

DERBY HOMES

The Arms Length Management Organisation (ALMO) was created in 2002 to manage Derby City Council's housing stock. Derby Homes is run by a Board made up of 5 Tenants, 5 Councillors and 5 Independent members.

Achievements:

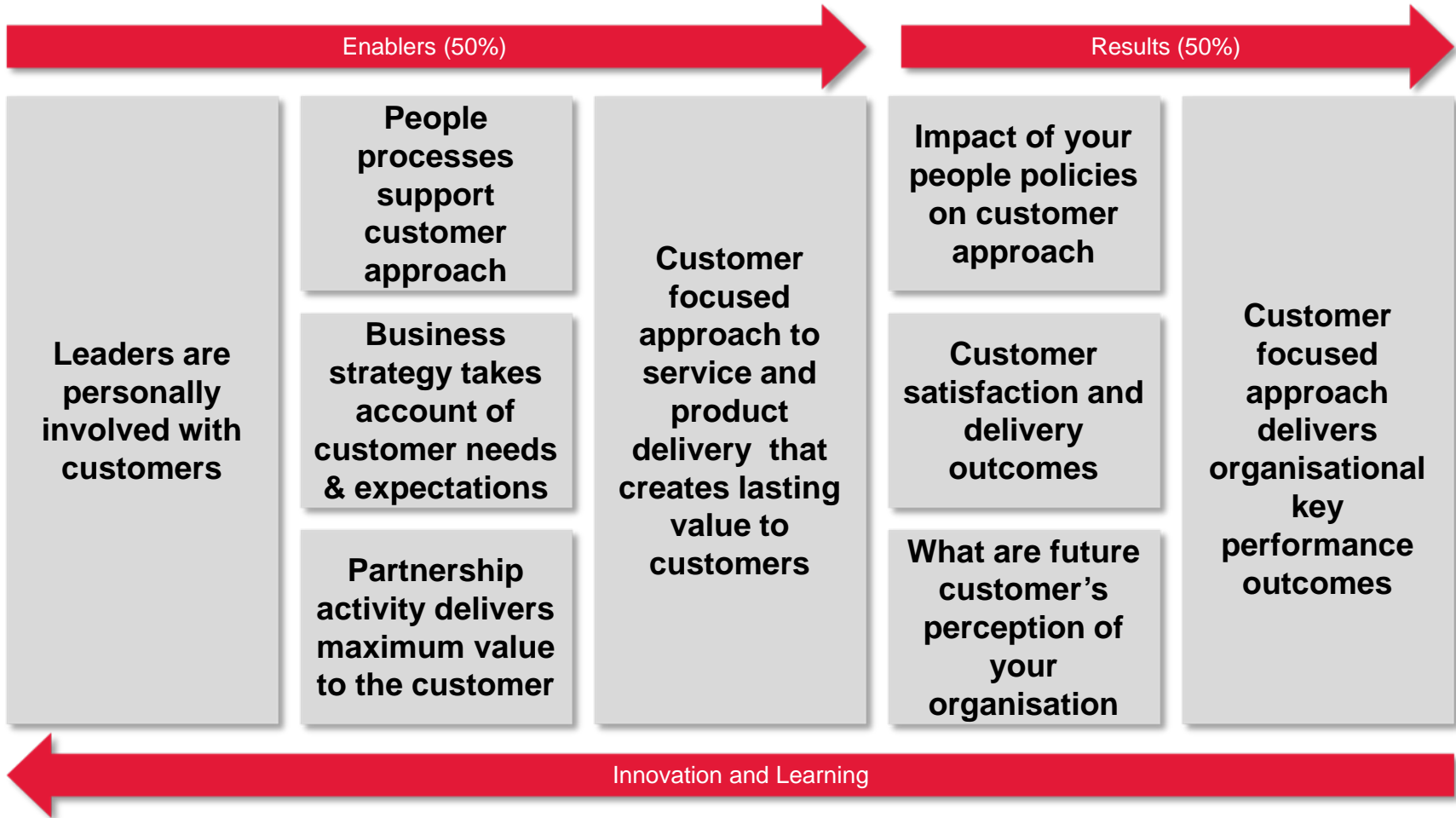
- Awarded 3 stars and excellent prospects by the Audit Commission twice
- Customer Service Excellence
- Investors in Excellence
- Investors in People
- RoSPA Gold
- ISO9001
- Resident Involvement Champion

Julie Eyre Performance Manager

- worked in Housing when it was a department of the city council
- managed local offices and areas within the city
- project managed initiatives for Derby Homes
- trained staff to work on the frontline
- now the performance manager

Mary Holmes Customer Services Manager

- worked in Housing for 25 years
- worked with the homeless in Derby
- worked in IT
- set up our contact centre
- now the Customer Services Manager



80 20 Rule

We put a lot of time and effort into delivering services to a minority.

We have done the following to try and reverse this trend:

Tenant reward schemes for clear rent accounts and no anti social behaviour

- Pays to pay competition
- Gardening competition
- Football coaching

Bright Ideas Scheme for tenants, staff and contractors

Tenants involved in staff recruitment



Tenants Top Ten Targets - 2009/2010

1. Monetary value of compensation paid for missed appointments
2. Jobs completed in first visit
3. Appointable repairs to have appointments
4. Emergency repairs to be completed within 24 hours
5. Routine repairs to be completed within 4 working weeks
6. Overall satisfaction with the Enquiry Centre
7. Customer letters to be acknowledged within 3 working days
8. Complaints resolved at stage 1
9. Estate inspections to be carried out on patches at least once a month
10. Complainants to receive monthly feedback on live ASB cases

CUSTOMER PROFILING

Why do it?

- to know who our customers are
- to shape our services
- to enable us to deliver services that our customers actually want

How do we do it?

- we profile all surveys to get as much information as we can for segmentation
- we ask them to provide this information voluntarily in our news letter
- we update when customers contact us

CUSTOMER PROFILING 2

What about the services customers don't want to access – the ones we force them to access?

- rent arrears collection
- anti social behaviour (perpetrator)

How we involve these customers in shaping the service.

- Hold one off improvement groups
- Gather comments from satisfaction surveys and complaints
- Cluster survey in Housing Focus Group areas to get demographic information

AVOIDABLE CONTACT

In essence the term refers to those interactions between public services and their customers that offer little or no value to either side - the chase up calls, for instance that cause customers much frustration and stress and take up valuable staff time within our organisation.



CUSTOMER JOURNEY MAPPING

This measures the emotions and experience that customers have at touch points through out our processes, essentially what goes right for them, but more importantly what goes wrong.

We use this information along with all the other feedback to look at our policies and procedures to change the way the service is delivered so our customers get a better experience when accessing our services.



SO WHAT?

We do it on mass

We do it again

We do it again

Deliver the service that is!

But do we measure outcomes for the customer?



EXAMPLES

- Estates Pride
- Rent Statements
- Lack of communication for leaseholders

- Home Decoration Service letters
- Weekly Direct Debits

Thank You for listening!

Any Questions?

