) for SLH are shown in the chart below.

'Treating you fairly as a customer' and 'understanding your needs' have higher correlation coefficients and are the areas that by improving performance can drive overall satisfaction up further.

'Ability to enforce resident behaviour' and 'maintaining the quality of your home' has lower correlation coefficients and so is not as strongly linked to overall satisfaction levels.

**Impact scores**

| | 0.0 | 0.1 | 0.2 | 0.3 | 0.4 | 0.5 | 0.6 | 0.7 | 0.8 | 0.9 | 1.0 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Treating you fairly as a customer | | | | | | | | | | 0.9 | |
| Maintaining the quality of your home | | | | | | | | | 0.8 | | |
| Ability to enforce resident behaviour | | | | | | | 0.6 | | | | |
| Making your neighbourhood safe and secure | | | | | | | | 0.7 | | | |
| Understanding your needs | | | | | | | | | 0.8 | | |
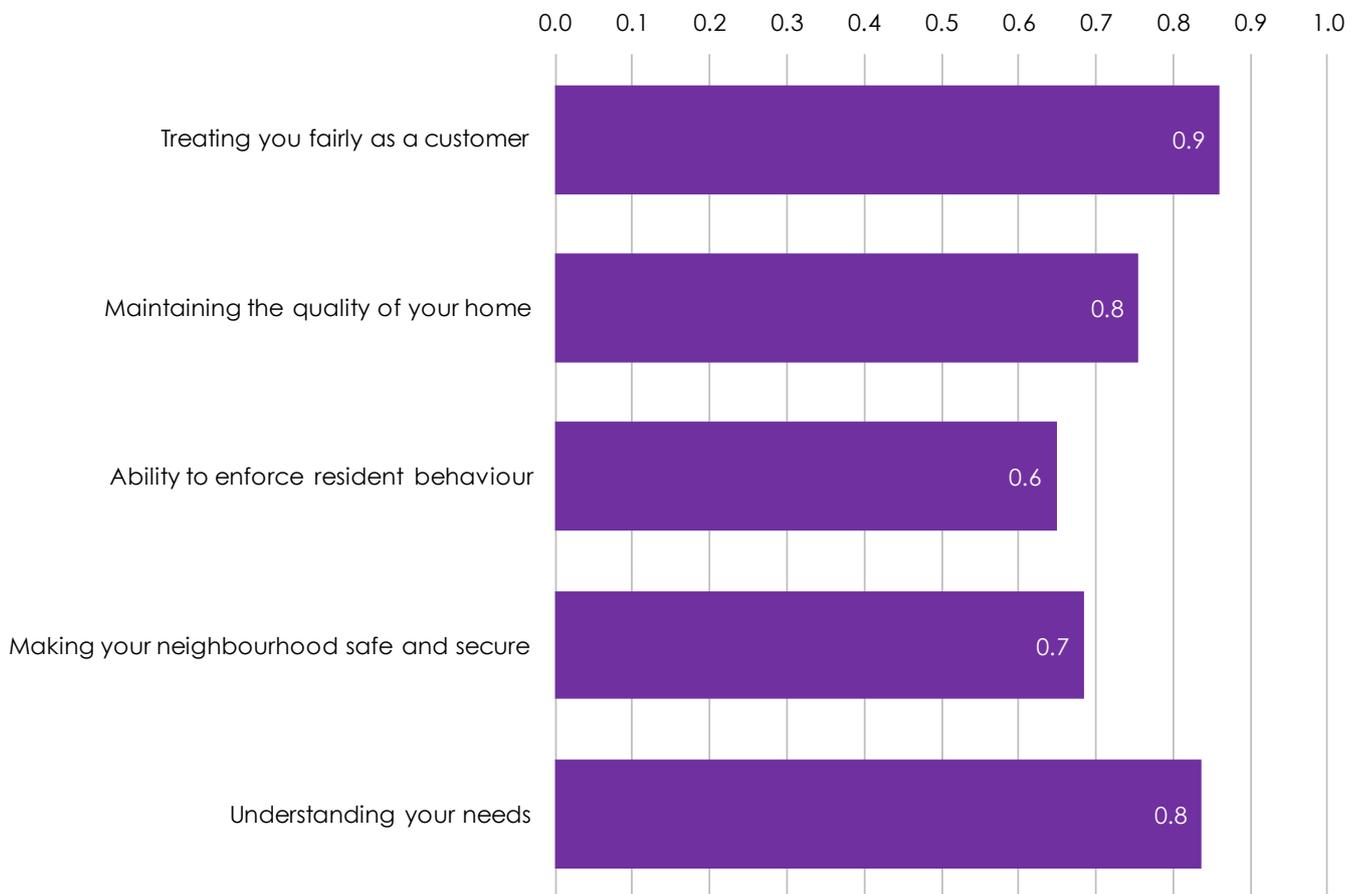
## 3.4 Drivers of Satisfaction

By combining the importance and impact scores into one matrix, it is possible to define four broad categories of customer requirements:

(1) **Givens**– items with high importance but low impact. Strong performance in these areas will often be taken for granted, and whilst performance beyond acceptable minimum standards will not necessarily result in an increase in customer satisfaction, poor performance will have a strong adverse effect on customer satisfaction. As seen in the following chart, for South Liverpool Homes these are 'ability to enforce resident behaviour' and 'making your neighbourhood safe and secure'.

(2) **Satisfaction Drivers**– requirements with very high scores for both importance and impact. These are the strongest drivers of satisfaction and should be prominent in plans for improving customer satisfaction and loyalty. As seen in the following chart, for South Liverpool Homes these are 'treating you fairly as a customer' and 'understanding your needs'.

(3) **Hidden Opportunities** – factors with low importance, but high impact. Whilst customers do not rate these factors high in importance, performance in these areas will have a strong impact on overall customer satisfaction; a good customer experience will have a strong positive effect on overall satisfaction, whilst a bad one will have a lasting negative effect. Provided minimum standards have been achieved on Givens, and a strong emphasis has been placed on Satisfaction Drivers there is potential for improving customer satisfaction by investing in Hidden Opportunities.

(4) **Marginals** – requirements with both low importance and low impact. Such requirements cannot be dismissed as unimportant, since all of the requirements included on the questionnaire were rated as important by customers. As far as customer satisfaction improvement is concerned, Marginal requirements will usually offer the least opportunity for a return on investment.

GIVENS/SATISFACTION MAINTAINERS

SATISFACTION ENHANCERS

Treating you fairly as a customer

Maintaining the quality of your home

Ability to enforce resident behaviour

Understanding your needs

Making your neighbourhood safe and secure

Importance

9.5

9.4

9.3

9.2

9.1

9.0

Impact

0.60    0.65    0.70    0.75    0.80    0.85    0.90

MARGINALS

HIDDEN OPPORTUNITIES
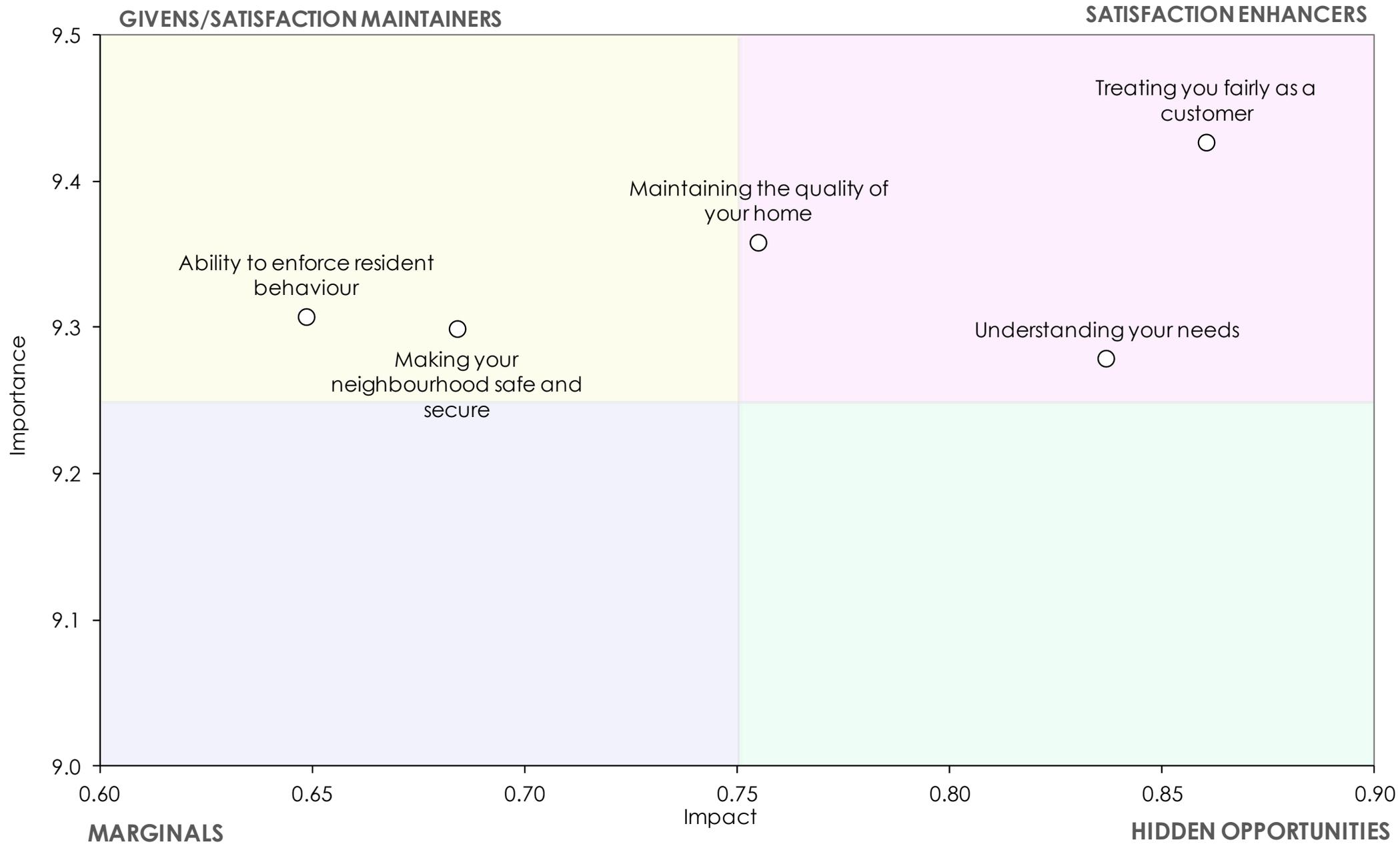
## 4    Customer satisfaction

Customers were also asked to score their level of satisfaction with SLH's performance on the same 5 criteria giving a mark out of ten, where one signifies 'completely dissatisfied' and ten signifies 'completely satisfied'.

The results are shown in the chart below, with the criteria again listed in order of their importance to customers.

### Satisfaction ratings

| Criteria | Rating |
|---|---|
| Treating you fairly as a customer | 8.3 |
| Maintaining the quality of your home | 8.0 |
| Ability to enforce resident behaviour | 8.0 |
| Making your neighbourhood safe and secure | 7.8 |
| Understanding your needs | 7.8 |
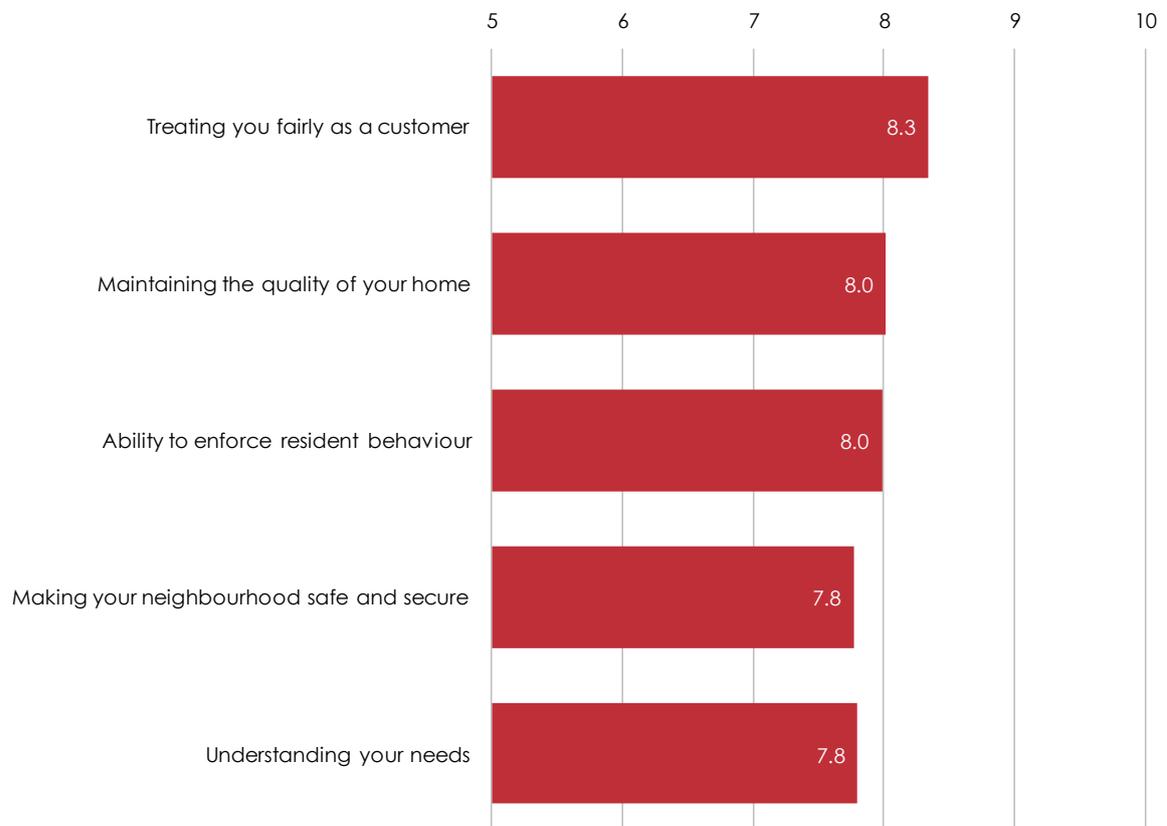
## 4.1 Customer satisfaction by segment

### 4.1.1 Satisfaction Score Split by Age

| | South Liverpool Homes making your neighbourhood safe and secure | South Liverpool Homes ability to enforce resident behaviour | South Liverpool Homes maintaining the quality of your home | South Liverpool Homes understanding your needs | South Liverpool Homes treating you fairly as a customer | Bases |
|---|---|---|---|---|---|---|
| Overall | 7.77 | 7.99 | 8.02 | 7.80 | 8.34 | 544 |
| Under 25 | 7.50 | 6.64 | 6.20 | 5.73 | 6.82 | 11 |
| 25-34 | 7.31 | 7.63 | 7.22 | 6.84 | 7.41 | 59 |
| 35-59 | 7.51 | 7.69 | 7.71 | 7.55 | 8.13 | 264 |
| 60-74 | 8.17 | 8.48 | 8.60 | 8.32 | 8.85 | 170 |
| 75+ | 8.51 | 8.81 | 9.20 | 9.23 | 9.44 | 40 |

### 4.1.2 Satisfaction Scores Split by Neighbourhood

| | South Liverpool Homes making your neighbourhood safe and secure | South Liverpool Homes ability to enforce resident behaviour | South Liverpool Homes maintaining the quality of your home | South Liverpool Homes understanding your needs | South Liverpool Homes treating you fairly as a customer | Bases |
|---|---|---|---|---|---|---|
| Overall | 7.77 | 7.99 | 8.02 | 7.80 | 8.34 | 544 |
| Alderwood | 7.80 | 8.23 | 8.18 | 7.64 | 8.45 | 72 |
| Boulevard View | 7.68 | 7.62 | 7.88 | 7.36 | 7.95 | 40 |
| Church Fields | 8.31 | 7.50 | 8.92 | 8.27 | 8.23 | 13 |
| Cobden | 8.83 | 9.33 | 8.71 | 9.00 | 9.29 | 7 |
| Damwood | 8.21 | 8.19 | 8.46 | 8.41 | 8.76 | 29 |
| Millcroft | 9.11 | 9.00 | 9.30 | 9.00 | 9.10 | 10 |
| North Western | 7.77 | 7.46 | 7.86 | 7.77 | 8.86 | 14 |
| School Way | 7.68 | 8.38 | 7.71 | 7.91 | 8.48 | 24 |
| South Western | 6.77 | 7.80 | 8.46 | 7.84 | 8.33 | 27 |
| St Ambrose | 7.32 | 8.08 | 7.55 | 7.51 | 8.03 | 40 |
| St Christopher | 7.64 | 8.05 | 7.64 | 7.62 | 8.29 | 48 |
| Stocktonwood | 8.04 | 7.96 | 8.17 | 8.15 | 8.12 | 60 |
| The Mains | 7.58 | 7.74 | 7.62 | 7.71 | 8.26 | 46 |
| Under the Bridge | 7.80 | 8.00 | 8.10 | 7.30 | 8.22 | 10 |
| Village | 7.98 | 7.87 | 8.00 | 7.86 | 8.45 | 59 |
| Vineyard | 7.40 | 8.13 | 8.20 | 8.40 | 8.20 | 10 |
| Windfield | 7.76 | 7.94 | 7.86 | 7.40 | 8.37 | 35 |

## 4.2  Reasons for customer dissatisfaction

In any instance where a satisfaction score of 4 or less was given, the customer was asked to explain the reason for their low level of satisfaction with that requirement.

