

Complaints Survey

Q1 Results

2024-25

Strategic Operations

Background

This report shows a quarterly picture of results from the monthly complaints satisfaction survey.

The survey population is comprised of residents (or their advocates) who have made a complaint in a given month, and their complaint has been responded to and dealt with (closed). Those who feel their complaint is still open, or are in the process of escalating to a Stage Two are excluded from results.

For the purposes of this report, 'residents' will refer to both residents and advocates.

This report discusses responses from residents who made a complaint during the [April – June 2024](#) period.

The results discussed in this report should not be confused with the annual results of the National Residents' Survey, which includes a TSM (Tenant Satisfaction Measure) around complaints handling.

The overall TSM satisfaction score for complaints handling from the latest (2023) Residents' Survey is 47%.

The Housing 21 complaints handling process was updated in April 2024 in line with the new complaints code.

The existing informal complaints process has been removed, and are now handled as service requests or formal complaints.

Survey objectives

The complaints satisfaction survey is an opportunity for Housing 21 to capture data about:

- Overall satisfaction with Housing 21's approach to handling complaints
- Satisfaction with aspects such as:
 - Communication throughout the process
 - The outcome of the complaint
 - Process was neutral (unbiased)
 - Tone of voice and empathy
 - Taking vulnerabilities into account
- Lessons to be learned, and suggested improvements

The survey has been updated for 2024-25, with new questions included to gain more insight into aspects such as Housing 21's communication, tone of voice, and taking into account any particular vulnerabilities residents may have.

Overview



Survey design

A short Snap Survey, completed online via a URL link.



Approach

Residents were contacted to take part via email (preferred), or by telephone appointment.

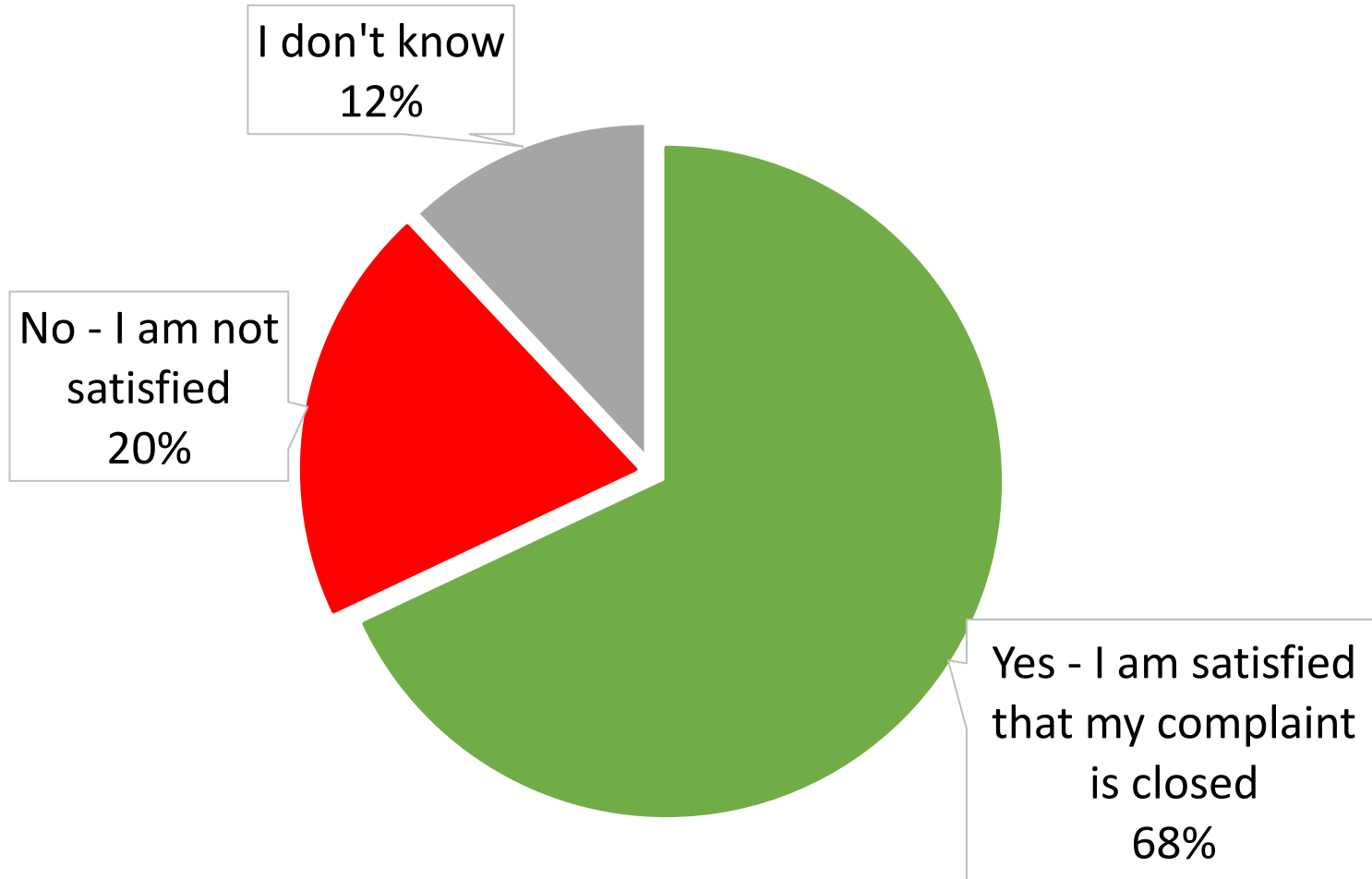


Responses

Across Q1, 53 residents (or advocates) with closed complaints were contacted to participate in the survey. 25 completed the survey, giving a 47% response rate.

