

The Cairn logo is a light beige, ribbon-like shape with a pointed bottom, centered at the top of the page. The word "cairn" is written in a dark blue, lowercase, sans-serif font within this shape.

cairn

Annual Customer Satisfaction  
Survey Report  
2016/17

# Introduction



Welcome to Cairn's annual customer satisfaction survey report for 2016/17.

The annual satisfaction survey was issued to tenants by post at the beginning of October 2016 and responses were received up to the 2<sup>nd</sup> December 2016.

Cairn's Mission is **"To provide quality affordable homes and services in communities, and with partners, across Scotland"** and our Tenants have responded with their verdict on how well we are performing.

The pack has been structured to focus firstly on **Cairn's Overall** performance using the indicators included in measuring our journey towards Top Ten by 2025. The remainder of the pack breaks the results into the 3 sections which represent the 3 pillars of Cairn's Vision, **Great homes. Great services. Great people.** We finish by taking a look at **Tenant Engagement**.

Further information is available from the Quality & Performance Team:

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# Survey Responses

## Survey Responses

This year's annual satisfaction survey was distributed by post to 3150 tenants. For the 3<sup>rd</sup> year in a row the response rate has dropped, this year is 16.41%. We received 517 responses to this years survey.

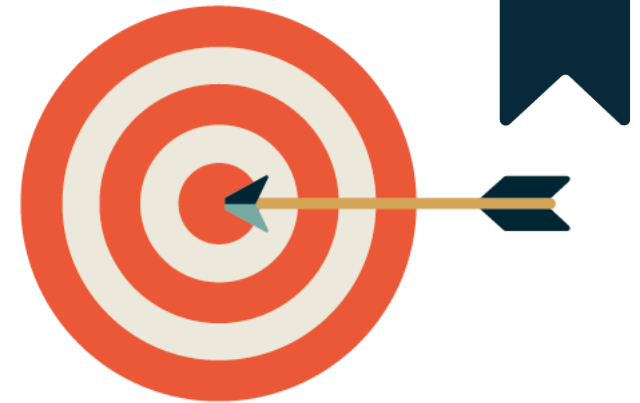
Across the sector a response rate of 40% is considered good, however, not all HA's contact ALL tenants, as Cairn does, with some choosing to sample a percentage of Tenants instead.

BI team are currently investigating alternative approaches for the survey looking at using a representative sample and a combination of contact methods.

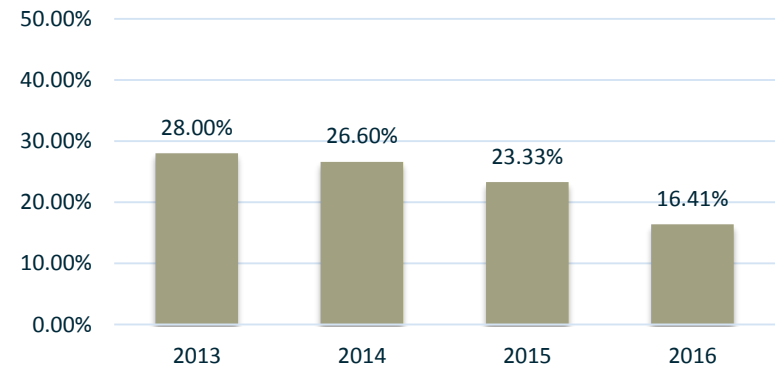
## Net Promoter Score

On every survey we ask the Tenant if they would recommend us to friends, family etc. Scores of 9 & 10 are 'promoters', scores of 7 & 8 are 'passive' and scores of 6 > are 'detractors'.