It is important to note that only low satisfaction scores were probed, not high ones.  This is based on the view that it is more important to understand reasons behind low scores, which explains why all the comments in this section are negative.

The chart below shows the proportion of customers scoring 4 or lower for each requirement.  This is a particularly important chart since it highlights the main areas where SLH is making its customers very dissatisfied.

**Reasons for dissatisfaction**

| Requirement | Percentage |
|---|---|
| Ability to enforce resident behaviour | 11.7% |
| Making your neighbourhood safe and secure | 8.2% |
| Treating you fairly as a customer | 6.7% |
| Maintaining the quality of your home | 6.2% |
| Understanding your needs | 6.1% |
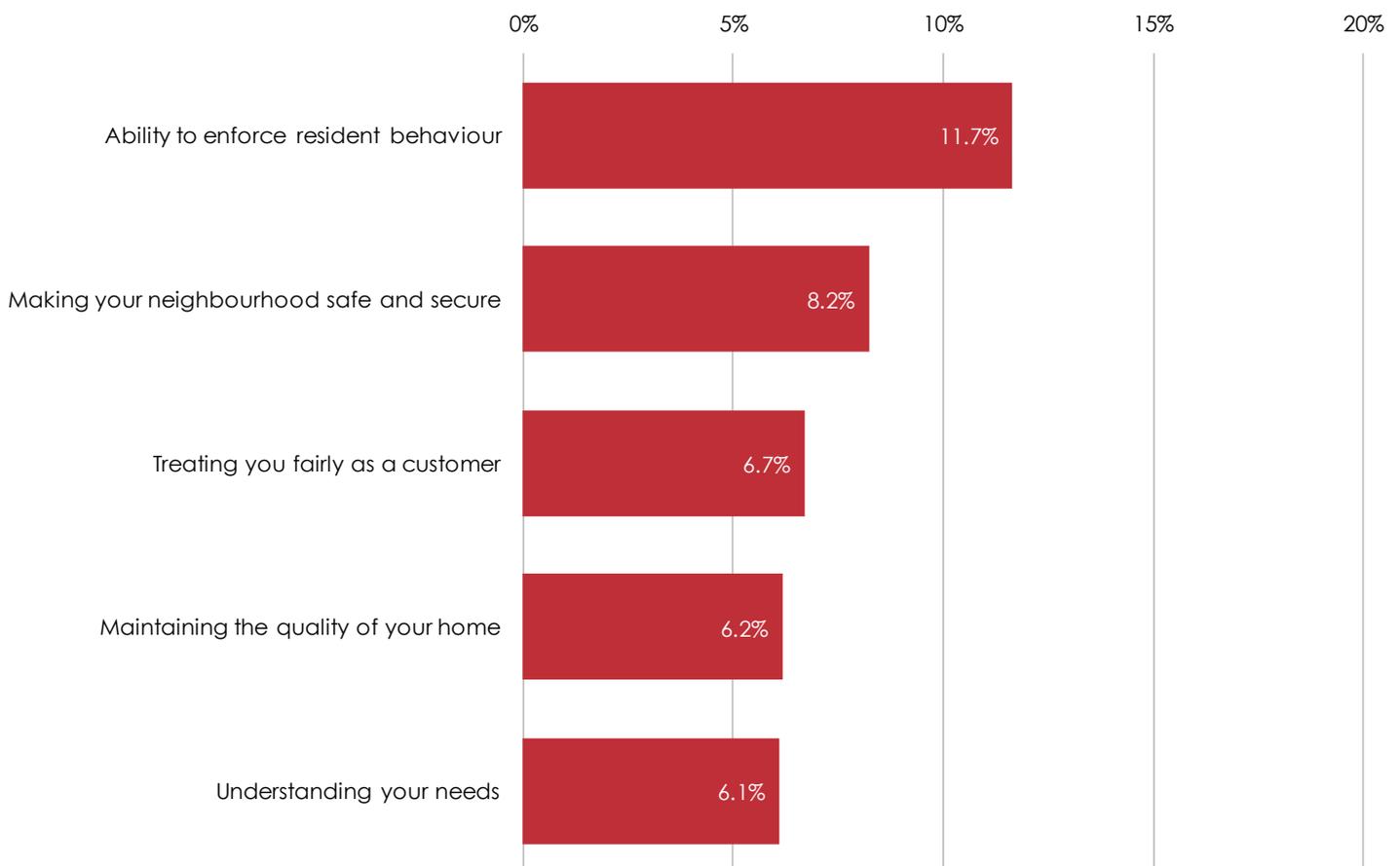
The chart below shows the proportion of customers scoring each point on the ten point scale, with the criteria again listed in order of their importance to customers.
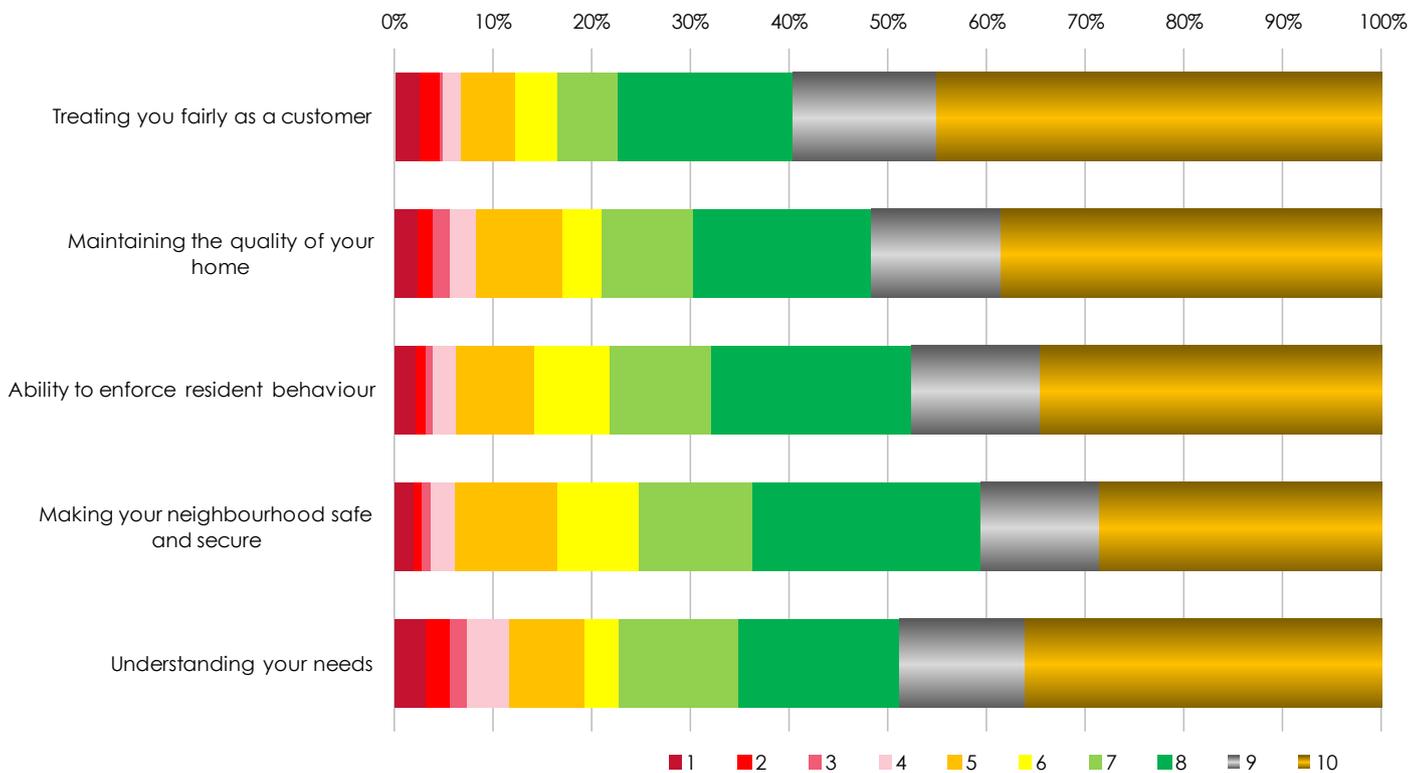


The spread of scores above tells us that the challenge moving forward is one of improving the levels of consistency. The data clearly tells us that a large proportion of customers are indicating high levels of satisfaction with the requirements (for example 60% of customers are scoring nine and ten). Therefore, South Liverpool Homes are currently delivering the same standards of service as the very best organisations in the UK – only not as consistent.

It is important to note that improving consistency comes from moving customers through the numbers rather than trying to get customers from scoring one to tem overnight – this cannot be achieved. In reality, based on the numbers above, the real challenge lies in improving customer scoring six, seven and eight and turning them in to nine and ten customers – moving people from 'good to great'.

## 5    Satisfaction Index™

## 5.1   Calculating the *Satisfaction Index™*

*Satisfaction Index™* is an overall measure of an organisation's success in satisfying its customers.  Since some customer priorities will be more important to them than others, *Satisfaction Index™* uses importance scores to weight satisfaction scores.  The resulting index is therefore a weighted average score which is expressed as a percentage, a score of 100% representing total customer satisfaction with every aspect of their dealings with your organisation.  This results in a totally accurate picture of the organisation's ability to satisfy its customers by 'doing best what matters most to customers'.  As well as providing an accurate measure of customers' overall level of satisfaction this year, *Satisfaction Index™* can be used to make valid survey to survey comparisons even if the questions included in the survey change as time passes (which they surely will as customers' priorities evolve).

| 2014 OVERALL | |
| --- | --- |
| *SATISFACTION INDEX*™ | **Statistical reliability** |
| **79.4%** | **±1.7%** |

**5.2  Relative performance – *Satisfaction Index* ™**

Methodologically, the league table provides a comparable benchmark across industries because *Satisfaction Index™* is a measure of an organisation's success in meeting its customers' requirements. Organisations operating in different sectors do not have to meet the same customer requirements, but to succeed in their markets they do have to meet (or exceed) whatever those customer requirements are. *Satisfaction Index™* is a measure of an organisation's ability to do that as judged by the customers themselves.

The overall league table is made up of over 1000 entries covering all industries and sectors; automotive, education, financial services, government, health, housing associations, IT/communications, leisure, local government, manufacturing, retail, services, telecommunications, transport and utilities.  This is the most useful benchmark of customer satisfaction since customers make these judgements by comparing your performance against that of all other organisations that they have used.

The *Satisfaction Index™* for SLH is **79.4%.** According to our databank, based on many customer satisfaction measurement projects, 79.4% represents a below average performance.  This score places SLH in the second quartile of organisations, as shown in the league table. However when compared to other housing associations, the Satisfaction Index ™ sits towards the top of the third quartile indicating an above average score within the housing sector.

SLH's overall percentile score is 44th. It therefore establishes a benchmark of your relative performance compared with other organisations which can be monitored in the years ahead, since your absolute performance represented by the *Satisfaction Index™* may change at a faster or slower rate than your relative performance represented by the percentile score.

### 5.2.1 Satisfaction Index™ League table - Overall

Overall: 79.4%
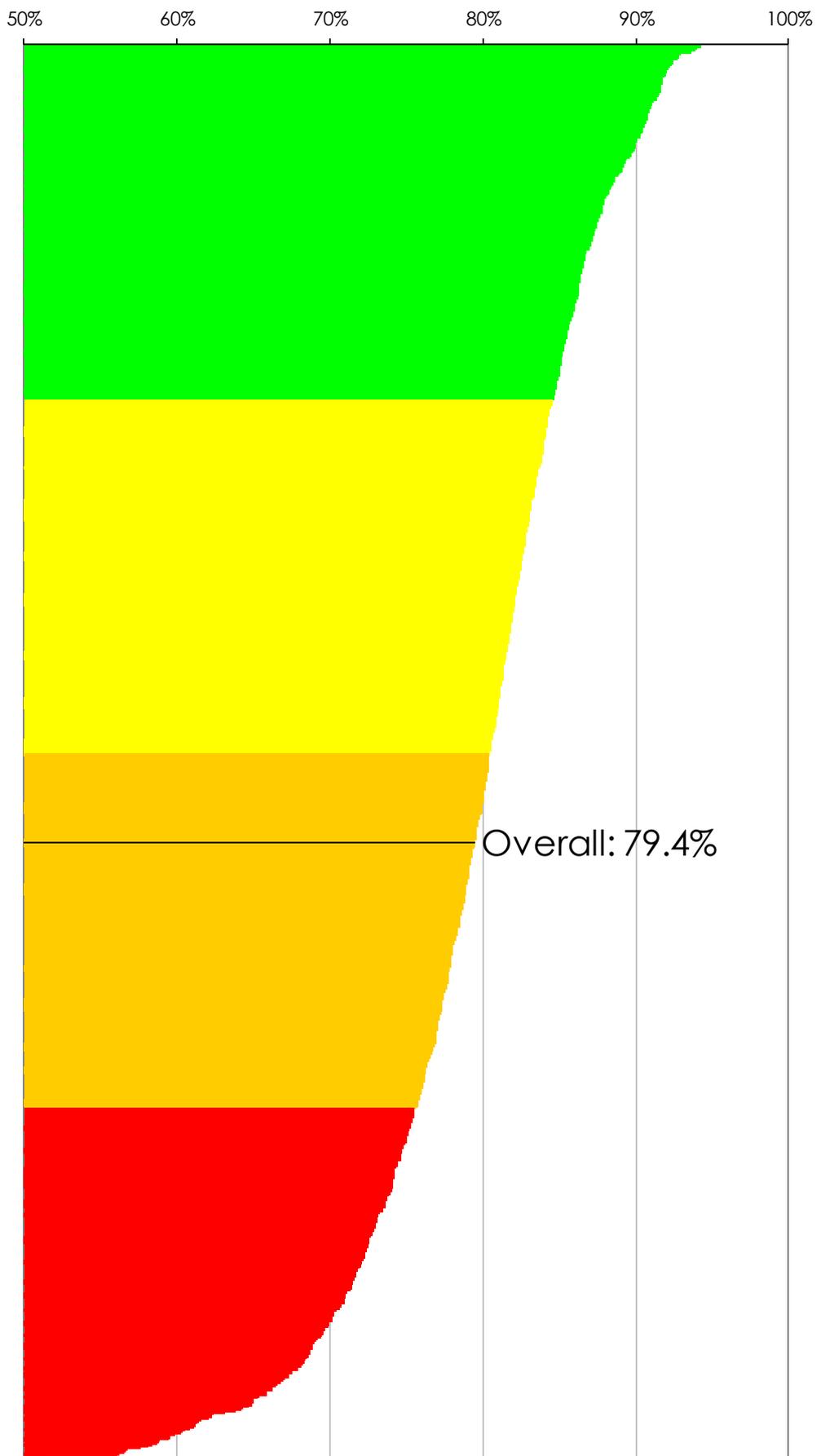
## 5.2.2 Satisfaction Index™ League table – Housing Associations