Satisfaction with 'closed' status

Is your complaint closed? Yes. Are you satisfied with this?



Residents contacted to complete the survey were asked a) if their complaint was closed, and b) if they were satisfied with this fact.

Those who expressed their complaint was still open have been excluded from the findings of this report.

Of those who felt their complaint was closed, over 2 in 3 were satisfied with this fact (68%)

Base: 25

Summary of Q1 results - Satisfaction



40%

Overall approach



44%

Process was neutral (unbiased)



48%

We kept in touch throughout



52%

Quality of response letter



40%

We were empathetic in our approach



60%

Our response had the right tone



48%

Outcome of complaint



56%

We took your complaint seriously

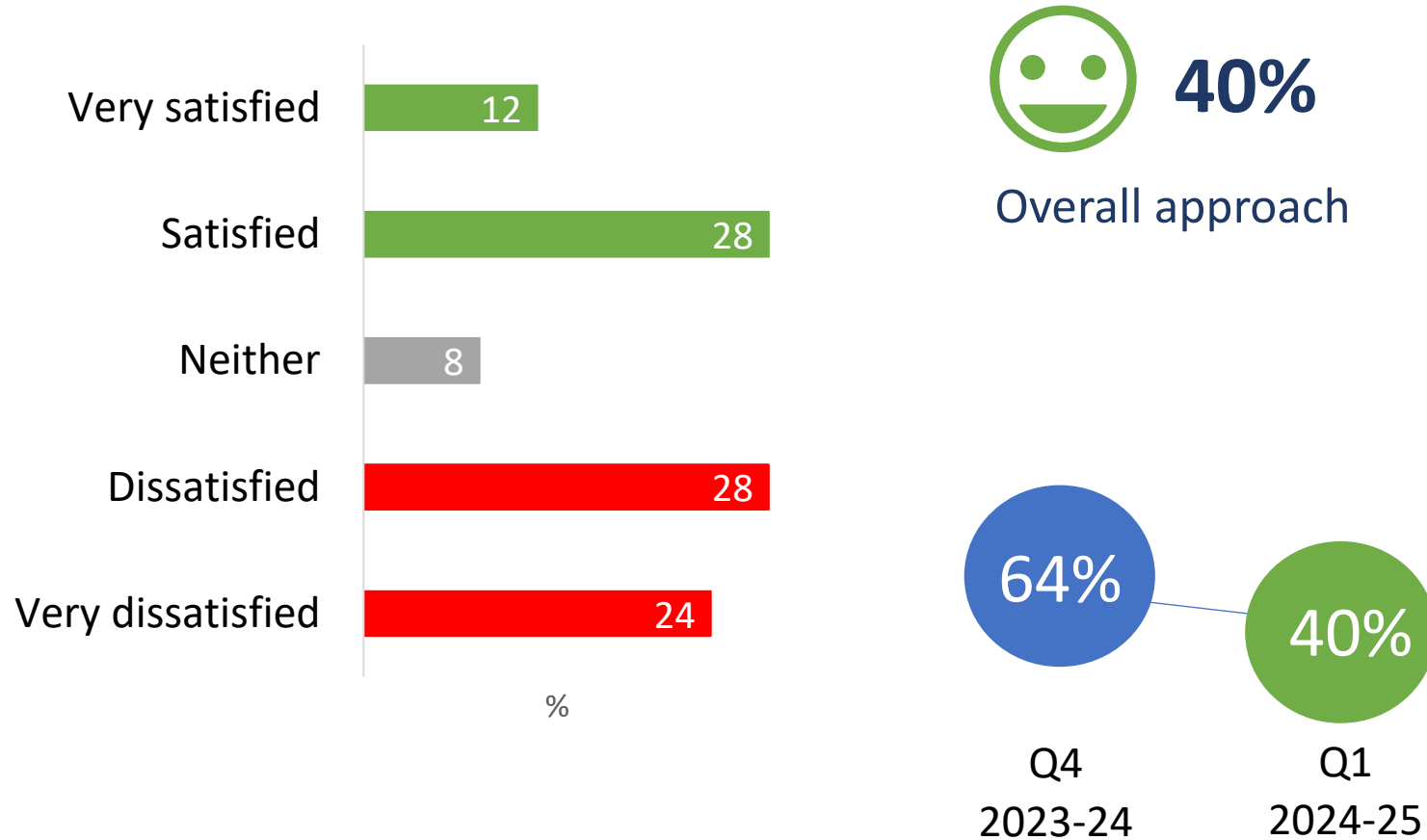


43%

We took into account any vulnerabilities

Overall approach

How satisfied or dissatisfied were you with the following? Housing 21's overall approach to handling your complaint



Satisfaction with the overall handling of complaints is 40%.