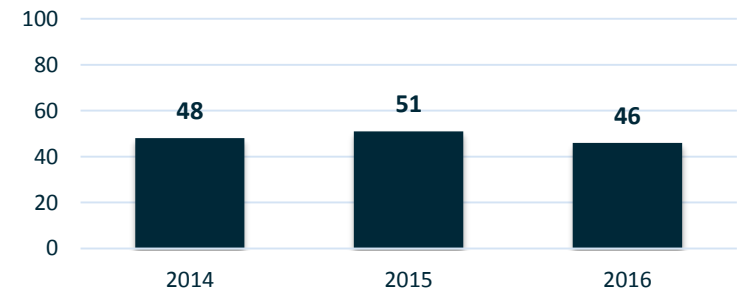
Franklin Covey have given us guidance that a score > 30 is a good result. This year we are sitting at an NPS of 46. Although this is still considered a good score it is a drop from last years NPS of 51.



Survey Responses

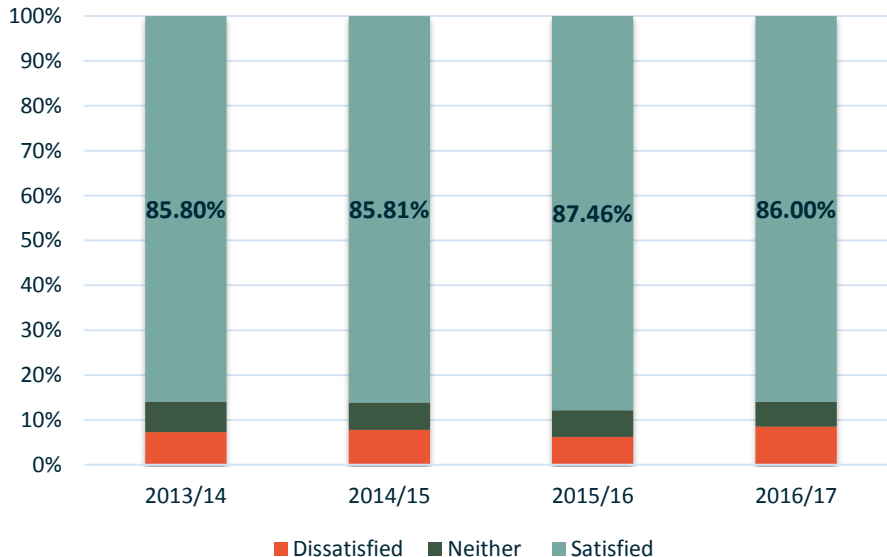


Net Promoter Score



# Cairn Overall

Overall customer satisfaction (all services)



Overall customer satisfaction (all services)	2013/14	2014/15	2015/16	2016/17
Satisfied	85.80%	85.81%	87.46%	86.00%
Neither	6.80%	6.07%	5.89%	5.48%
Dissatisfied	7.30%	7.77%	6.19%	8.52%
No Opinion	0.40%	0.10%	0.45%	0.00%

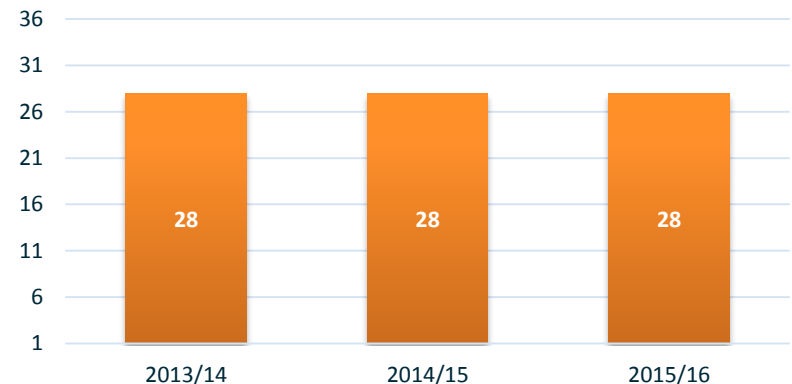
We have seen a drop of 1.46% from last year's position. This figure ONLY covers the results from the Annual Satisfaction Survey.

We took the decision to add the overall satisfaction question into our Service Specific Satisfaction (SSS) surveys, with agreement from the Scottish Housing Regulator, from August 2016. The aim is to supplement the feedback from the Annual Survey, specifically because our return rate is low.

The satisfaction rating from the SSS surveys alone stands at 91.6% YTD. This is based 595 responses with 545 people satisfied overall with Cairn.