Overall: 79.4%
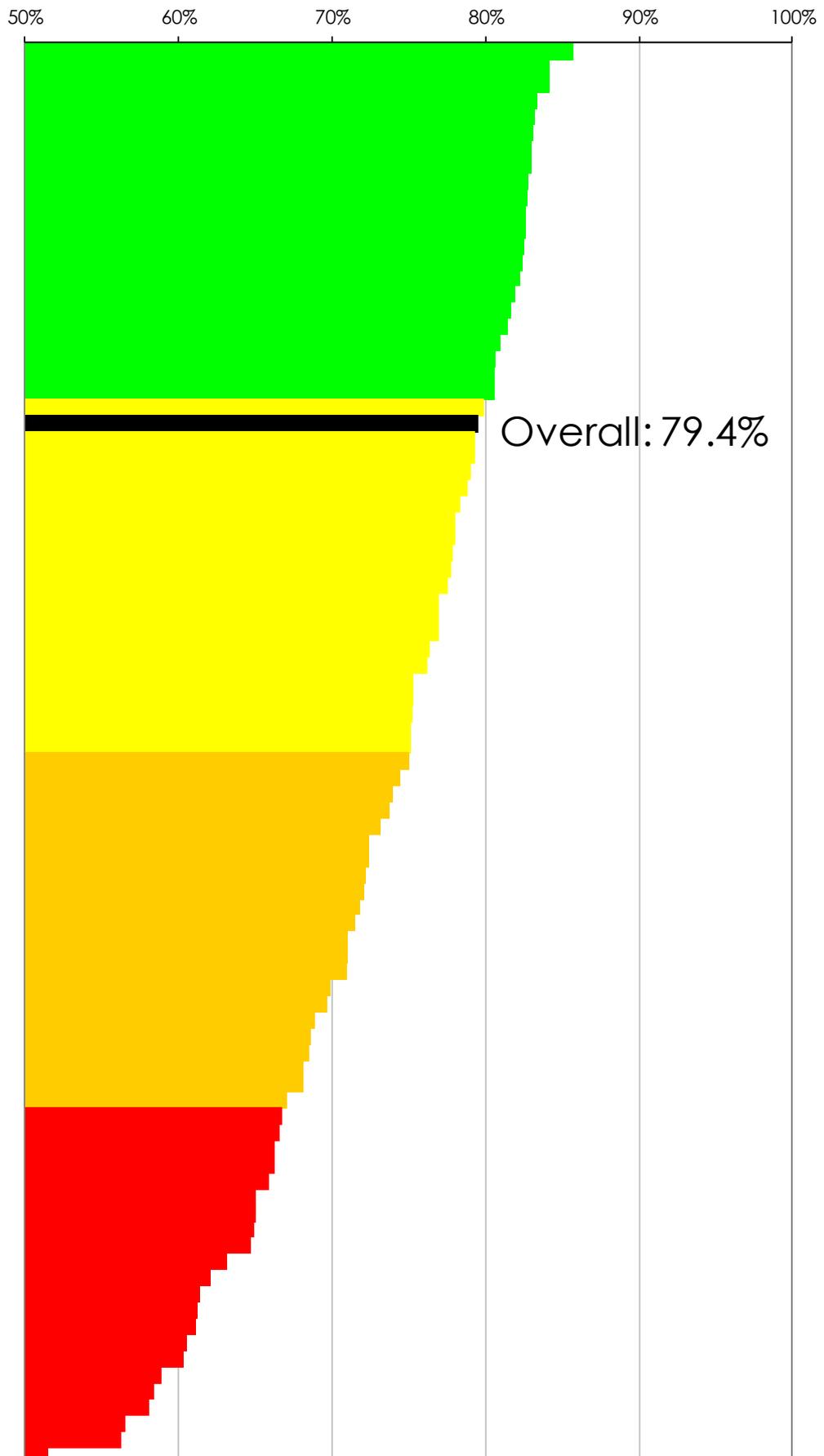
## 5.3  Sub-group indices and statistical reliability

The table below shows the *Satisfaction Index™* overall and for each sub-group, together with the statistical reliability of those results. Results are not shown for groups with fewer than 10 customers for reasons of reliability and confidentiality.  These are marked with an *.

It is also worth noting that one respondent chose not to rate requirements for importance and was excluded from the index, therefore the total number of respondents drops from 544 to 543.

| SEGMENT | INDEX | RELIABILITY | BASE |
|---|---|---|---|
| Overall | 79.4% | ±1.68% | 543 |
| By neighbourhood: | | | |
| Millcroft | 88.8% | ±10.1% | 10 |
| Damwood | 83.9% | ±6.2% | 29 |
| Under the Bridge | 80.7% | ±13.9% | 10 |
| Vineyard | 80.7% | ±19.4% | 10 |
| Church Fields | 80.5% | ±14.6% | 13 |
| North Western | 80.0% | ±7.7% | 14 |
| Stocktonwood | 80.0% | ±4.4% | 60 |
| Village | 80.0% | ±5.1% | 59 |
| Alderwood | 79.8% | ±5.3% | 71 |
| St Christopher | 78.8% | ±6.4% | 48 |
| Windfield | 78.5% | ±6.4% | 35 |
| School Way | 77.9% | ±9.7% | 24 |
| South Western | 77.6% | ±7.8% | 27 |
| The Mains | 77.5% | ±5.9% | 46 |
| Boulevard View | 77.0% | ±7.0% | 40 |
| St Ambrose | 76.8% | ±6.2% | 40 |
| Cobden* | - | - | 7 |

## 5.4 Satisfaction Index™ by segment

Results are not shown for groups with fewer than 10 customers for reasons of reliability and confidentiality. These are marked with an *. Colours based on estates Index in relation to all sectors.

| Segment | Satisfaction Index™ |
|---|---|
| Millcroft (10) | 88.8% |
| Damwood (29) | 83.9% |
| Vineyard (10) | 80.7% |
| Under the Bridge (10) | 80.7% |
| Church Fields (13) | 80.5% |
| Village (59) | 80.0% |
| Stocktonwood (60) | 80.0% |
| North Western (14) | 80.0% |
| Alderwood (71) | 79.8% |
| Overall (543) | 79.4% |
| St Christopher (48) | 78.8% |
| Windfield (35) | 78.5% |
| School Way (24) | 77.9% |
| South Western (27) | 77.6% |
| The Mains (46) | 77.5% |
| Boulevard View (40) | 77.0% |
| St Ambrose (40) | 76.8% |
| Cobden (7)* | |
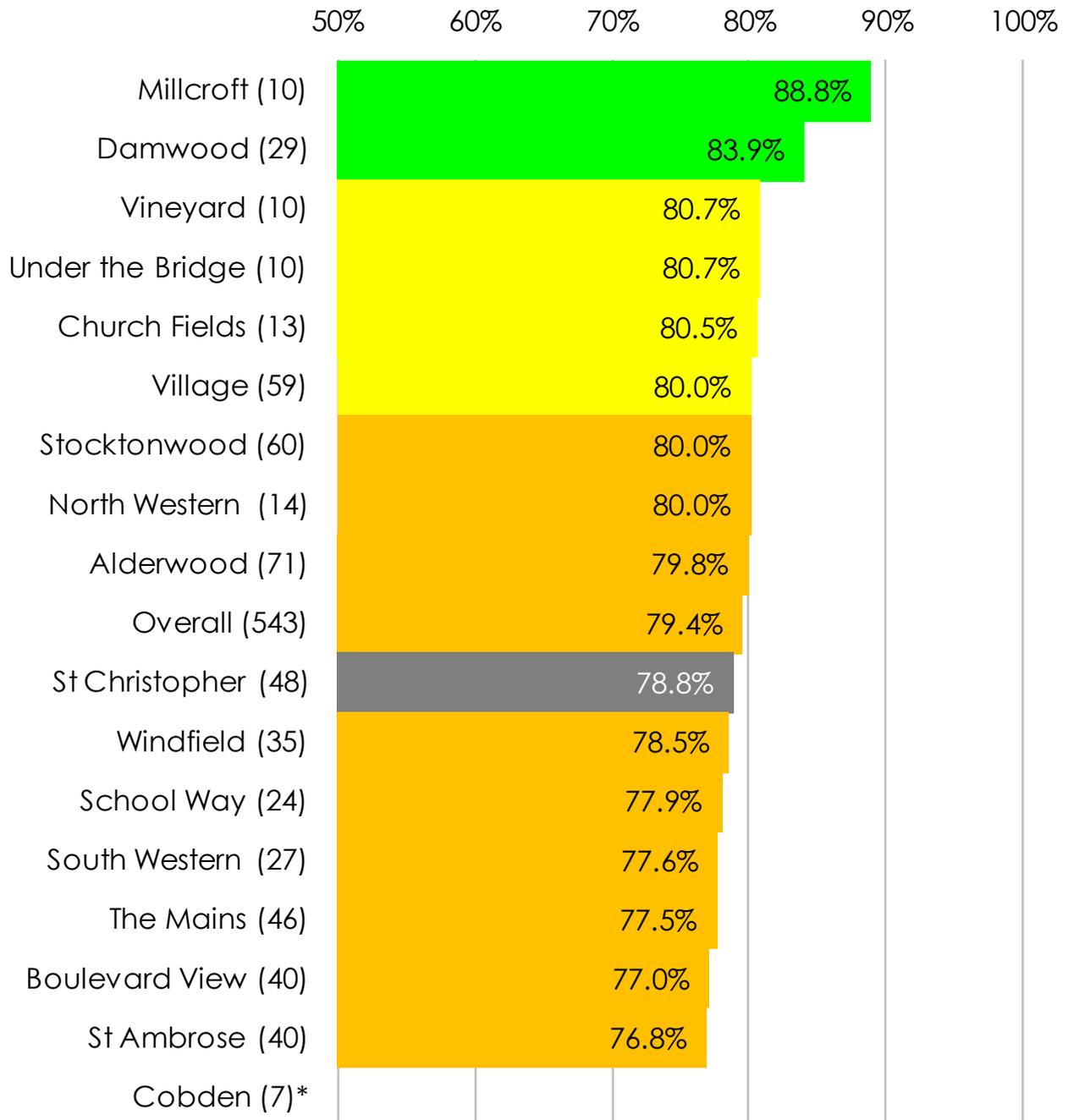
## 5.5 Satisfaction Index™ by promises

Customers were asked:

*In the last six months was a promise made to you?*

*If Yes did South Liverpool Homes do what they said they would?*
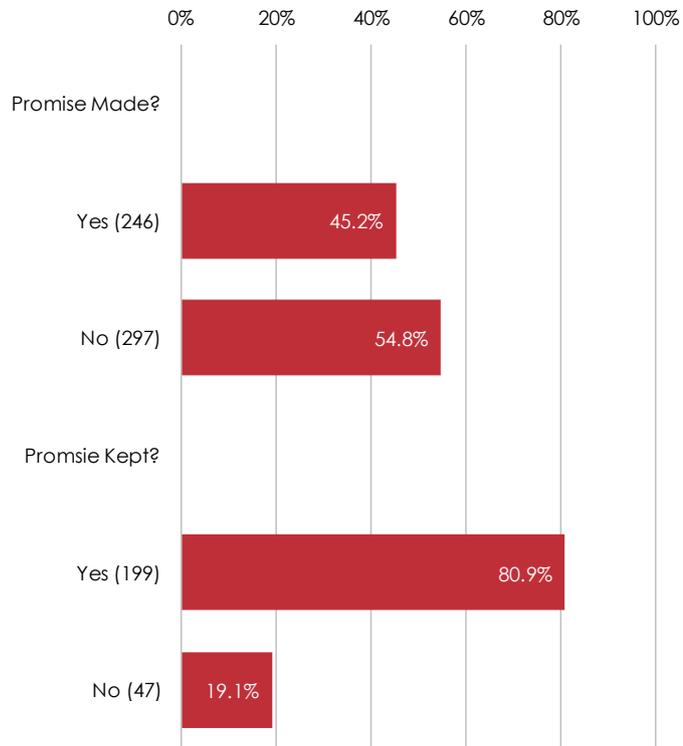


The following charts shows the Satisfaction Index split out by these questions to show the impact staff and their actions can have on a customer's perceptions:
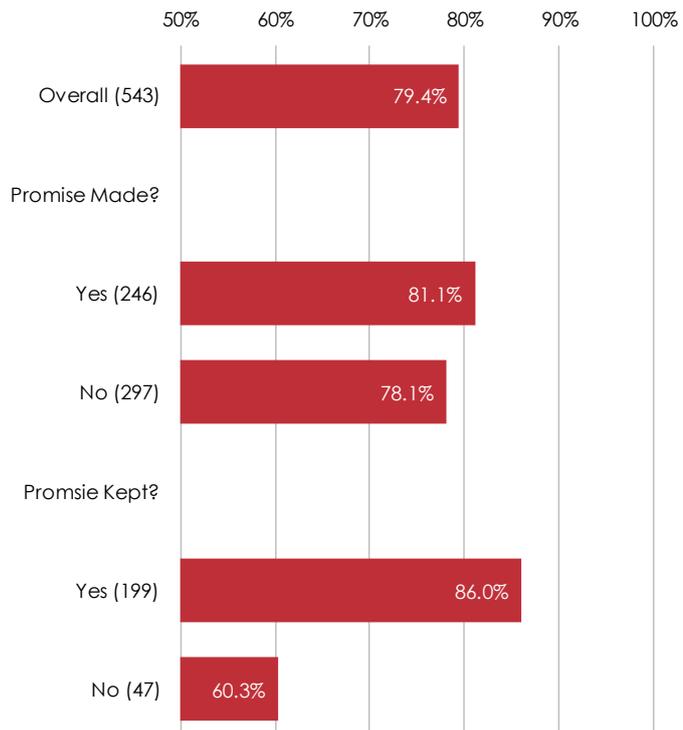
**6 Net Promoter Score**

**6.1 Recommendation**

Some organisations choose to focus on loyalty by calculating a 'Net Promoter Score' (NPS). The NPS is based on a customer's answer to one question; "How likely or unlikely are you to recommend South Liverpool Homes as a Landlord to friends, family or colleagues?" where 1 means "extremely unlikely" and 10 means "extremely likely".

The average recommendation score for SLH is 8.5. The spread of scores making up the average is shown in the histogram below.