This score has decreased by 24% since Q4 of 2023-24.

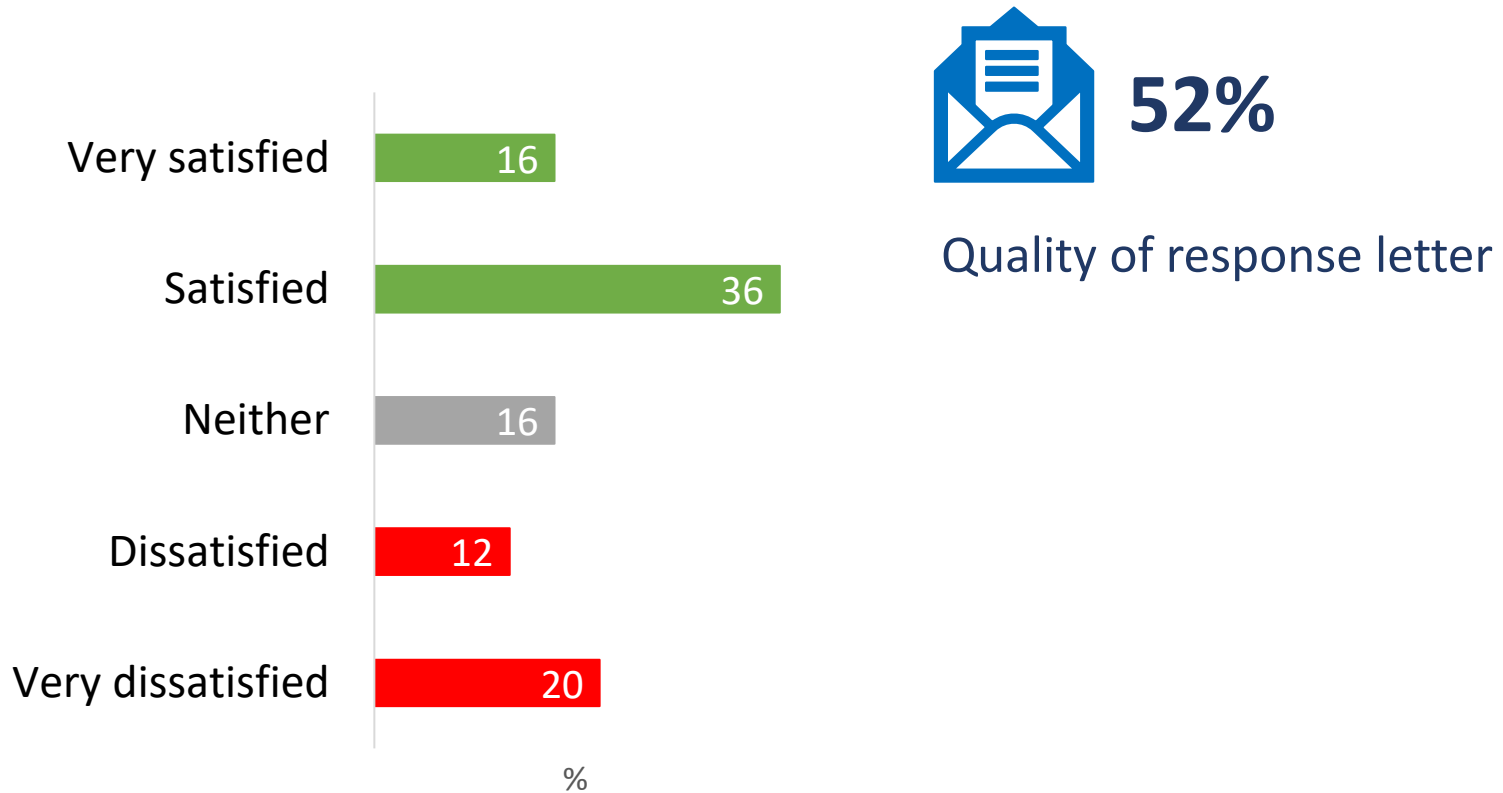
This score is 7% lower than the overall TSM satisfaction score for complaints handling from the latest Residents' Survey (47% - 2023).

**Please note, the question wording for this indicator has been adapted slightly since 2023-24, so there may be a slight variation in the understood semantics of the question from the previous quarter.*

Base: Q4: 14, Q1: 25

Quality of response letter

How satisfied or dissatisfied were you with the following? (The quality of our response letter to you)



