

Measuring Customer Satisfaction Using A Monthly Customer Satisfaction Programme

BACKGROUND

As one of the top ten housing and regeneration organisations in the country, Midland Heart's aim is to continually review and provide better services for their customers. Since 2008, the organisation has been running a yearly customer satisfaction measurement programme, with monthly surveys on key services provided. A telephone approach provided the best value for money, particularly with the volume of interviews required to provide reliable and robust customer satisfaction data. In addition, interviews by telephone were effective in gaining swift and efficient feedback on the services customers have received.



METHODOLOGY

Midland Heart wanted to ensure the interviews were independent, high quality and robust, so therefore commissioned M·E·L Research in June 2009 to carry out the monthly customer satisfaction programme. The monthly programme consisted of 13 different surveys, covering services such as responsive repairs, communal services, gas repairs and gas servicing, neighbourhood services and complaints. In total, around 1300 surveys were undertaken each month with general needs, older persons, supported housing and shared ownership customers.



As well as providing customer satisfaction data to drive service improvement activity, the satisfaction figures were used to measure the performance of Midland Heart's contractors in delivering specific services to the satisfaction of customers. The qualitative data gathered during the interviews was also invaluable in driving improvements to services. M·E·L' Research's role was to undertake telephone interviews each month and to provide datasets for Midland Heart's Innovation and Research team. Using our Liquid Voice technology, all telephone interviews are recorded and checked to ensure the quality of the calls is high for each interviewer. The software also provides Midland Heart with an audit trail to access any calls, should any issues arise. Midland Heart's team analyse and process the data to produce monthly reports and their key performance indicators.

OUTCOMES

Each month, key performance indicators are reported to Midland Heart's Executive Board. Additionally, all qualitative data is fed back to contractors to give them additional information on their performance, providing them with valuable insight into what customer issues are and enabling them to improve the delivery of their own services. The project as a whole has allowed Midland Heart to monitor their performance, implement measures to improve services and has seen satisfaction with the overall services increase.

For further information about the customer satisfaction tracker project, please contact Karen Etheridge at karen.etheridge@m-e-l.co.uk or call 0121 604 4664