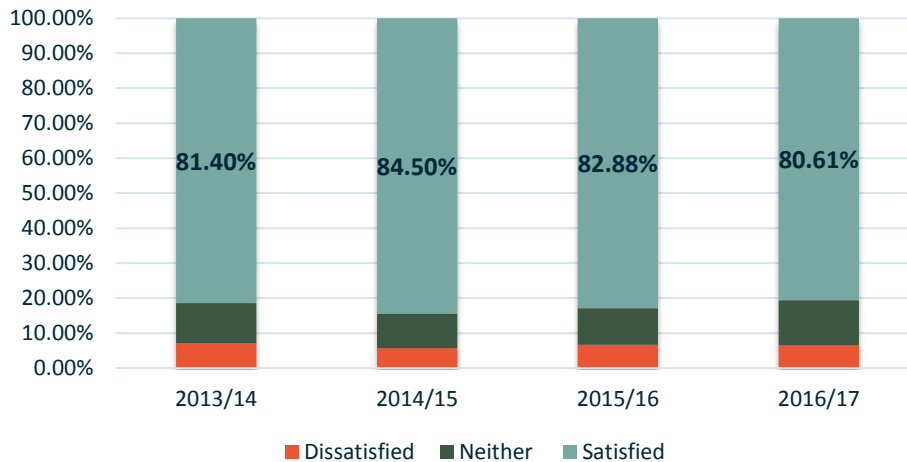
A final figure for our ARC submission will be available following the close of Q4.

Overall customer satisfaction (all services)  
peer group position



# Cairn Overall

Satisfaction with Value for Money

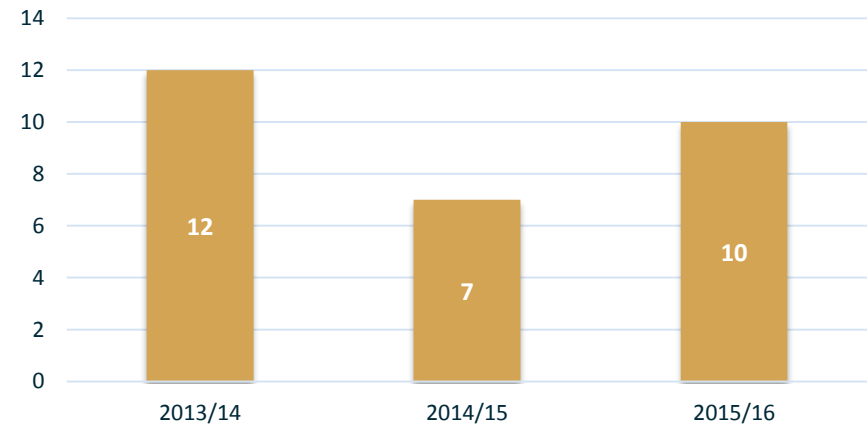


We have seen a drop in satisfaction of 1.62% this year against a rent increase of 3%.

Across the housing sector Value for Money has become a hot topic not least because the amount of rent collected from tenants has a direct impact on service provision and stock investment which prompts some difficult discussions around where reinvestment occurs and where cost savings need to be made.

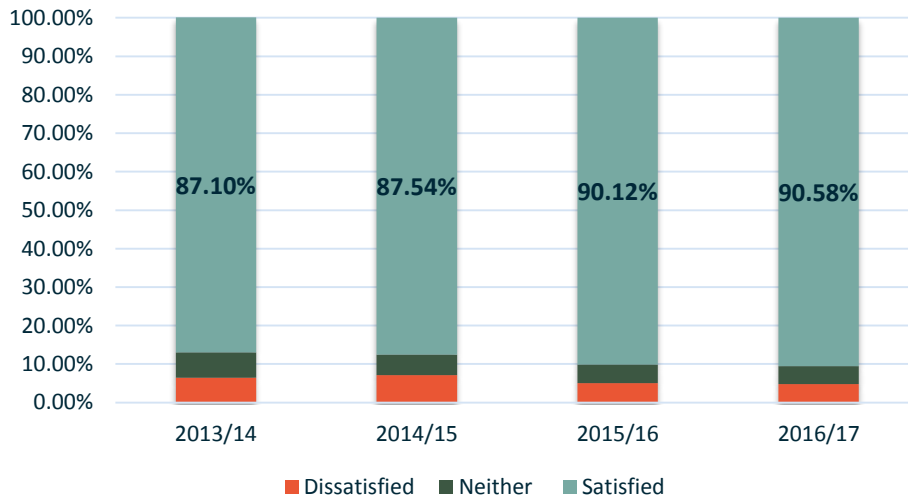
Our 2015/16 ARC peer group ranking was 10<sup>th</sup> which was a drop of 3 places from the year before.