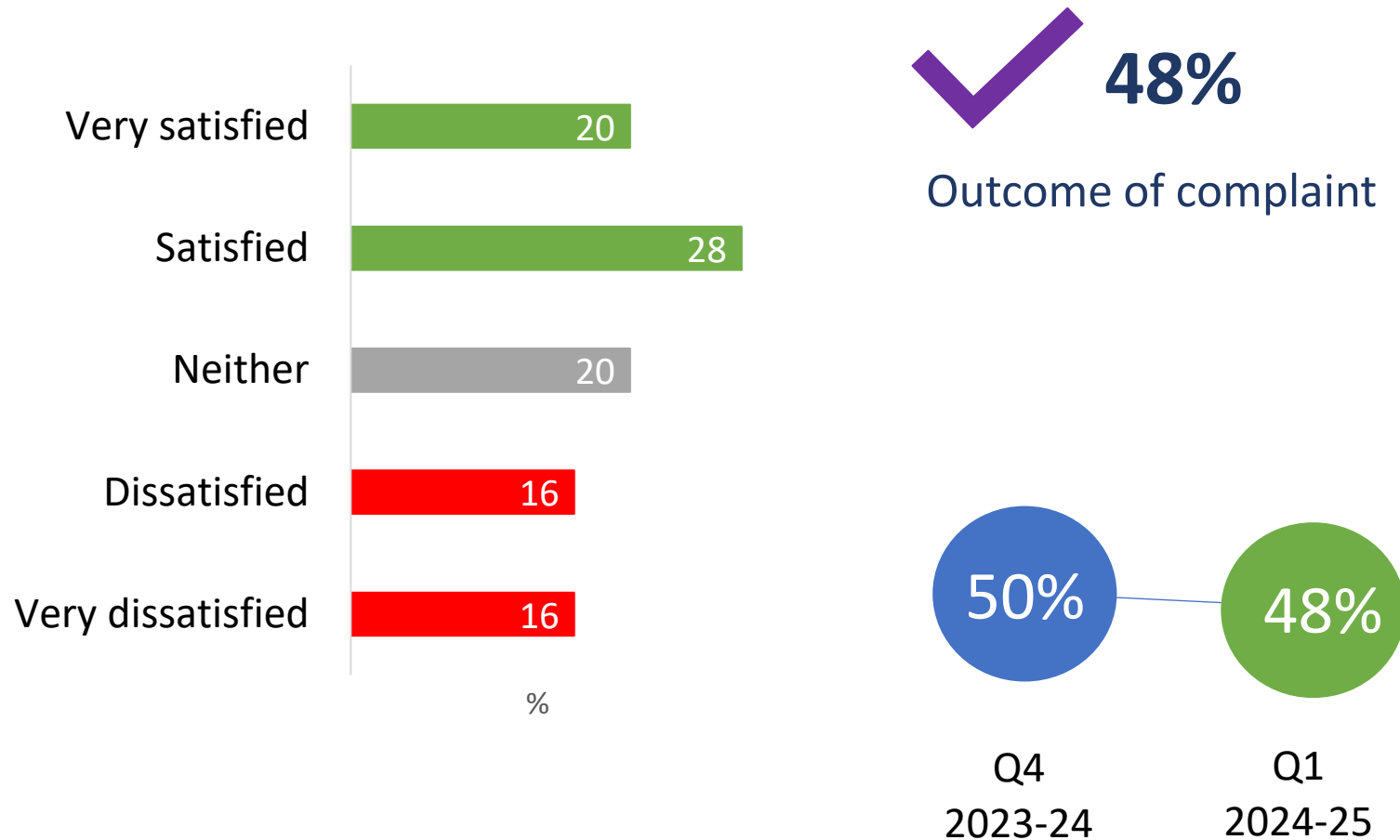
Over half of residents (or their advocates) were 'satisfied' or 'very satisfied' with the quality of Housing 21's response letter to them regarding their complaint (52%).

Just under a third (32%) showed dissatisfaction.

Base: 25

Outcome

How satisfied or dissatisfied were you with the following? (The outcome of your complaint)



Just under half of residents (or their advocates) showed satisfaction with the outcome of their complaint (48%).

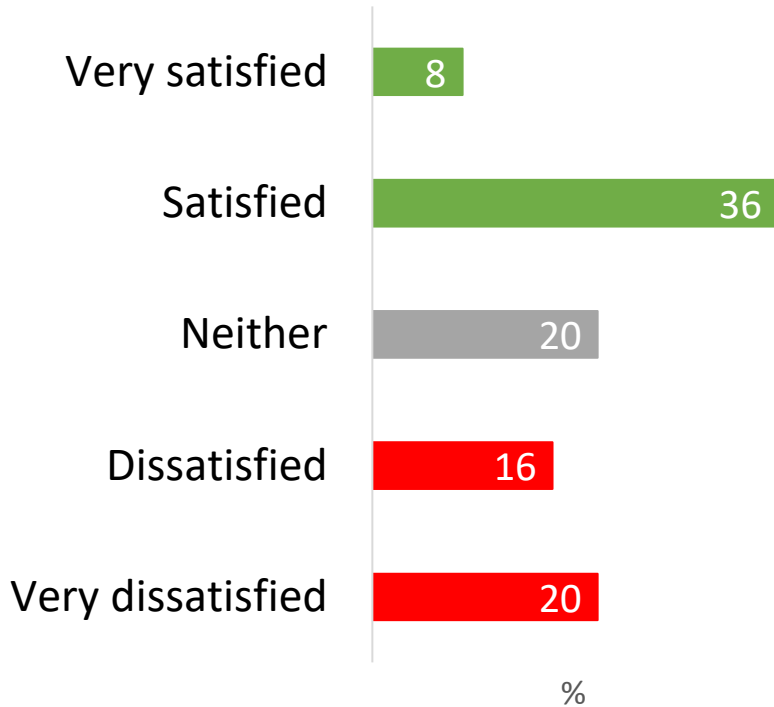
This score has very slightly decreased by 2% since Q4 of 2023-24.