## 6.2 Net Promoter Score

The NPS is calculated by subtracting the proportion of customers scoring 1 to 6 (Detractors) for the recommend question from the proportion scoring 9 to 10 (Promoters). Those scoring 7 to 8 (Passives) are ignored. A company seeking growth through recommendation must increase the percentage of Promoters and decrease the percentage of Detractors. The characteristics of the NPS differ from those of the Customer Satisfaction Index (CSI). The NPS is more liable to fluctuate because it is based on the answer to one question.

## The *Net Promoter Score* for South Liverpool Homes is 47.2%

## 6.3 Relative performance – Net Promoter Score

The NPS for SLH is 47.2%. According to our databank, based on many customer satisfaction measurement projects, 47.2% represents an above average performance. This score places SLH in the third quartile of organisations, as shown in the league table.

The league table shows SLH's success in generating customer recommendations compared with other organisations generally.

Methodologically, the league table provides a comparable benchmark across industries because *NPS* is a measure of an organisation's success in generating customer recommendations. Organisations operating in different sectors make use of the same question on similar scales allowing comparison across a standardised measure.

# 6.4 Net Promoter Score League Table



Overall: 47.2%
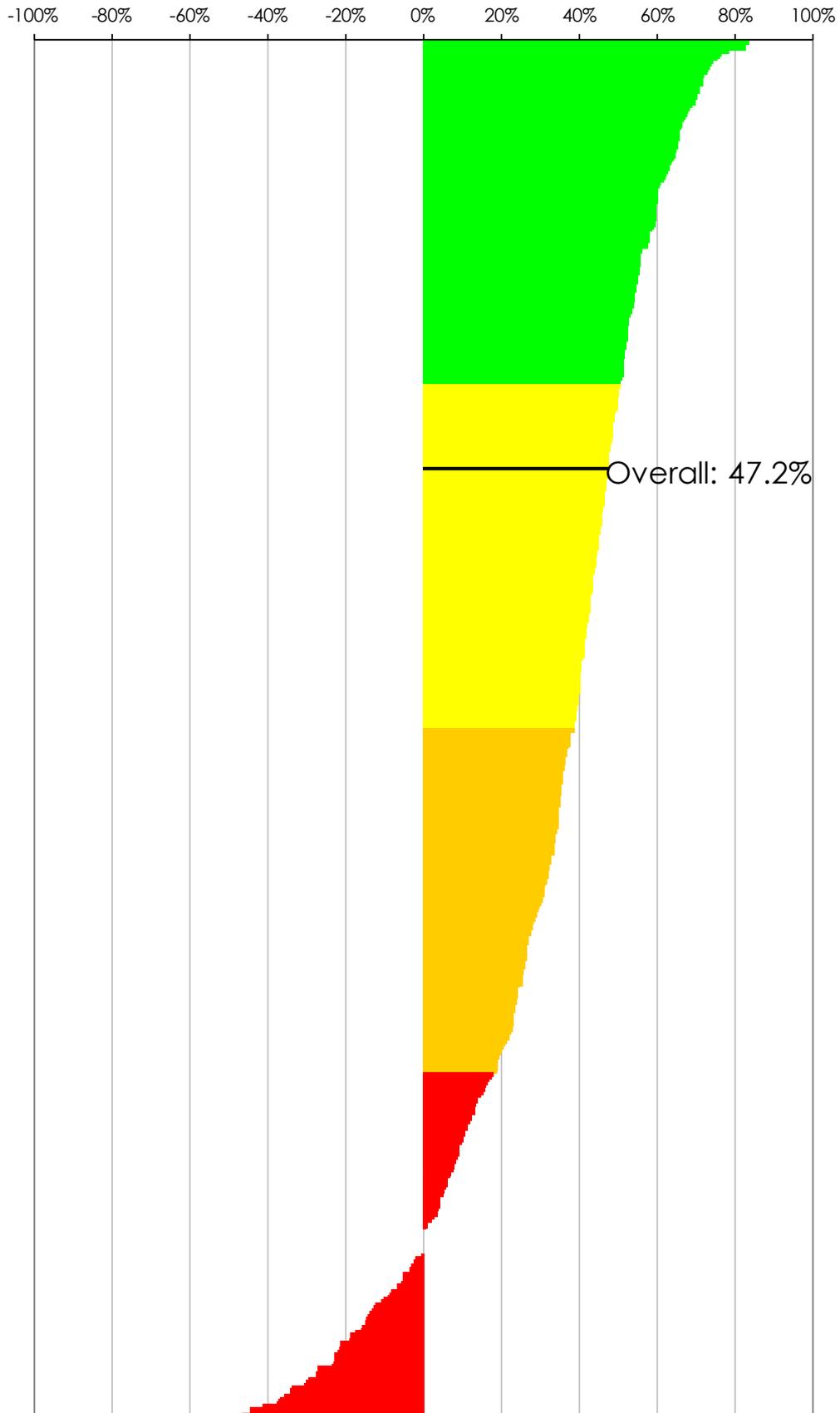
## 6.5 Net Promoter League by Neighbourhood

Results are not shown for groups with fewer than 10 customers for reasons of reliability and confidentiality. These are marked with an *. Colours based on estates NPS in relation to all sectors.

| Neighbourhood | NPS |
|---|---|
| Millcroft (10) | 70.0% |
| South Western (25) | 68.0% |
| Church Fields (13) | 61.5% |
| Stocktonwood (58) | 60.3% |
| Vineyard (10) | 60.0% |
| Damwood (29) | 51.7% |
| North Western (14) | 50.0% |
| Windfield (35) | 48.6% |
| Overall (534) | 47.2% |
| Boulevard View (39) | 46.2% |
| Alderwood (72) | 45.8% |
| The Mains (45) | 42.2% |
| Village (57) | 42.1% |
| School Way (24) | 41.7% |
| St Ambrose (40) | 35.0% |
| Under the Bridge (9) | 33.3% |
| St Christopher (47) | 29.8% |
| Cobden (7)* | |
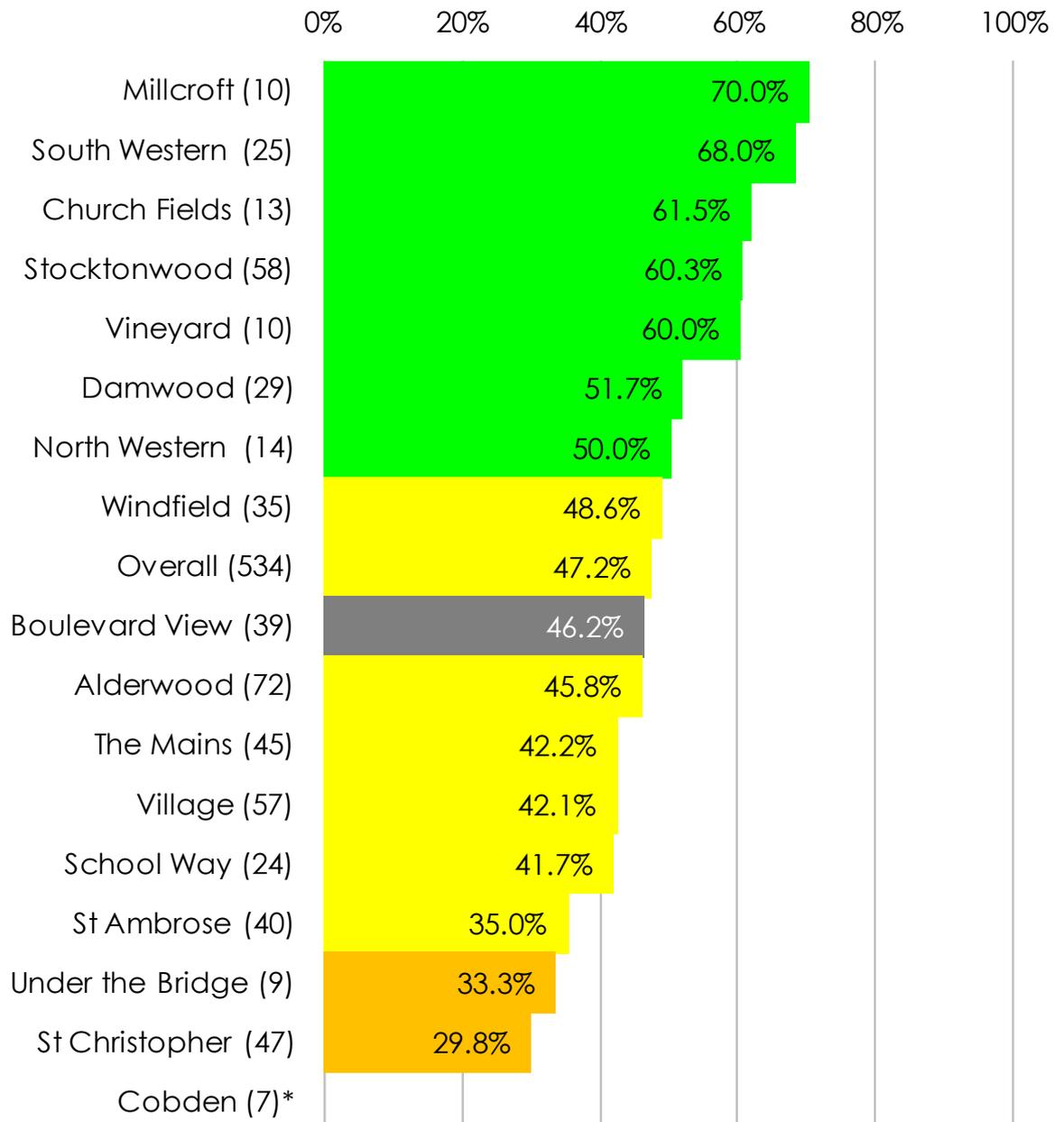
## 6.6 Loyalty drivers

It is useful to consider why SLH's most loyal customers like the company and what its least loyal customers dislike. The following charts compare the satisfaction scores given by **Promoters** (those scoring 9-10), **Passives** (7-8) and **Detractors** (those scoring 1-6).

### Promoters - Detractors



Legend: ■ Scores of 9-10    ■ Scores of 1-6

Categories (top to bottom):
- Understanding your needs (324/78)
- Treating you fairly as a customer (338/83)
- Maintaining the quality of your home (336/83)
- Ability to enforce resident behaviour (309/72)
- Making your neighbourhood safe and secure (330/80)

## Promoters – Passives

Understanding your needs (324/104)

Maintaining the quality of your home (336/107)

Treating you fairly as a customer (338/107)

Making your neighbourhood safe and secure (330/105)

Ability to enforce resident behaviour (309/96)

■ Scores of 9-10    ■ Scores of 7-8

## Passives - Detractors

Understanding your needs (104/78)

Treating you fairly as a customer (107/83)

Maintaining the quality of your home (107/83)

Ability to enforce resident behaviour (96/72)

Making your neighbourhood safe and secure (105/80)

■ Scores of 7-8    ■ Scores of 1-6

# 7 Doing Best What Matter Most

## 7.1  Satisfaction gaps

By comparing customers' requirements (importance ratings) with their perceptions of your organisation (satisfaction ratings) the areas in which you are exceeding, meeting or failing to meet customer needs can be identified.

The graph on the left compares SLH's overall importance and satisfaction scores for each requirement and the graph on the right shows the gaps between the importance and satisfaction:

GIVENS/SATISFACTION MAINTAINERS

SATISFACTION ENHANCERS

Importance

9.5

9.4

9.3

9.2

9.1

9.0

Treating you fairly as a customer (8.3)

Maintaining the quality of your home (8.0)

Ability to enforce resident behaviour (8.0)

Understanding your needs (7.8)

Making your neighbourhood safe and secure (7.8)