Satisfaction with Value for Money  
Peer Group Position

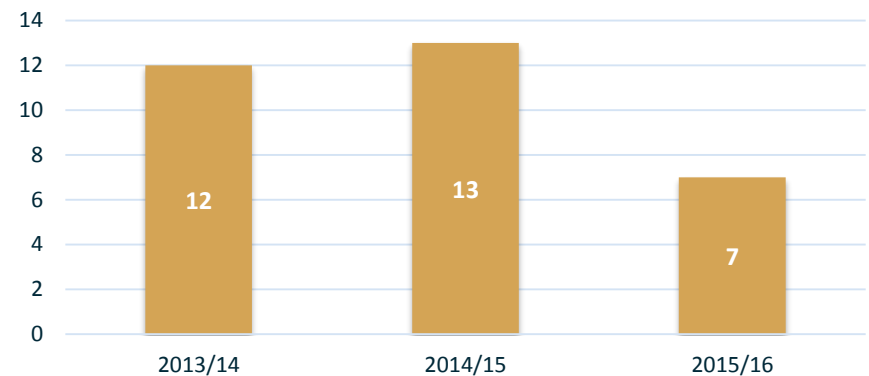


# Cairn Overall

Satisfaction with Quality of Home



Satisfaction with Quality of Home  
Peer Group Position



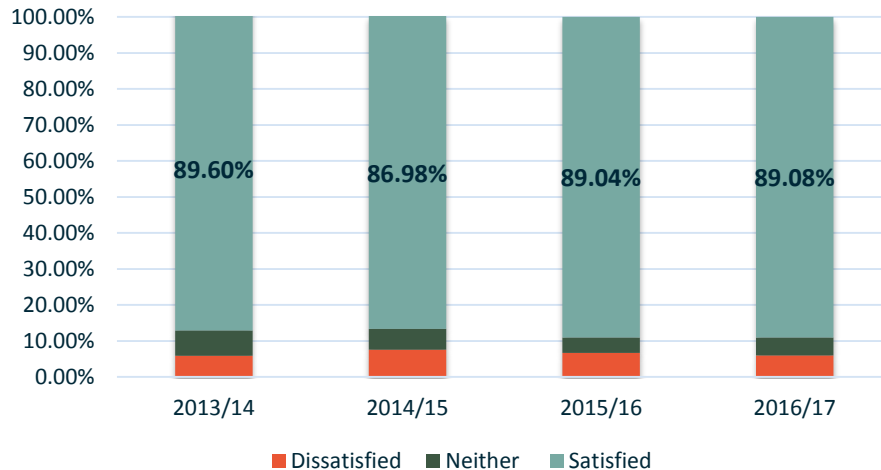
Up to the end of Q3 2016/17 we had invested £4.5M to upgrade our stock and claimed over £120K for medical adaptation works.

We will be introducing a Cairn Property Standard. The standard will be used to ensure we deliver and maintain good quality homes for our new and existing tenants.