1 in 5 were 'very satisfied' with the outcome (20%), and an equal proportion were neither satisfied nor dissatisfied.

Base: Q4: 14, Q1: 25

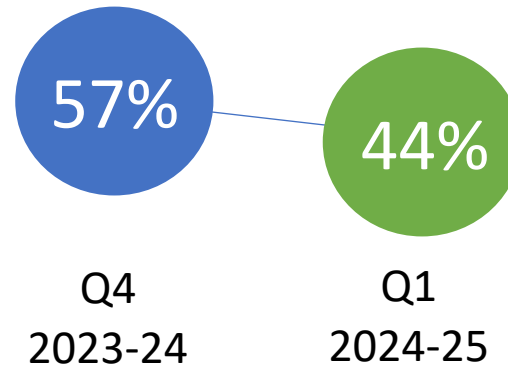
Process was neutral

How satisfied or dissatisfied were you that... (The process was neutral (unbiased))



44%

Process was neutral (unbiased)



Under half of residents (or their advocates) were 'satisfied' or 'very satisfied' that the process was neutral (44%).

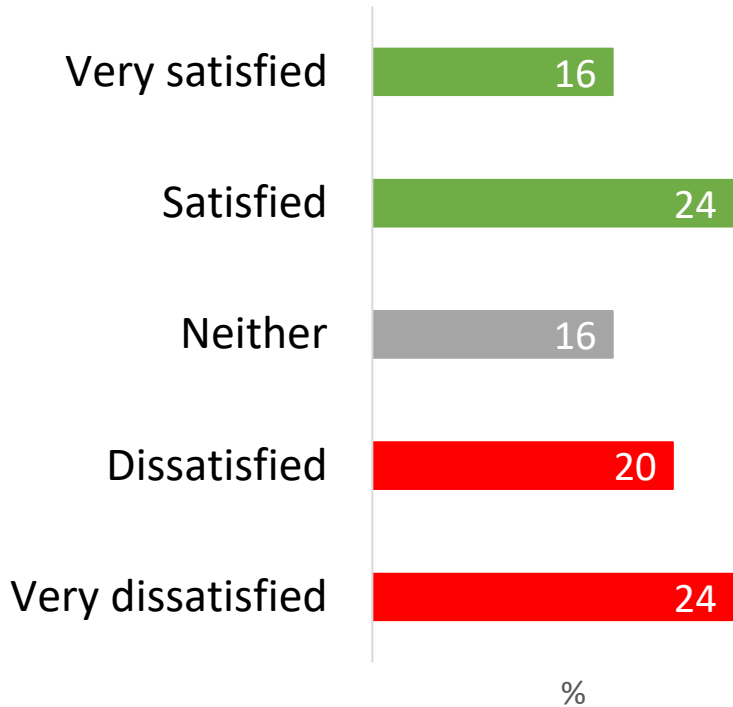
This score has decreased by 13% since Q4 of 2023-24.

1 in 5 were neither satisfied nor dissatisfied that the process was neutral (20%), and an equal proportion were 'very dissatisfied'.

Base: Q4: 14, Q1: 25

Empathetic in approach

How satisfied or dissatisfied were you that... (We were empathetic in our approach to handling your complaint)