● Satisfaction <7.5
□ Satisfaction 7.5 to 8.5
▲ Satisfaction > 8.5

0.60    0.65    0.70    0.75    0.80    0.85    0.90

Impact

MARGINALS
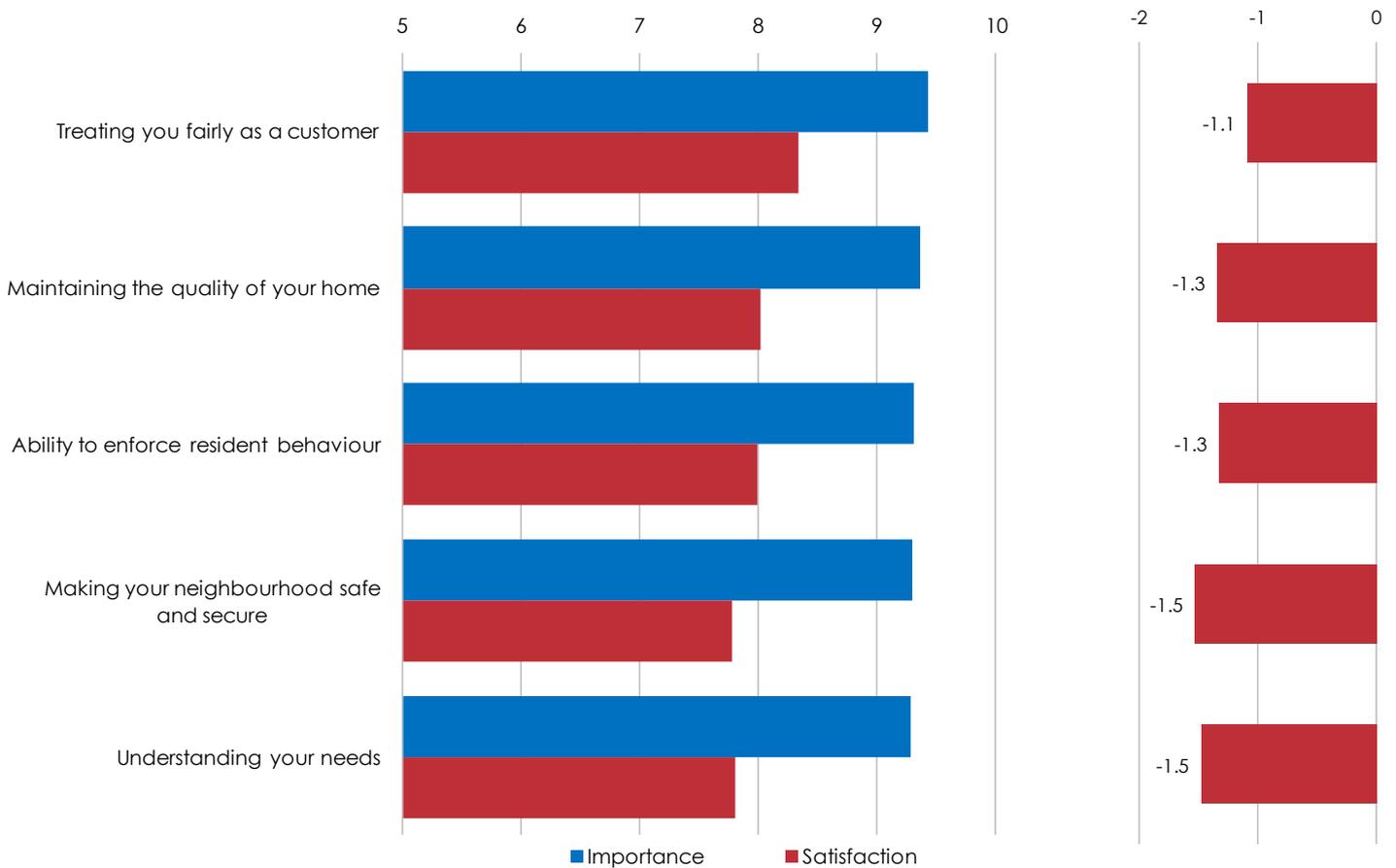
HIDDEN OPPORTUNITIES
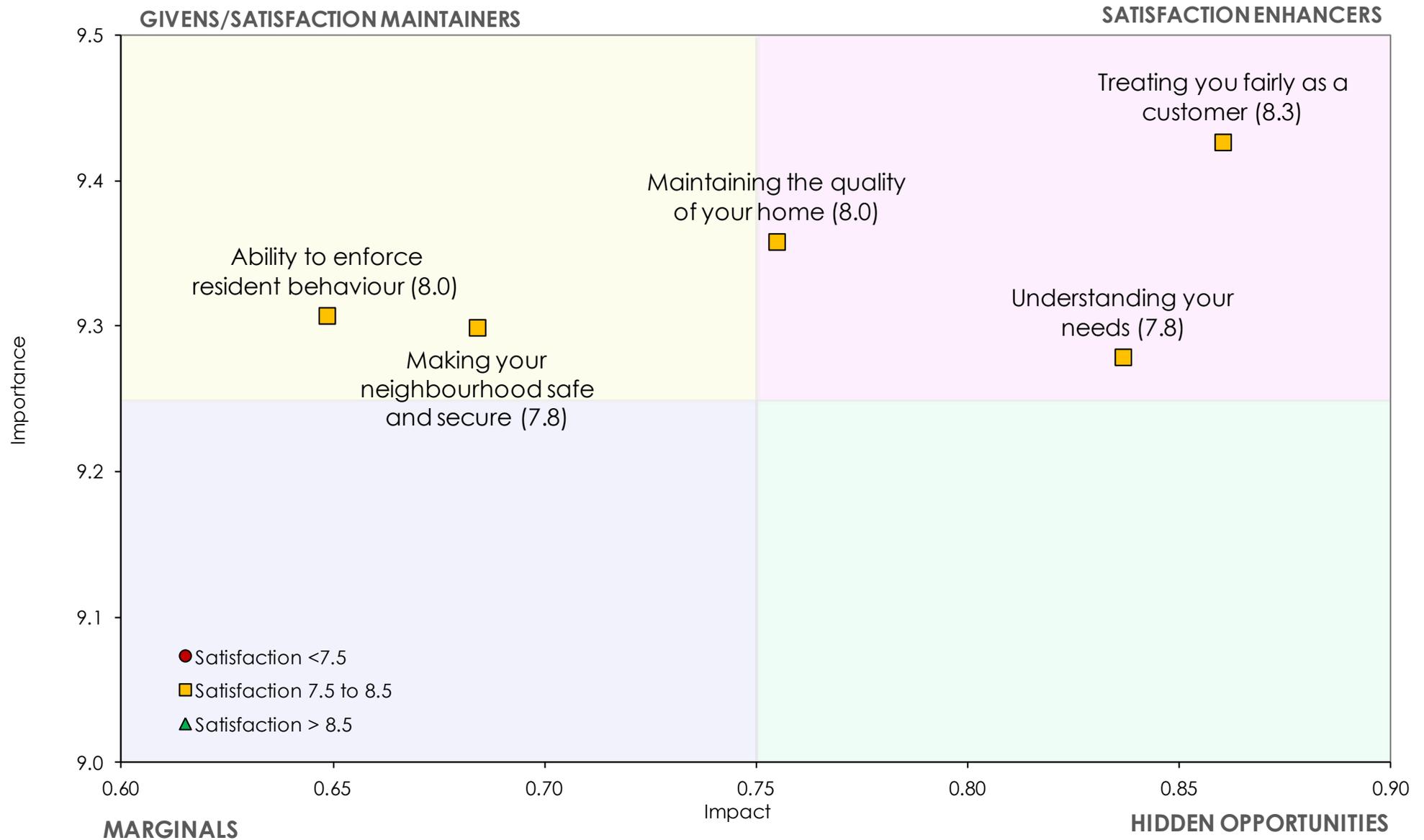
## 8 Current Services, Issues, and Future Services

Using the extra criteria as defined by SLH, customers were asked to indicate the importance of a range of services, issues, and future services by giving it a rating out of ten. Rating systems varied depending on the question customers were asked. The charts below shows the customer requirements in descending order of priority. (Please note not all customers were asked these requirements).

## 8.1 Current Services

South Liverpool Homes would like to gain views from residents in relation to understanding the importance the following services have, where 1 means "no value" and 10 means "highly valuable" (Please note not all customers were asked this question).
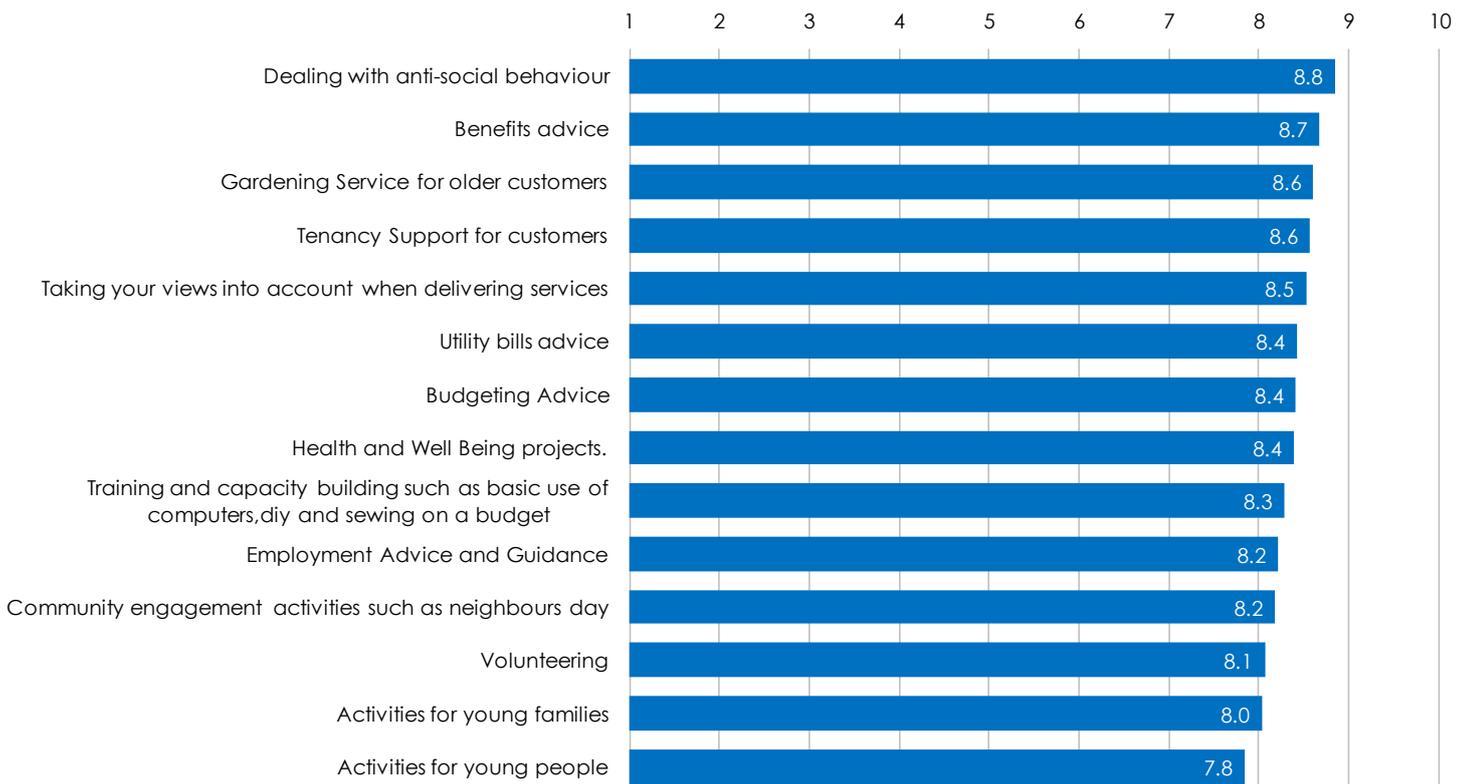
## 8.2 Current Services by Segment

### 8.2.1 Current Services Scores Split by Age

Please note: Not all customers were asked to provide importance scores.  *201 customers were asked, and 198 gave a score from 1 - 10

| | Dealing with anti-social behaviour | Activities for young people | Activities for young families | Community engagement activities such as neighbours day | Employment Advice and Guidance | Volunteering | Utility bills advice | Budgeting Advice | Benefits advice | Taking your views into account when delivering services | Training and capacity building | Tenancy Support for customers | Gardening Service for older customers | Health and Well Being projects | Bases |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Overall | 8.84 | 7.84 | 8.03 | 8.18 | 8.21 | 8.06 | 8.42 | 8.41 | 8.67 | 8.52 | 8.28 | 8.57 | 8.60 | 8.39 | 201 (*198) |
| Under 25 | 9.00 | 8.17 | 7.83 | 9.17 | 8.80 | 8.40 | 8.00 | 8.20 | 8.25 | 7.67 | 9.00 | 8.83 | 8.00 | 8.67 | 6 |
| 25-34 | 9.07 | 8.29 | 8.15 | 7.85 | 7.71 | 7.93 | 8.43 | 8.14 | 8.36 | 8.86 | 7.77 | 8.64 | 9.42 | 8.67 | 15 (*14) |
| 35-59 | 8.79 | 7.58 | 7.91 | 8.01 | 8.20 | 8.00 | 8.52 | 8.39 | 8.70 | 8.62 | 8.11 | 8.58 | 8.63 | 8.24 | 102 (*101) |
| 60-74 | 8.97 | 8.08 | 8.40 | 8.56 | 8.31 | 8.18 | 8.44 | 8.48 | 8.69 | 8.39 | 8.48 | 8.48 | 8.54 | 8.44 | 61 (*60) |
| 75+ | 8.40 | 8.00 | 7.63 | 7.80 | 8.25 | 8.07 | 7.92 | 8.67 | 8.93 | 8.44 | 8.82 | 8.64 | 8.25 | 8.71 | 17 |

### 8.2.2 Current Services Scores Split by Neighbourhood

Please note: Not all customers were asked to provide importance scores.  *201 customers were asked, and 198 gave a score from 1 - 10

| | Dealing with anti-social behaviour | Activities for young people | Activities for young families | Community engagement activities such as neighbours day | Employment Advice and Guidance | Volunteering | Utility bills advice | Budgeting Advice | Benefits advice | Taking your views into account when delivering services | Training and capacity building | Tenancy Support for customers | Gardening Service for older customers | Health and Well Being projects | Bases |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Overall | 8.84 | 7.84 | 8.03 | 8.18 | 8.21 | 8.06 | 8.42 | 8.41 | 8.67 | 8.52 | 8.28 | 8.57 | 8.60 | 8.39 | 201 (*198) |
| Alderwood | 8.11 | 7.42 | 7.39 | 7.87 | 7.88 | 7.50 | 7.76 | 7.78 | 8.00 | 7.68 | 7.27 | 8.33 | 7.76 | 7.87 | 19 |
| Boulevard View | 8.27 | 6.60 | 6.67 | 7.18 | 7.25 | 7.78 | 7.11 | 7.30 | 8.00 | 8.18 | 7.67 | 8.00 | 8.71 | 8.00 | 11 |
| Church Fields | 8.86 | 7.14 | 7.29 | 7.14 | 8.60 | 7.50 | 8.60 | 8.20 | 9.00 | 8.57 | 7.83 | 8.43 | 8.86 | 8.71 | 7 |
| Cobden | No Data | | | | | | | | | | | | | | 0 |
| Damwood | 9.38 | 7.00 | 8.00 | 8.40 | 9.00 | 8.33 | 8.86 | 9.00 | 9.00 | 9.13 | 9.20 | 9.00 | 9.67 | 9.60 | 8 |
| Millcroft | 9.80 | 9.33 | 9.33 | 9.00 | 9.25 | 9.00 | 9.40 | 9.20 | 9.75 | 7.83 | 8.75 | 9.50 | 7.20 | 9.25 | 6 |
| North Western | 8.00 | 5.50 | 6.00 | 7.00 | 8.00 | 8.00 | 9.00 | 8.00 | 8.00 | 8.00 | 9.00 | 9.00 | 8.00 | 8.00 | 2 |
| School Way | 8.60 | 8.71 | 8.88 | 9.00 | 8.88 | 9.13 | 9.00 | 9.00 | 9.33 | 9.11 | 9.00 | 9.11 | 9.29 | 9.14 | 10 |
| South Western | 9.38 | 9.14 | 8.71 | 8.75 | 8.86 | 8.29 | 8.71 | 9.00 | 9.00 | 9.25 | 9.00 | 9.00 | 8.83 | 8.63 | 8 |
| St Ambrose | 8.94 | 8.05 | 8.12 | 7.78 | 7.69 | 8.00 | 8.75 | 8.50 | 8.69 | 8.33 | 7.73 | 8.35 | 8.94 | 8.56 | 19 |
| St Christopher | 8.94 | 8.07 | 8.27 | 8.79 | 9.00 | 8.08 | 9.45 | 9.55 | 9.55 | 8.71 | 9.36 | 9.31 | 8.64 | 8.00 | 16 |
| Stocktonwood | 8.77 | 7.50 | 7.72 | 8.10 | 8.00 | 8.19 | 8.21 | 7.96 | 8.55 | 8.73 | 8.15 | 8.10 | 8.41 | 8.18 | 33 (*32) |
| The Mains | 9.79 | 8.69 | 9.14 | 8.64 | 9.00 | 8.46 | 9.00 | 9.00 | 8.83 | 9.00 | 8.25 | 8.86 | 9.42 | 8.92 | 17 (*16) |
| Under the Bridge | 9.00 | 10.00 | 9.00 | 9.00 | 9.00 | 9.00 | 9.00 | 9.00 | 9.00 | 9.00 | 9.00 | 8.50 | 10.00 | 9.00 | 2 |
| Village | 8.92 | 8.24 | 8.48 | 8.25 | 8.00 | 7.68 | 8.32 | 8.50 | 8.61 | 8.29 | 8.61 | 8.74 | 8.46 | 7.95 | 30 (*29) |
| Vineyard | 8.67 | 6.67 | 7.00 | 8.00 | 7.50 | 7.00 | 8.00 | 8.00 | 8.00 | 9.75 | 9.00 | 9.50 | 9.33 | 8.67 | 4 |
| Windfield | 8.22 | 7.75 | 7.71 | 8.13 | 7.00 | 8.50 | 7.38 | 7.88 | 8.29 | 8.11 | 7.86 | 7.89 | 8.22 | 8.44 | 9 |

## 8.3 Issues

South Liverpool Homes wants to understand issues at neighbourhood level and how much of an issue they are for their customers where 1 means "not an issue at all" and 1 means "a major issue" (Please note not all customers were asked this question).