Work is continuing to ensure that Cairn can reach the Scottish Government targets for Energy efficiency (EESH) and the Scottish Housing Quality Standard (SHQS)

# Cairn Overall

## Satisfaction with Repairs & Maintenance



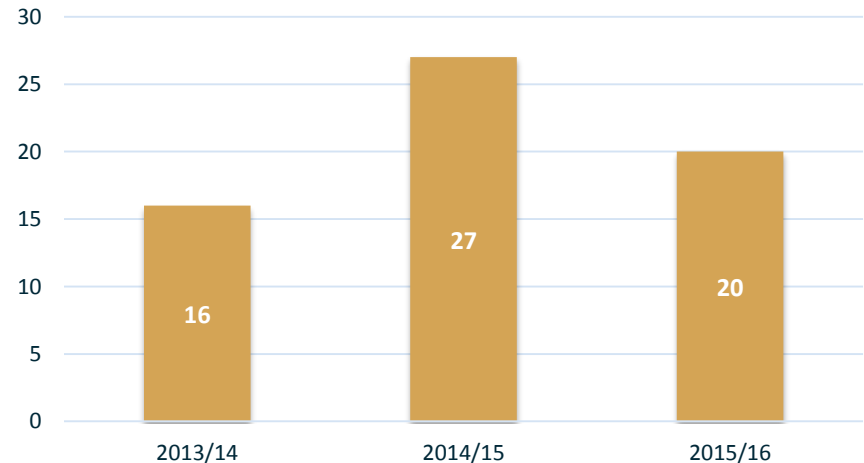
The average time for us to complete emergency repairs this year, up to the end of Q3, is 1.22 hours against our target of 2 hours. We have kept 100% of appointments with our tenants up to Q3 this year.

At the end of Q3 97.86% of repairs were completed right first time (as defined by the Scottish Housing Regulator).

YTD 98.84% of Non-emergency repairs were completed within timescale. YTD we have completed 93.80% of emergency repairs within the 2 hour timescale target.

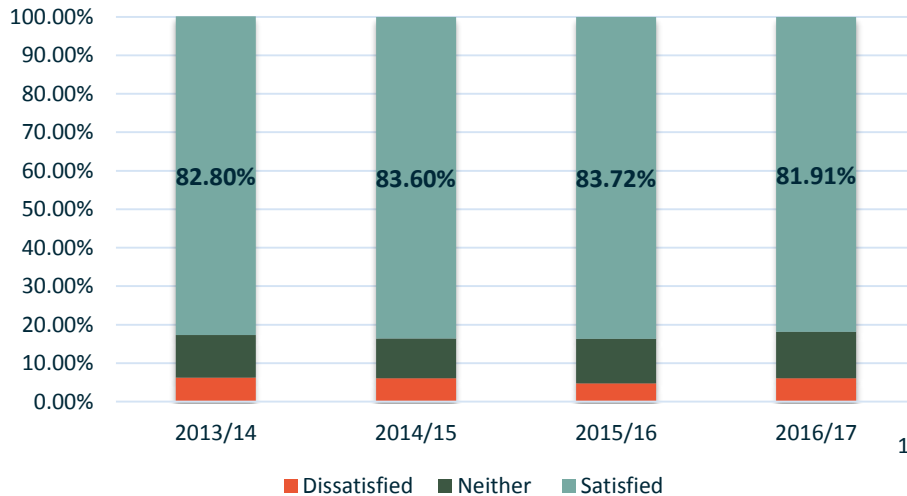


## Satisfaction with Repairs & Maintenance Peer Group Position



# Cairn Overall

## How satisfied are you that Cairn treats you fairly?



This year has seen a slight drop in tenant perception of Cairn as an improving organisation.

Throughout 2016, we launched our new website, rebranded ourselves and have launched online accounts for tenants via MyCairn.