40%

We were empathetic in our approach

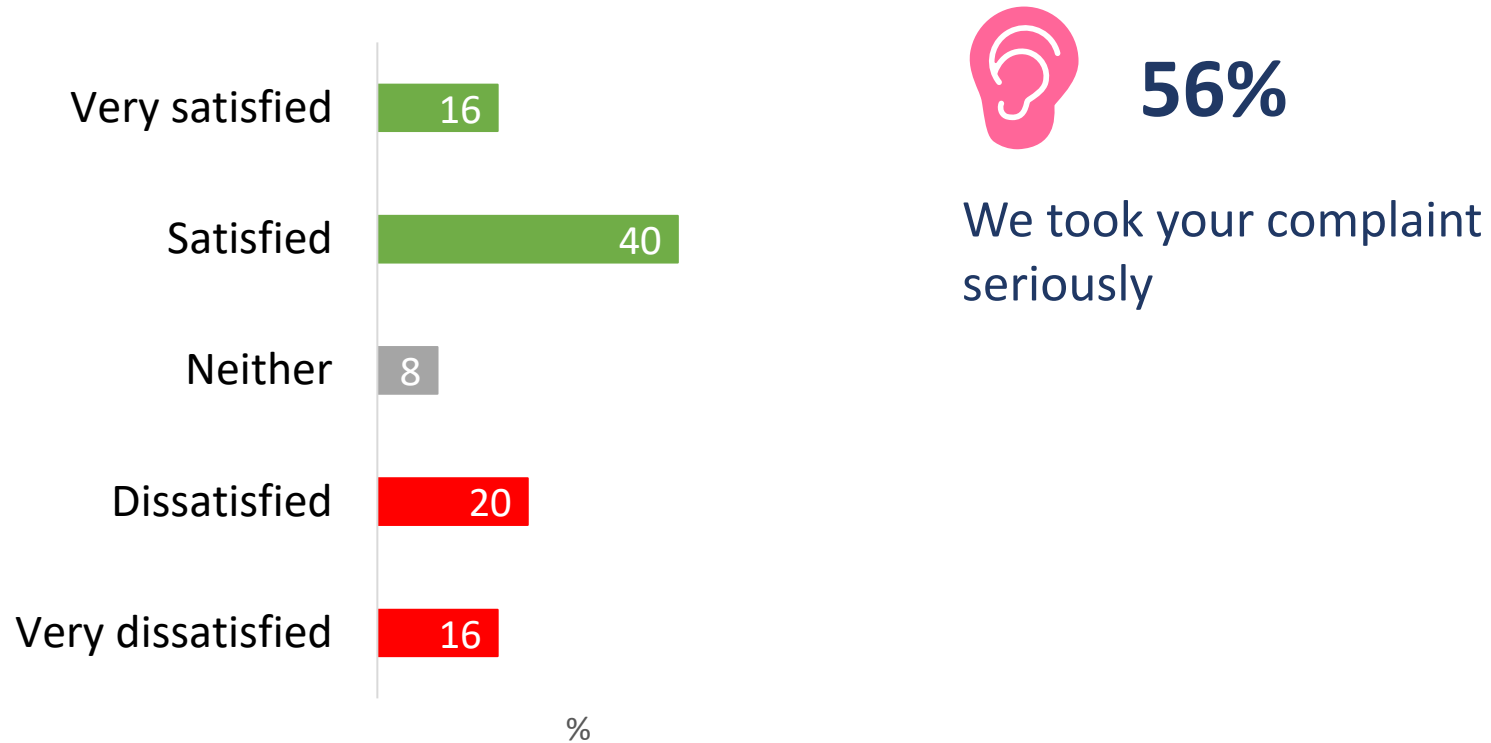
2 in 5 were satisfied that Housing 21 were empathetic in our approach to handling their complaint (40%).

A larger proportion showed dissatisfaction with this statement (44%).

Base: 25

Taking complaints seriously

How satisfied or dissatisfied were you that... (We took your complaint seriously)



56% of residents (or their advocates) expressed satisfaction that we took their complaint seriously.

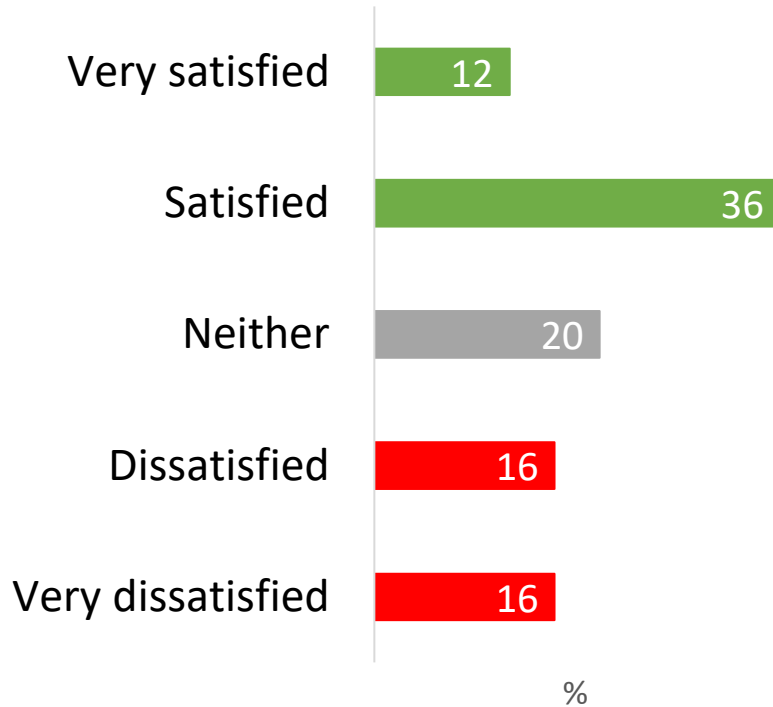
2 in 5 (40%) were 'satisfied', and a further 16% were 'very satisfied'.

1 in 5 (20%) were 'dissatisfied' that we took their complaint seriously, and a further 16% were 'very dissatisfied'.

Base: 25

Keeping in touch

How satisfied or dissatisfied were you that... (We kept in touch with you throughout the process of handling your complaint)



48%

We kept in touch throughout

Just under half (48%) were 'satisfied' or 'very satisfied' that Housing 21 kept in touch with them throughout the complaint handling process.