| Issue | Score |
|---|---|
| Dog fouling | 4.9 |
| Drug Dealing | 4.7 |
| Drug taking | 4.6 |
| Youth nuisance | 4.0 |
| Weeding | 3.9 |
| Crime | 3.7 |
| Fly tipping | 3.7 |
| Vandalism and graffiti | 3.4 |
| Parking | 3.3 |
| Neighbour Nuisance | 3.0 |
| Grass cutting | 2.9 |
| Racial other harassment | 2.0 |
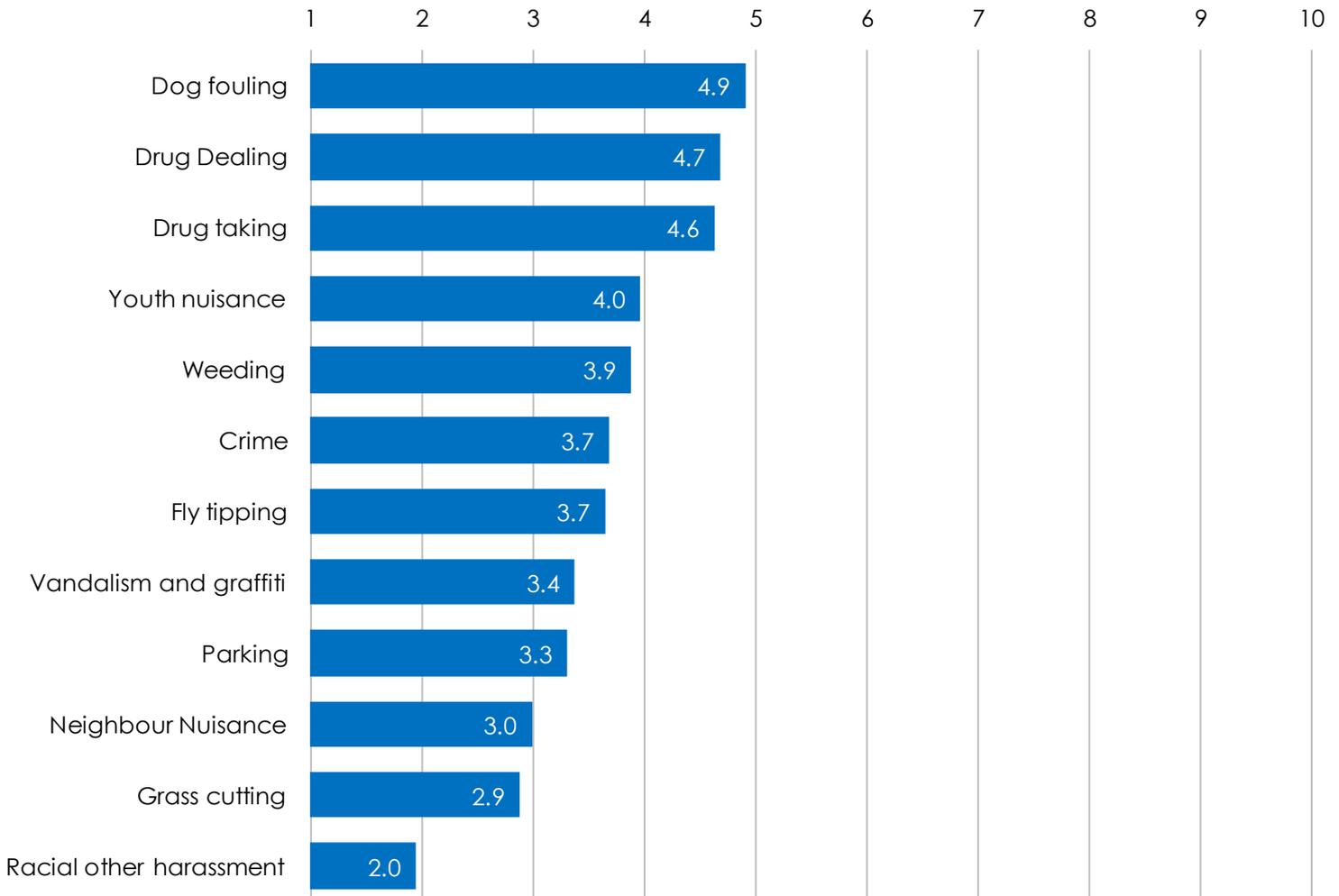
**8.4 Issues by Segment**

*8.4.1 Issues Scores Split by Age*

| | Drug taking | Drug Dealing | Youth nuisance | Crime | Parking | Fly tipping | Grass cutting | Weeding | Dog fouling | Vandalism and graffiti | Neighbour Nuisance | Racial other harassment | Bases |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Overall | 4.63 | 4.69 | 3.97 | 3.69 | 3.31 | 3.65 | 2.89 | 3.89 | 4.91 | 3.38 | 2.99 | 1.95 | 143 |
| Under 25 | 1.00 | 1.00 | 3.00 | 1.00 | 6.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 10.00 | 10.00 | 1 |
| 25-34 | 4.89 | 4.47 | 4.63 | 4.00 | 3.78 | 3.11 | 2.29 | 2.53 | 4.79 | 3.32 | 4.42 | 1.71 | 19 |
| 35-59 | 4.55 | 4.85 | 3.70 | 3.67 | 3.28 | 3.33 | 3.17 | 4.15 | 5.03 | 3.36 | 2.56 | 1.75 | 76 |
| 60-74 | 5.00 | 4.73 | 3.87 | 3.73 | 3.16 | 4.59 | 2.97 | 4.51 | 5.03 | 3.58 | 3.18 | 2.32 | 40 |
| 75+ | 3.57 | 4.00 | 5.57 | 3.17 | 2.60 | 3.83 | 1.33 | 2.00 | 4.00 | 3.00 | 1.00 | 1.20 | 7 |

### 8.4.2 Issues Scores Split by Neighbourhood

| | Drug taking | Drug Dealing | Youth nuisance | Crime | Parking | Fly tipping | Grass cutting | Weeding | Dog fouling | Vandalism and graffiti | Neighbour Nuisance | Racial other harassment | Bases |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Overall | 4.63 | 4.69 | 3.97 | 3.69 | 3.31 | 3.65 | 2.89 | 3.89 | 4.91 | 3.38 | 2.99 | 1.95 | 143 |
| Alderwood | 5.82 | 6.28 | 5.67 | 4.81 | 4.05 | 4.30 | 4.18 | 4.36 | 5.05 | 5.18 | 4.82 | 2.78 | 23 |
| Boulevard View | 4.50 | 3.50 | 2.64 | 2.60 | 2.73 | 3.45 | 2.90 | 4.00 | 4.18 | 2.82 | 1.73 | 1.64 | 11 |
| Church Fields | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data | 0 |
| Cobden | 1.33 | 1.33 | 1.00 | 1.00 | 8.00 | 2.00 | 1.33 | 1.67 | 1.00 | 1.00 | 1.00 | 1.50 | 3 |
| Damwood | 3.80 | 3.70 | 4.10 | 3.11 | 3.78 | 4.64 | 2.00 | 2.75 | 6.89 | 2.90 | 3.30 | 1.30 | 11 |
| Millcroft | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data | No Data | 0 |
| North Western | 6.50 | 6.20 | 4.17 | 4.00 | 2.80 | 3.00 | 1.20 | 3.00 | 5.33 | 2.60 | 3.00 | 2.80 | 6 |
| School Way | 6.29 | 4.71 | 2.25 | 3.50 | 2.00 | 2.13 | 3.63 | 3.00 | 6.13 | 3.38 | 1.88 | 1.38 | 8 |
| South Western | 5.00 | 4.00 | 5.83 | 4.80 | 2.67 | 2.43 | 1.17 | 2.67 | 5.14 | 1.67 | 4.00 | 1.14 | 7 |
| St Ambrose | 7.50 | 7.50 | 7.50 | 7.00 | 7.75 | 6.00 | 6.25 | 5.25 | 5.00 | 6.50 | 4.50 | 3.25 | 4 |
| St Christopher | 4.92 | 5.77 | 3.79 | 3.21 | 3.15 | 6.00 | 4.08 | 6.15 | 6.15 | 4.54 | 1.93 | 1.93 | 14 |
| Stocktonwood | 3.60 | 3.80 | 2.30 | 3.80 | 2.11 | 2.70 | 1.44 | 3.33 | 4.70 | 2.60 | 2.60 | 2.11 | 10 |
| The Mains | 4.88 | 5.63 | 4.94 | 4.07 | 3.00 | 3.19 | 2.50 | 4.07 | 4.65 | 3.35 | 2.82 | 2.07 | 18 |
| Under the Bridge | 8.33 | 7.67 | 4.00 | 6.00 | 1.00 | 4.67 | 3.33 | 6.33 | 7.67 | 4.67 | 1.33 | 1.67 | 3 |
| Village | 1.63 | 1.50 | 2.00 | 1.88 | 2.86 | 1.86 | 1.60 | 2.80 | 2.00 | 1.25 | 1.29 | 1.43 | 8 |
| Vineyard | 5.50 | 5.50 | 3.00 | 2.33 | 2.67 | 3.67 | 3.00 | 6.00 | 1.00 | 1.00 | 4.00 | 1.00 | 3 |
| Windfield | 3.25 | 3.22 | 4.14 | 3.45 | 3.69 | 3.14 | 2.17 | 2.55 | 5.07 | 2.79 | 3.43 | 2.08 | 14 |

## 8.5 Future Services

On a 1 to 10 scale where 1 means "not at all important" and ten means "extremely important" how important for your neighbourhood are the following services? (Please note not all customers were asked this question).
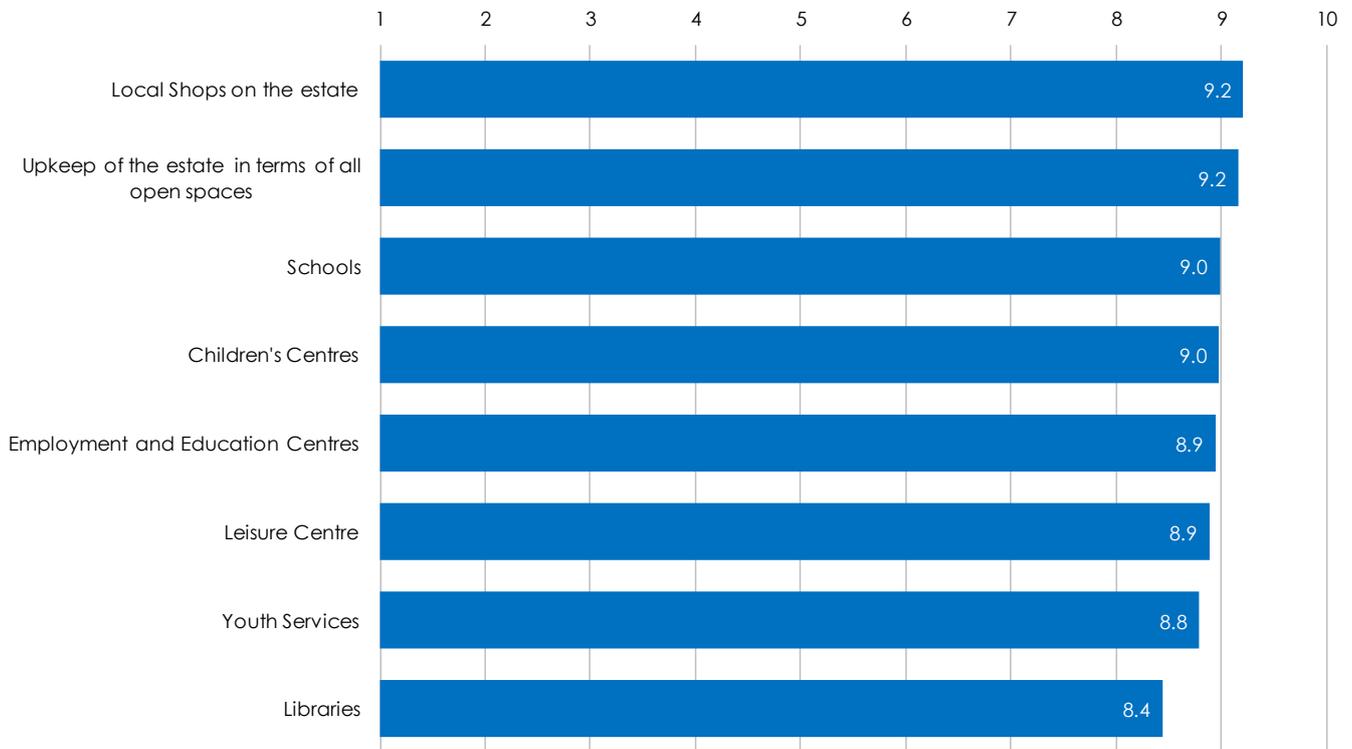
| Service | Score |
|---|---|
| Local Shops on the estate | 9.2 |
| Upkeep of the estate in terms of all open spaces | 9.2 |
| Schools | 9.0 |
| Children's Centres | 9.0 |
| Employment and Education Centres | 8.9 |
| Leisure Centre | 8.9 |
| Youth Services | 8.8 |
| Libraries | 8.4 |

Currently South Liverpool Homes are not responsible for running these services. Do you think they should widen their responsibilities to help deliver these or a similar service, if it means ensuring their future is secured?

No (126), 23.2%

Yes (418), 76.8%
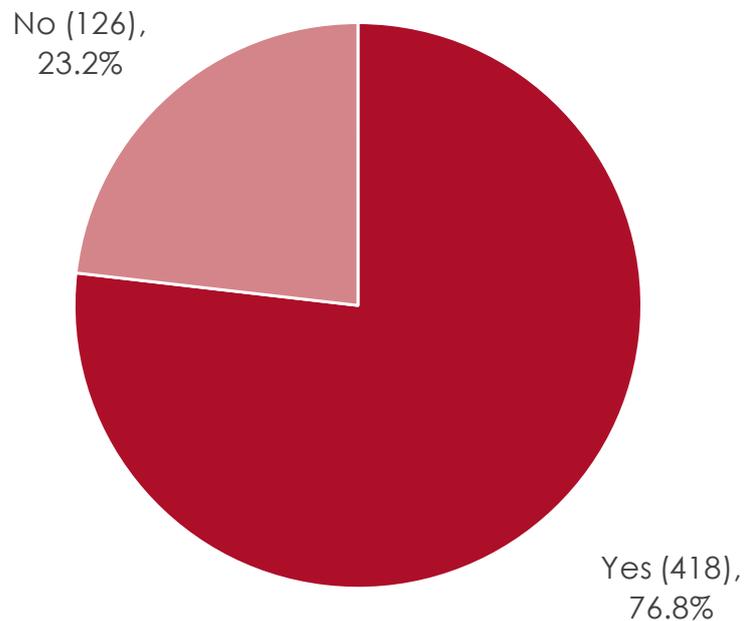
**8.6 Future Services Split by Segment**

### 8.6.1 Future Services Scores Split by Age

Please note: Not all customers were asked to provide importance scores.  *544 customers were asked, and 542 gave a score from 1 - 10

|  | Libraries | Schools | Leisure Centre | Children's Centres | Upkeep of the estate in terms of all open spaces | Local Shops on the estate | Youth Services | Employment and Education Centres | Bases |
|---|---|---|---|---|---|---|---|---|---|
| Overall | 8.44 | 8.98 | 8.89 | 8.98 | 9.16 | 9.21 | 8.79 | 8.94 | 544 (*542) |
| Under 25 | 8.27 | 8.82 | 9.36 | 8.73 | 9.27 | 9.55 | 9.18 | 9.36 | 11 |
| 25-34 | 8.64 | 9.38 | 9.43 | 9.32 | 9.34 | 9.72 | 9.44 | 9.46 | 59 |
| 35-59 | 8.31 | 8.77 | 8.63 | 8.86 | 9.02 | 9.17 | 8.62 | 8.84 | 264 (*262) |
| 60-74 | 8.71 | 9.14 | 9.06 | 9.11 | 9.30 | 9.05 | 8.81 | 8.82 | 170 |
| 75+ | 7.86 | 9.18 | 8.92 | 8.77 | 9.18 | 9.32 | 8.71 | 9.29 | 40 |