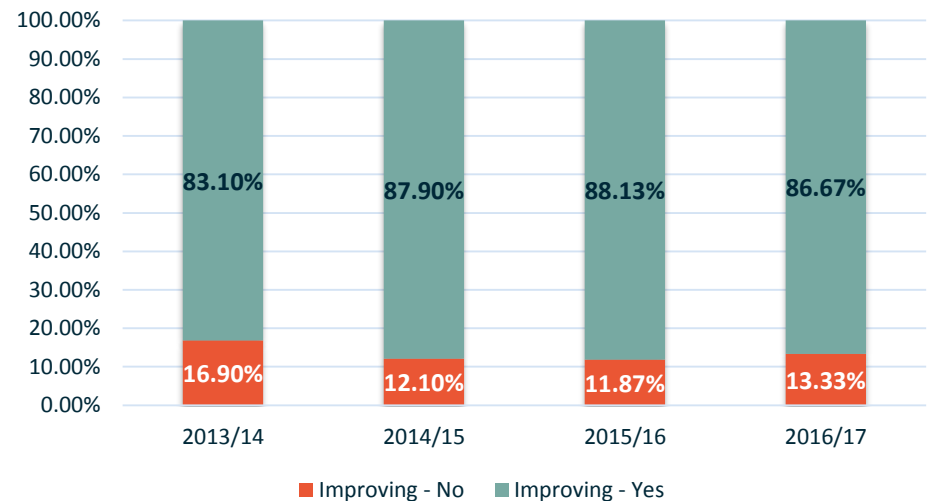
We also awarded £17,120.35 from our Community Development Fund to a wide variety of projects enhancing neighbourhoods and communities for our tenants.

**Respect** a core value for Cairn:

“We value high standards of fairness, treating everyone with consideration and dignity. We show this through our everyday words and actions”

Approximately 4 out of 5 of our tenants currently agree.

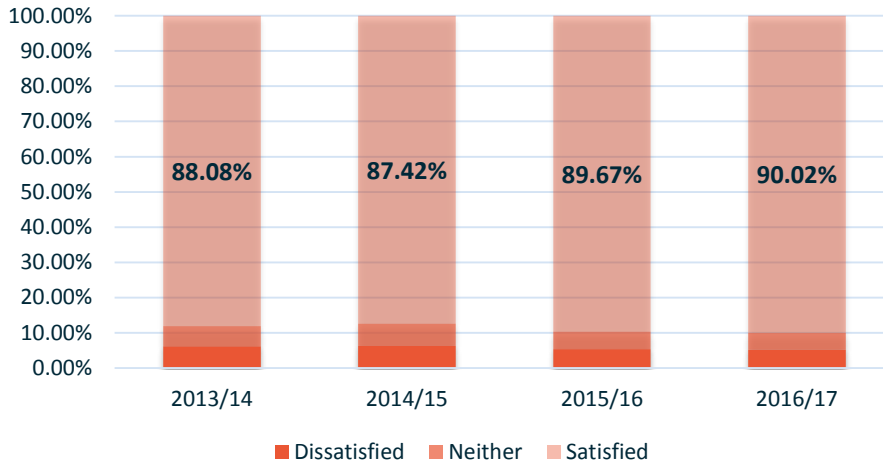
## Is Cairn an improving organisation ?





# Great Homes

Overall, how satisfied are you with your neighbourhood as a place to live?

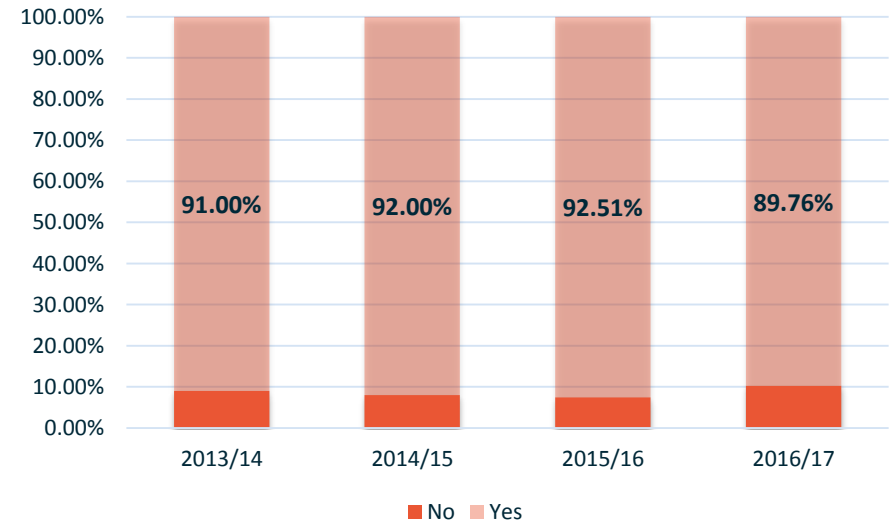


Housing Officers are continuing to carry out regular estate visits and we are exploring the possibilities of collecting estate condition information and improvement recommendations via mobile devices.