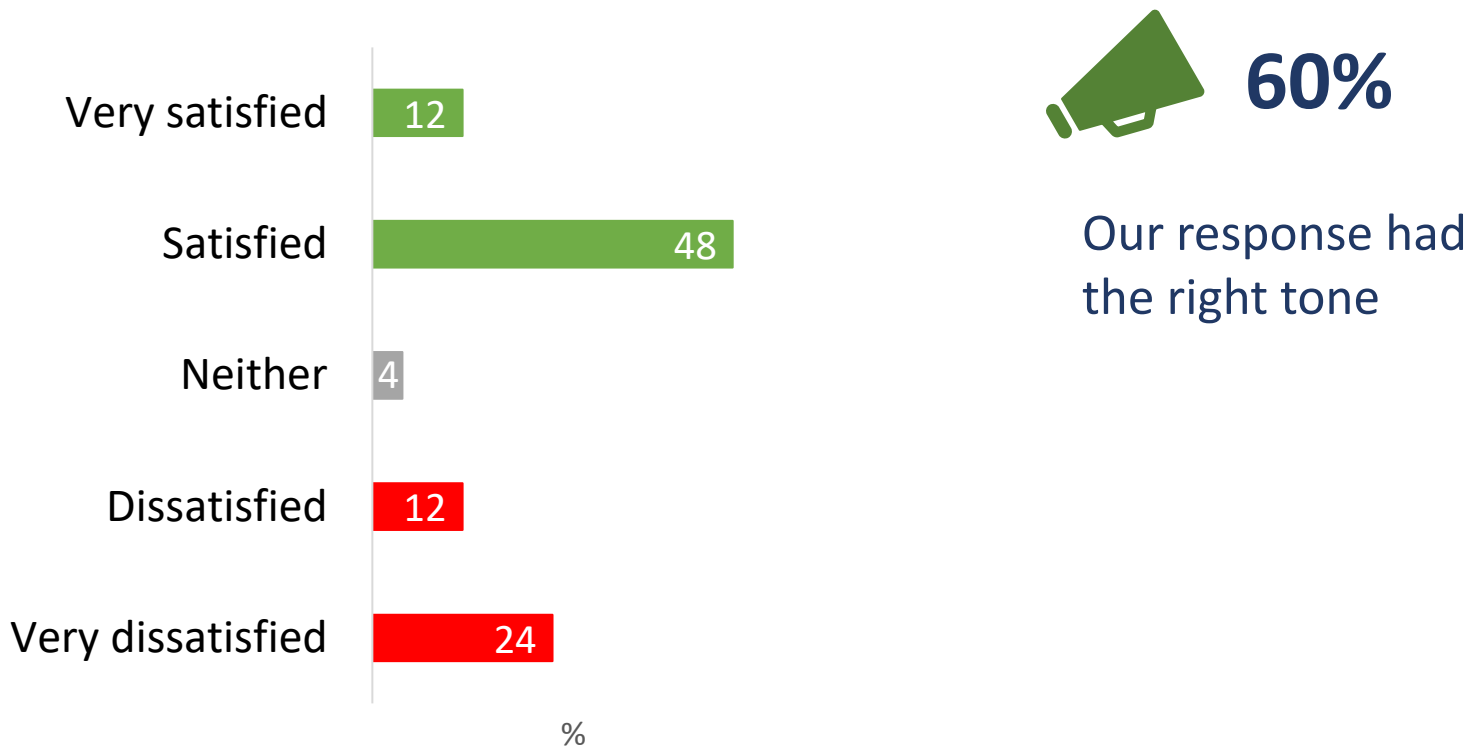
1 in 5 neither agreed nor disagreed with the statement (20%).

32% showed dissatisfaction.

Base: 25

The right tone

How satisfied or dissatisfied were you that... (Our response(s) to your complaint had the right tone (i.e. respectful, not defensive, etc.))



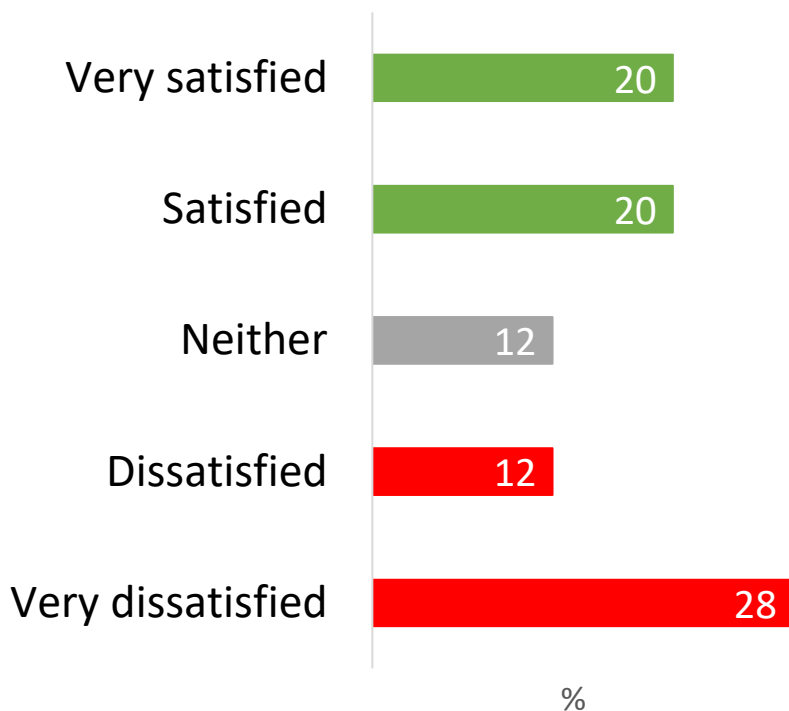
'Our response(s) to your complaint had the right tone' received the highest level of satisfaction across all indicators, with 60% of residents feeling 'satisfied' or 'very satisfied' with this statement.