## 8.6.2 Future Services Split by Neighbourhood

Please note: Not all customers were asked to provide importance scores. *544 customers were asked, and 542 gave a score from 1 - 10

| | Libraries | Schools | Leisure Centre | Children's Centres | Upkeep of the estate in terms of all open spaces | Local Shops on the estate | Youth Services | Employment and Education Centres | Bases |
|---|---|---|---|---|---|---|---|---|---|
| Overall | 8.44 | 8.98 | 8.89 | 8.98 | 9.16 | 9.21 | 8.79 | 8.94 | 544 (*542) |
| Alderwood | 8.45 | 8.64 | 8.99 | 8.73 | 9.13 | 9.39 | 9.00 | 9.09 | 72 |
| Boulevard View | 8.35 | 9.18 | 9.18 | 9.41 | 9.46 | 9.49 | 9.40 | 9.50 | 40 |
| Church Fields | 8.38 | 9.54 | 9.00 | 8.92 | 9.38 | 9.15 | 9.31 | 9.23 | 13 |
| Cobden | 5.80 | 7.00 | 6.60 | 6.00 | 8.29 | 8.71 | 6.25 | 6.75 | 7 |
| Damwood | 8.25 | 9.22 | 8.54 | 8.62 | 9.28 | 9.17 | 8.38 | 8.50 | 29 |
| Millcroft | 7.89 | 8.29 | 8.00 | 8.38 | 9.67 | 9.44 | 8.38 | 8.67 | 10 |
| North Western | 9.00 | 9.08 | 8.93 | 9.69 | 9.00 | 9.50 | 9.42 | 9.15 | 14 |
| School Way | 8.13 | 8.09 | 8.05 | 8.87 | 9.13 | 9.29 | 8.57 | 9.00 | 24 |
| South Western | 8.73 | 9.58 | 9.35 | 9.30 | 9.59 | 9.54 | 9.12 | 9.19 | 27 |
| St Ambrose | 8.61 | 9.59 | 9.28 | 9.68 | 9.15 | 8.75 | 9.03 | 8.73 | 40 |
| St Christopher | 8.79 | 9.33 | 9.04 | 9.17 | 9.38 | 9.60 | 9.02 | 9.42 | 48 (*47) |
| Stocktonwood | 8.76 | 9.32 | 9.18 | 9.27 | 8.86 | 9.00 | 8.82 | 8.96 | 60 |
| The Mains | 8.22 | 8.66 | 8.82 | 8.84 | 8.77 | 9.02 | 8.56 | 8.40 | 46 |
| Under the Bridge | 9.11 | 9.67 | 9.11 | 9.63 | 9.00 | 8.90 | 8.70 | 9.20 | 10 |
| Village | 8.75 | 8.95 | 8.91 | 8.93 | 9.20 | 9.40 | 8.63 | 8.90 | 59 (*58) |
| Vineyard | 7.70 | 8.90 | 8.90 | 8.67 | 9.70 | 9.80 | 8.40 | 8.50 | 10 |
| Windfield | 7.61 | 8.12 | 8.20 | 8.09 | 9.03 | 8.41 | 7.86 | 8.67 | 35 |

## 9 Thinking About the Future

To investigate customer's future intentions they were asked the following questions:

## 9.1 Where do you see yourself in 5-10 Years?

"Thinking about the future in terms of your home, where do you see yourself and your relationship with South Liverpool Homes in 5-10 years time."

### Will you remain a tenant of South Liverpool Homes?

Don't know (59), 7.9%

No (48), 6.4%

Yes (638), 85.6%
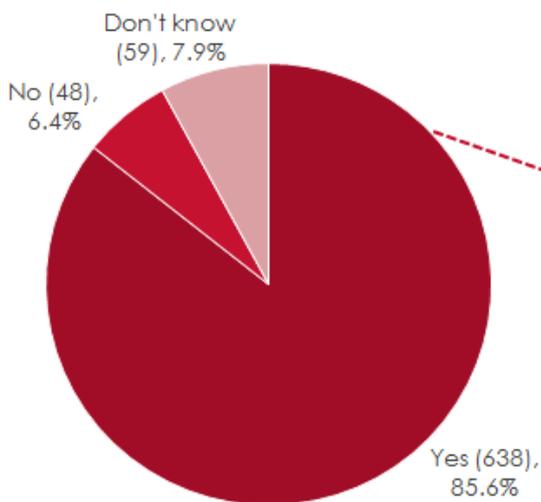
If Yes:

### Will you be in the same home?

No (78), 12.2%

Yes (560), 87.8%
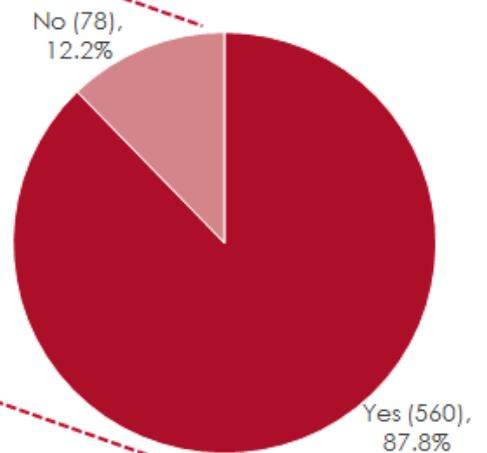
**9.2 Will You Have?**

### 9.2.1 Remain a Tenant

If a customer answered no to remaining in the same home they were asked to choose the option they felt they were most likely to have done. These options are shown in the following chart:
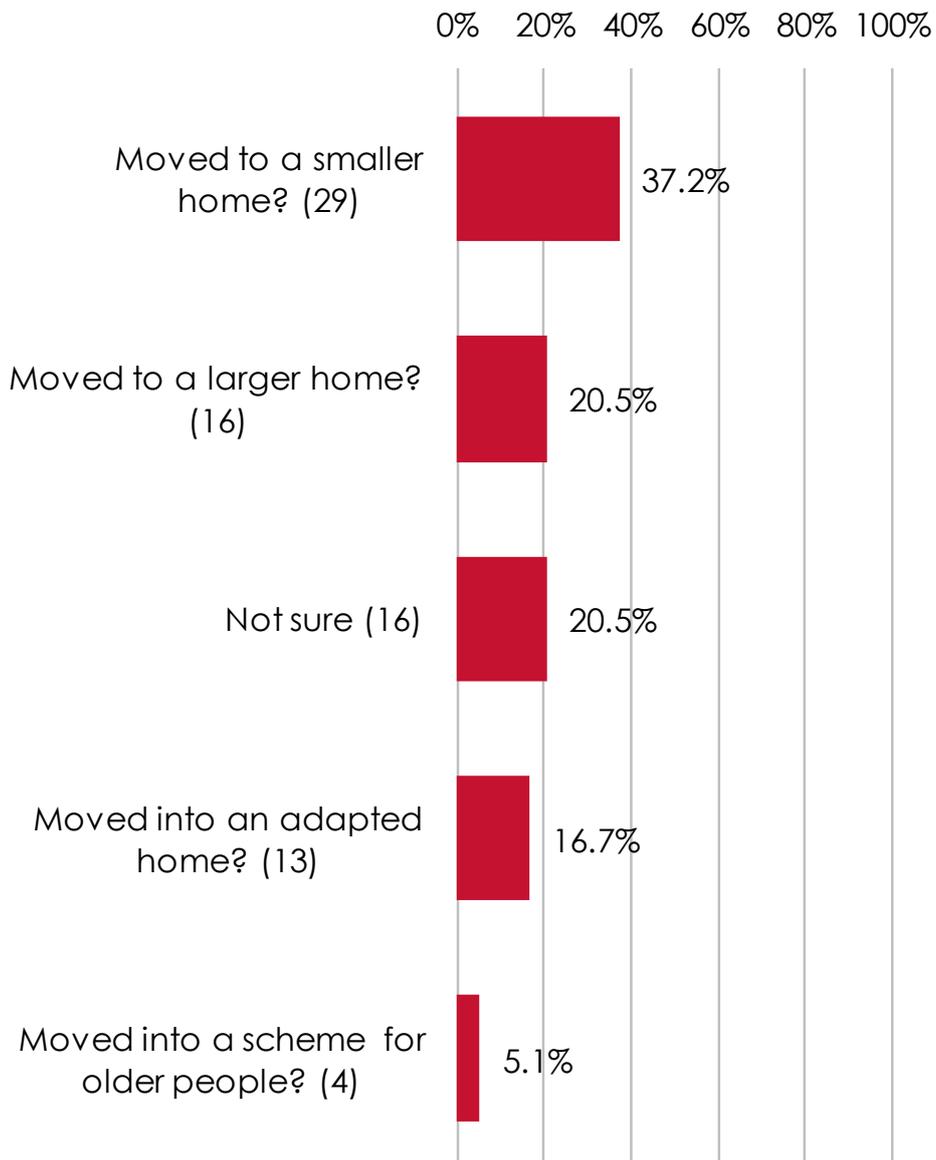
### 9.2.2 Not Remaining a Tenant

If a customer answered no to remaining a tenant of SLH they were asked to choose the option they felt they were most likely to have done. These options are shown in the following chart:

| | |
|---|---|
| Left and bought your own home? (20) | 41.7% |
| Be renting from another social landlord? (11) | 22.9% |
| Be renting from a private landlord? (8) | 16.7% |
| Other (6) | 12.5% |
| Moved into a scheme for older people? (2) | 4.2% |
| Bought a shared ownership home? (1) | 2.1% |
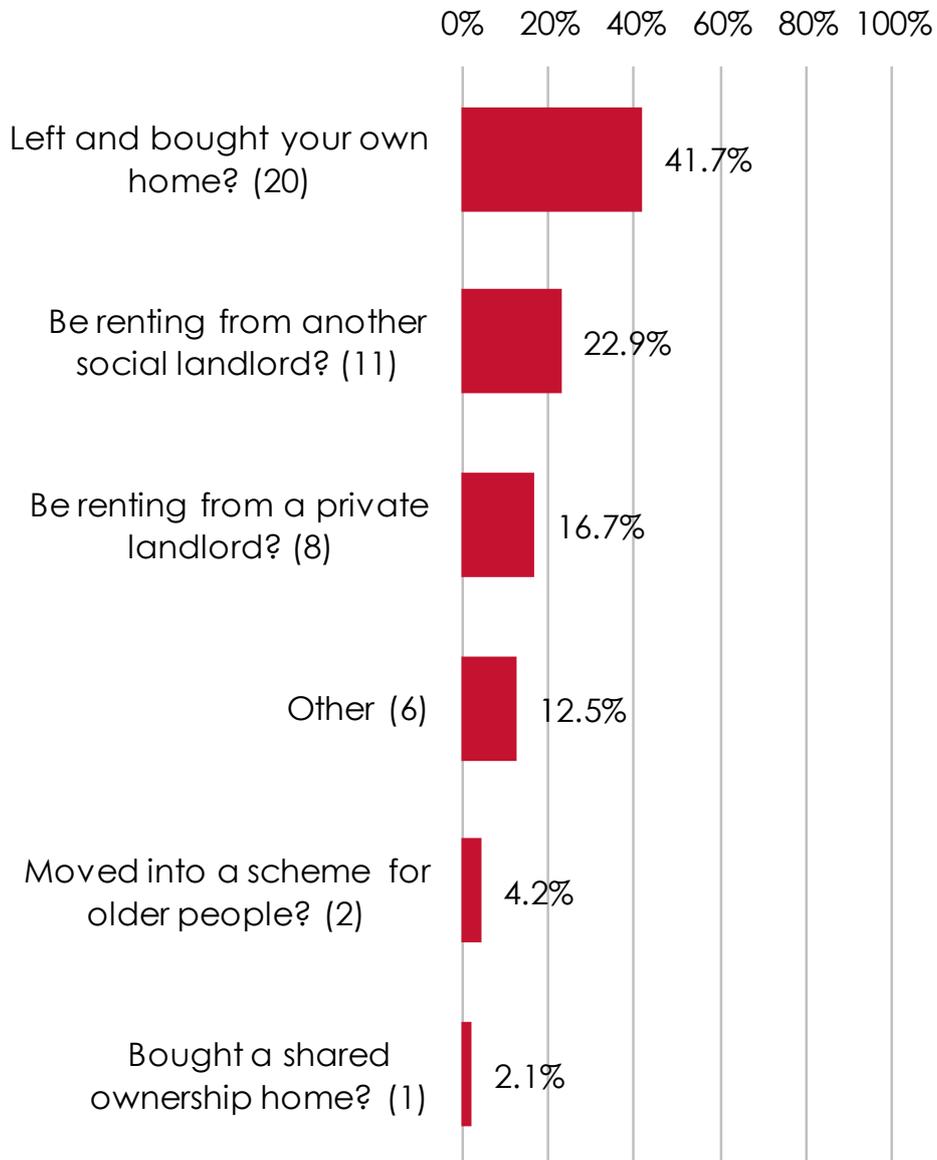
### 9.2.3 Not Remaining a Tenant – Speke/Garston

Customers who answered no to remaining a tenant of SLH were also asked if they still saw themselves living in Speke/Garston in 5 years time. Responses are shown in the following chart:
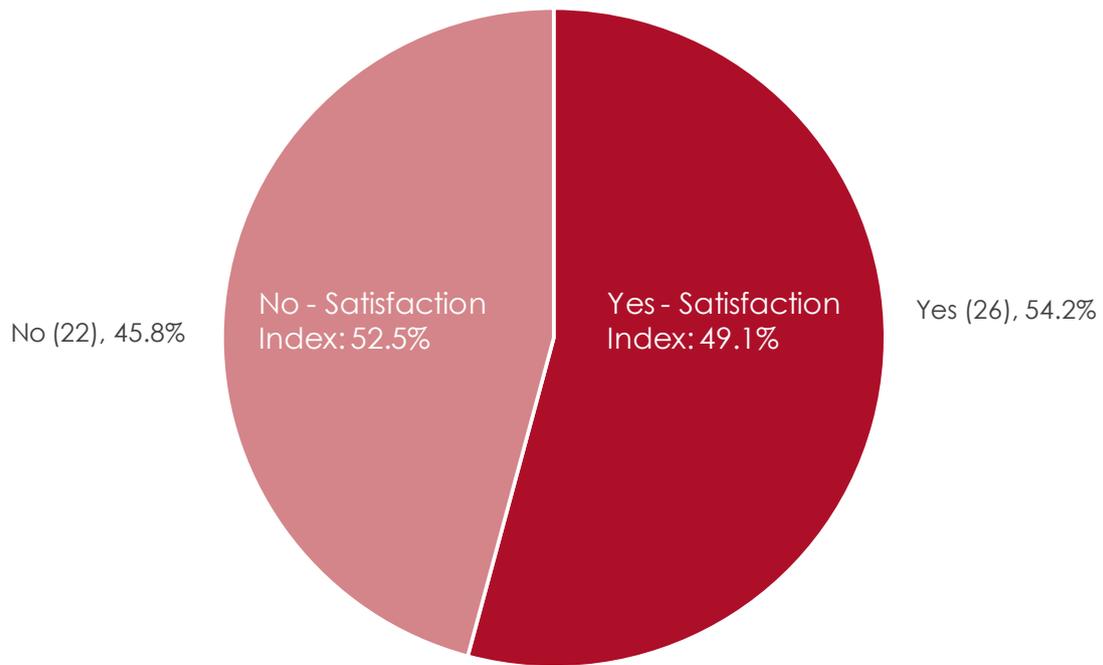
No (22), 45.8%　No - Satisfaction Index: 52.5%　Yes - Satisfaction Index: 49.1%　Yes (26), 54.2%

### 9.3.1 Remain a tenant (only considering 543 responses making up the customer satisfaction index score)
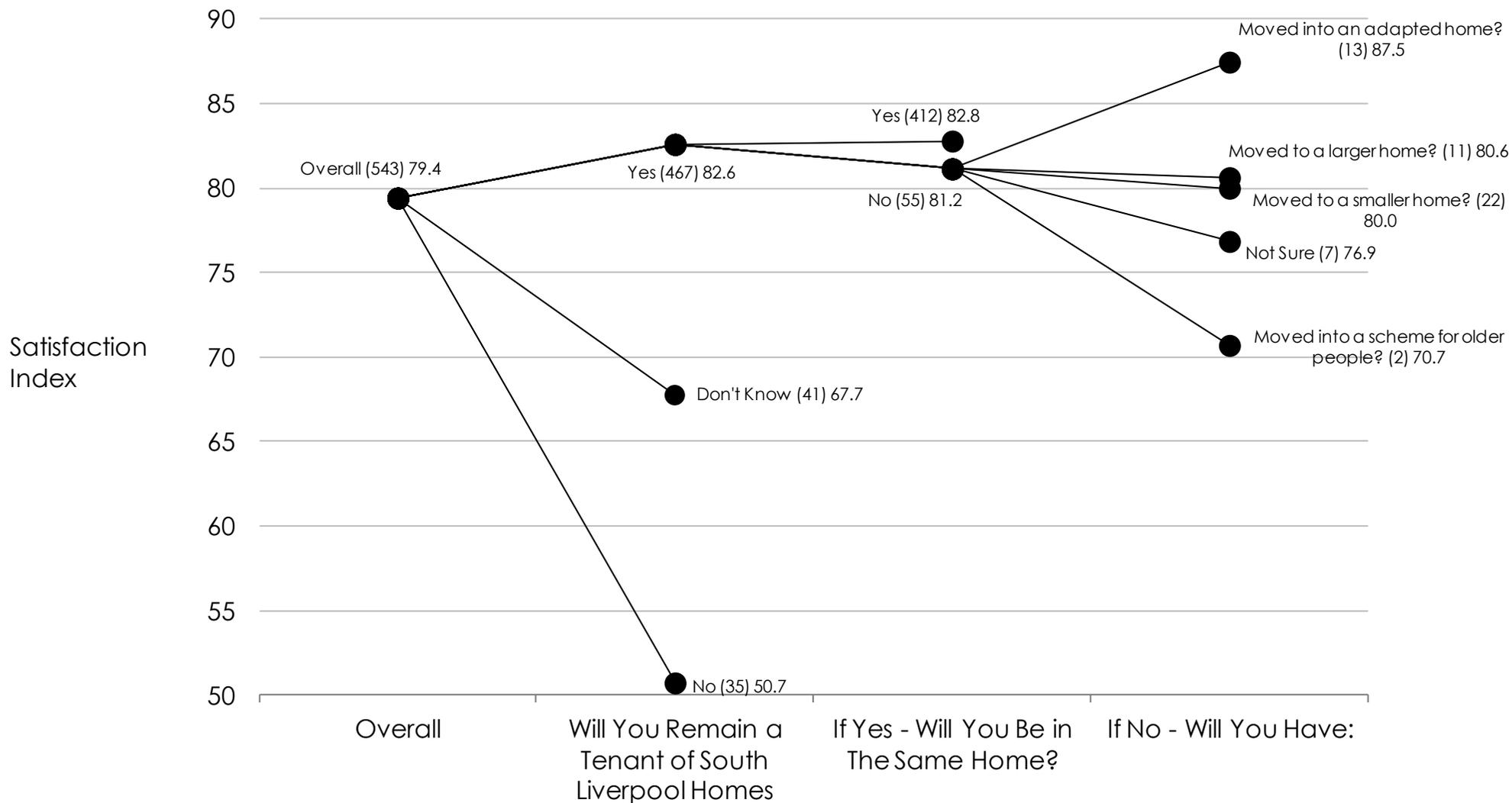


*NB - The base is shown in brackets*

**9.3.2 Not Remaining a Tenant (only considering 543 responses making up the customer satisfaction index score)**
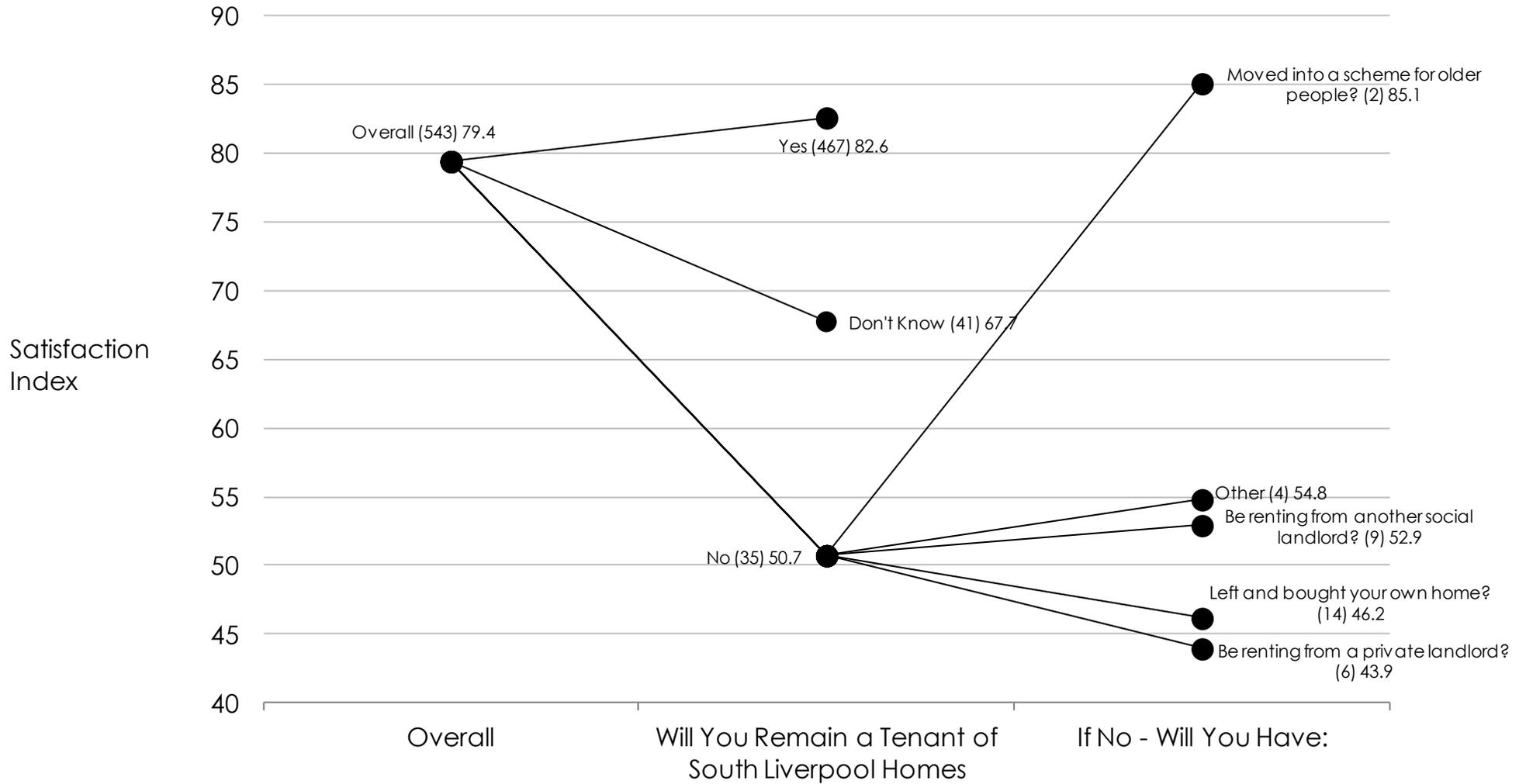


*NB - The base is shown in brackets*

# Appendix 1

**South Liverpool Homes 4007 Questionnaire**

Good morning/afternoon _____.  My name is _____ and I am calling from The Leadership Factor on behalf of South Liverpool Homes. We are conducting their customer satisfaction research and your feedback would be appreciated. Would you be able to spare 10 - 15 minutes to take part now, please?

Thank you.  Before we start, I'd like to assure you that we follow the Market Research Society Code of Conduct and your responses will be subject to the normal market research rules of confidentiality. In addition, this call may be recorded for quality and training purposes.

Q1a: How satisfied or dissatisfied are you with the overall quality of your home?

Very satisfied

Fairly satisfied

Neither

Fairly dissatisfied

Very dissatisfied

**Probe fairly or very dissatisfied**

Q1b: Generally, how satisfied or dissatisfied are you with the way South Liverpool Homes deals with repairs and maintenance?

Very satisfied

Fairly satisfied

Neither

Fairly dissatisfied

Very dissatisfied

**Probe fairly or very dissatisfied**

Q1c: How satisfied or dissatisfied are you with your neighbourhood as a place to live?

Very satisfied

Fairly satisfied

Neither

Fairly dissatisfied

Very dissatisfied

**Probe fairly or very dissatisfied**

Q1d: How satisfied or dissatisfied are you that your rent provides value for money?

    Very satisfied

    Fairly satisfied

    Neither

    Fairly dissatisfied

    Very dissatisfied

    Not applicable

**Probe fairly or very dissatisfied**

Q1e: How satisfied or dissatisfied are you that your service charges provide value for money?

    Very satisfied

    Fairly satisfied

    Neither

    Fairly dissatisfied

    Very dissatisfied

    Not applicable

**Probe fairly or very dissatisfied**

South Liverpool Homes offers a number of ways for tenants to get involved and give their views on our services such as mystery shoppers who test our services, focus groups and groups that look at the way we perform.

Q1f: How satisfied or dissatisfied are you that South Liverpool Homes listens to your views and acts upon them?

    Very satisfied

    Fairly satisfied

    Neither

    Fairly dissatisfied

    Very dissatisfied

**Probe fairly or very dissatisfied**

Q1g: Taking everything into account, how satisfied or dissatisfied are you with the service provided by South Liverpool Homes

    Very satisfied

    Fairly satisfied

    Neither

    Fairly dissatisfied

    Very dissatisfied

**Probe fairly or very dissatisfied**

Bearing in mind that South Liverpool homes is responsible for the upkeep of your communal gardens and the cleaning of communal areas.

Q1h: How satisfied or dissatisfied are you with the overall estate services provided by South Liverpool homes

Very satisfied

Fairly satisfied

Neither

Fairly dissatisfied

Very dissatisfied

Probe fairly or very dissatisfied


Q2. I now need to take you through a list of factors to score South Liverpool Homes performance. As we go through the list please give me a number between one and ten, where one means 'completely dissatisfied' and ten means 'completely satisfied', or you can say 'not applicable' if you don't have enough experience to comment.

South Liverpool Homes making your neighbourhood safe and secure

South Liverpool Homes ability to enforce resident behaviour

South Liverpool Homes maintaining the quality of your home

South Liverpool Homes understanding your needs

South Liverpool Homes treating you fairly as a customer

Probe all scores of 1-4: "Why did you give that score?"


Q3. Taking everything into account, how satisfied or dissatisfied are you with South Liverpool Homes overall? Please give me a number between one and ten, where one means 'completely dissatisfied' and ten means 'completely satisfied'.


ONLY INTERVIEWS 1-200:

Q4. I'd now like to take you through the list again, this time to find out how important or unimportant each requirement is to you.  Again, please give a number between one and ten as before, but this time one means 'not at all important' and ten means 'extremely important'.

South Liverpool Homes making your neighbourhood safe and secure

South Liverpool Homes ability to enforce resident behaviour

South Liverpool Homes maintaining the quality of your home

South Liverpool Homes understanding your needs

South Liverpool Homes treating you  fairly as a customer

ONLY INTERVIEWS 201-400:

South Liverpool Homes would like to gain views from residents in relation to understanding the importance that the following services have. On a scale of 1 to 10, where 1 means no value at all and ten means highly valuable, what score would you give for...

Dealing with anti-social behaviour

Activities for young people

Activities for young families

Community engagement activities such as neighbours day

Employment Advice and Guidance

Volunteering

Utility bills advice

Budgeting Advice

Benefits advice

Taking your views into account when delivering services

Training and capacity building such as basic use of computers, diy and sewing on a budget

Tenancy Support for customers

Gardening Service for older customers

Health and Well Being projects.


ONLY INTERVIEWS 401-545:

South Liverpool Homes want to understand issues at neighbourhood level and how much of an issue they are for their customers. On a 1 to 10 scale where one means 'not an issue at all' and ten means 'a major issue', how much of an issue is...

Drug taking

Drug Dealing

Youth nuisance

Crime

Parking

Fly tipping

Grass cutting

Weeding

Dog fouling

Vandalism and graffiti

Neighbour Nuisance

Racial other harassment

Q5. Thinking about any contact that you have had with South Liverpool Homes in the last six months, was a promise or commitment made to you?     Yes  / No

 IF YES – Did South Liverpool Homes do what they said they would?          Yes / No


Q6. How likely are you to recommend South Liverpool Homes as a landlord to friends, family or colleagues? Please give me a number between one and ten where one means 'extremely unlikely' and ten means 'extremely likely'

Probe scores of 1-6 'What is the main reason that makes it unlikely?'

Probe scores of 7-8 'What main thing would make it more likely?'

Probe scores of 9-10 'What is the main thing that makes it likely?'


Thinking about the future in terms of your home, where do you see yourself and your relationship with South Liverpool Homes in 5-10 years time.

Q7a: Will you remain a tenant of South Liverpool Homes?  Yes – go to Q7b / No – go to Q7d

Q7b: Will you be in the same home?  Yes – go to Q8 / No – go to Q7c

Q7c: Will you have:

| | |
|---|---|
| Moved to a smaller home? | Go to Q8 |
| Moved to a larger home? | Go to Q8 |
| Moved into a scheme for older people? | Go to Q8 |
| Moved into an adapted home? | Go to Q8 |

Q7d: Will you have:

| | |
|---|---|
| Left and bought your own home? | Go to Q7e |
| Bought a shared ownership home? | Go to Q7e |
| Moved into a scheme for older people? | Go to Q7e |
| Be renting from a private landlord? | Go to Q7e |
| Be renting from another social landlord? | Go to Q7e |
| Q7e: What are your reasons for doing this? | Go to Q7f |

Q7f: Do you still see yourself living in Speke/Garston? YES /NO

If no – why not?

Q8. On a 1 to 10 scale where one means 'not at all important' and ten means 'extremely important' how important for your neighbourhood are the following services.

Libraries

Schools

Leisure Centre

Children's Centres

Upkeep of the estate in terms of all open spaces

Local Shops on the estate

Youth Services

Employment and Education Centres

Currently South Liverpool Homes are not responsible for running these services. Do you think they should widen their responsibilities to help deliver these or similar services, if it means ensuring their future is secured? Yes / No  If yes, probe which of these services you think they should deliver

At the start of the interview I said that the survey was confidential.  That is still the case, but in some circumstances it may be useful for South Liverpool Homes to know your name.  You may, of course, remain anonymous, but would you be willing for your name to be attributed to the responses you have given?

 Yes, you can use my name

No, please keep my responses anonymous

Would you be happy to be re-contacted by us if we have any further questions about this survey?

Yes

No

Would you be willing to take part in any further research about your home or neighbourhood?

Yes

No

If yes, could I please take your email address? (If email is unavailable please collect phone number and address)Preferred method of contact?

Would you like our telephone number or that of the Market Research Society to check our credibility or make comments regarding this interview?  (TLF = 01484 467037 and MRS = 0500 396999).

Thank you very much for taking part in the survey.  Your answers have been most helpful.