Just over a third (36%) were either 'dissatisfied' or 'very dissatisfied' with the tone of Housing 21's response(s) to their complaint.

Base: 25

Considering vulnerabilities

If applicable, how satisfied or dissatisfied were you that Housing 21 took into account any vulnerabilities you may have while handling your complaint?



43%

We took into account any vulnerabilities

Over 2 in 5 residents (or their advocates) were satisfied or very satisfied that Housing 21 took into account any vulnerabilities they may have while handling their complaint (43%).

A similar proportion (40%) were dissatisfied or very dissatisfied.

2 of the 25 respondents felt the question was not applicable and have been excluded from the chart.

Base: 23

Lessons to learn

What lesson(s) could Housing 21 learn regarding the issue your complaint was about?

Key Themes	%
Better and more frequent communication	18
Quicker/more efficient handling of complaints	18
Empathy and understanding around situation/ reason for complaint	14
H21 employees to be honest/ don't lie about the situation	14
H21 to accept responsibility for shortcomings	9
Safeguarding and making adjustments for vulnerable residents	9
Listen to residents/ take them seriously	9
Better understanding of and compliance with GDPR	9
Care and compassion, especially towards vulnerable residents	5
Record complaints properly / better record keeping	5
Consider complaints in their entirety, and take into account previous complaints	5
Action to be taken without having to go directly to the 'top'	5
Reduce service charges	5
Look deeper into the situation to find the right answer	5
Make the complaints process easier/ easier to understand	5

Base: 22 (Excludes no comment and N/A)

“There should've been someone on call from Housing 21 but nobody came to me. Noone got in touch with me. ”

The most common themes from resident comments about **lessons** Housing 21 could learn regarding the issue their complaint was about were 'better and more frequent communication' (18%), and 'quicker/more efficient handling of complaints' (18%).

Themes around empathy, understanding, and honesty were also discussed (14% respectively).

“Respect for claimant and what they've experienced”

One thing to improve

Overall, what one thing would improve our complaints process?

Key Themes	%
Communication (better, quicker, more frequent)	24
One person designated to deal with complaint	14
Handle complaints quicker/ more efficiently	14
Housing manager to record/escalate complaint sooner	10
Housing managers retrained on correct procedures	10
Empathy and understanding towards residents and their needs	10
Make it easier for vulnerable residents to complain/ get help	5
Take statements from all involved	5
Listen to residents/ take them seriously	5
Take responsibility/ be accountable	5
Look more deeply into each case from different points of view	5
Positive comment about complaint handling	5

Base: 21 (Excludes no comment and N/A)

"I had to chase up a response after my initial complaint."

The top theme from resident comments regarding what one thing that would **improve the complaints process** was 'communication (better, quicker, more frequent)' (24%).

"One person to deal with complaint"

Additional comments

Do you have any further comments?

Key Themes	%
Resolve issue straight away / act more quickly	23
H21 avoids responsibility and liability	15
Happy with outcome of complaint	15
Improve help for vulnerable residents	8
As complaint has gone nowhere, it has led to a hostile environment	8
Staff trained on complaints procedure	8
Dissatisfaction with compensation offered	8
Treat complainants with respect and empathy	8
Do not lie/ make false claims	8
Unrelated comment/ not relevant	8

Base: 13 (Excludes no comment and N/A)

“It was very amicable and in the end especially. And I wasn't expecting any compensation and I was very happy to receive it”

The top theme from **additional comments** was that Housing 21 should resolve the issue the complaint was about straight away/ act more quickly (23%).

“I hope if anything ever happens again, to me or anybody else, that they come on to them right away and sort the issue out, or get somebody out as soon as possible, not 2 days later.”

Final thoughts

The statement receiving the most satisfaction among respondents was 'our response had the right tone' (60%). This suggests our response letters and other modes of communication with residents seem to be conveyed in an appropriate voice to our residents when handling their complaint(s).

The statements with the most dissatisfaction were our 'overall approach' to handling residents' complaints (40%), and that we were 'empathetic in our approach' (40%).

This therefore suggests that although residents generally feel our tone of voice in our responses is appropriate, complaint handlers are perceived to be lacking a level of empathy and understanding to the issue the complaints are about, or to residents' personal circumstances.

Themes from open comments support the above, with residents making comments around a lack of empathy, lack of consideration around vulnerabilities and circumstances, and reluctance from Housing 21 to accept responsibility.

Themes from comments also show that residents are dissatisfied with the standard and frequency of our communication with them across the complaints process, but also prior to the complaint being formally recorded, with some suggesting managers/ employees should have responded in the correct way and recorded their complaint as formal much sooner than they had.