While we are able to address elements within our control there will continue to be other agencies, people and influences, including tenants' views of society in general, that will impact these results

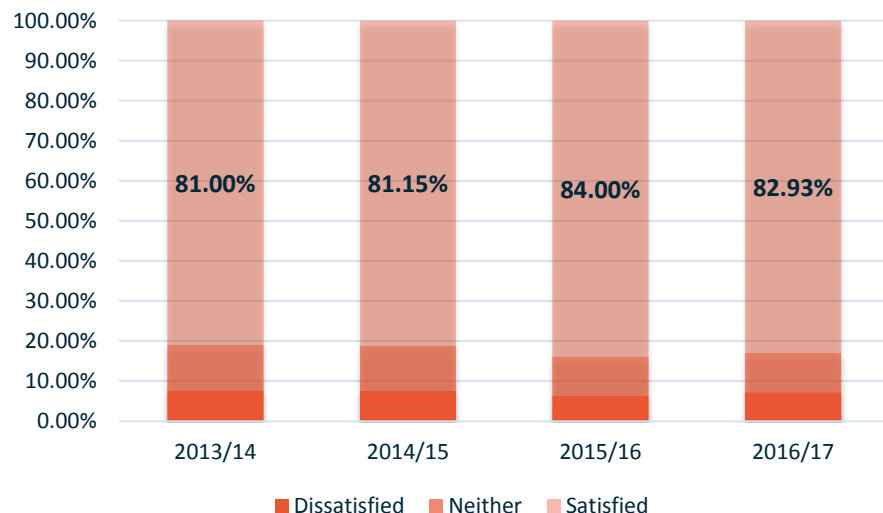


Would you say that you feel safe and secure within your own home?



# Great Homes

Overall, how satisfied are you with Cairn's management of the neighbourhood you live in?

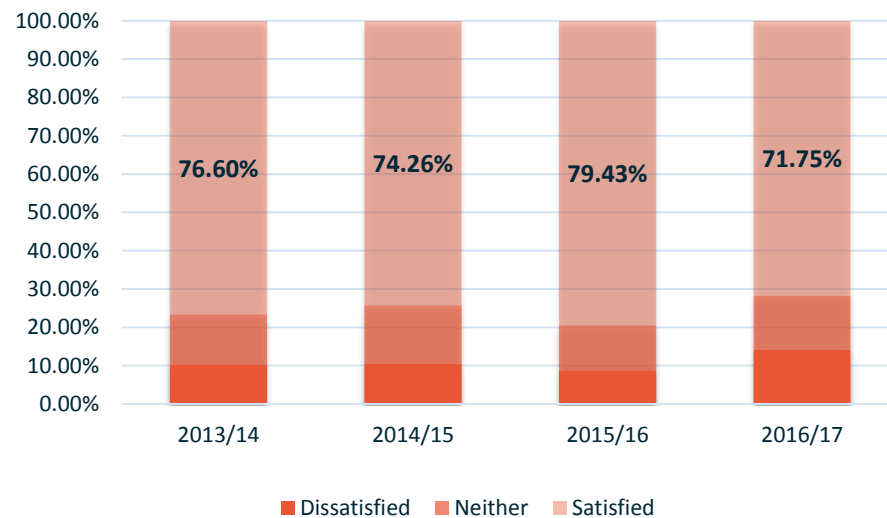


There has been little change in tenant's satisfaction with how we manage our neighbourhoods, however, there has been a drop of 7.68% in how satisfied tenants are with the value for money of those services.

Value for money is a popular topic across the social rented sector and all RSL's are facing greater scrutiny over the cost to the tenant of the services they provide.

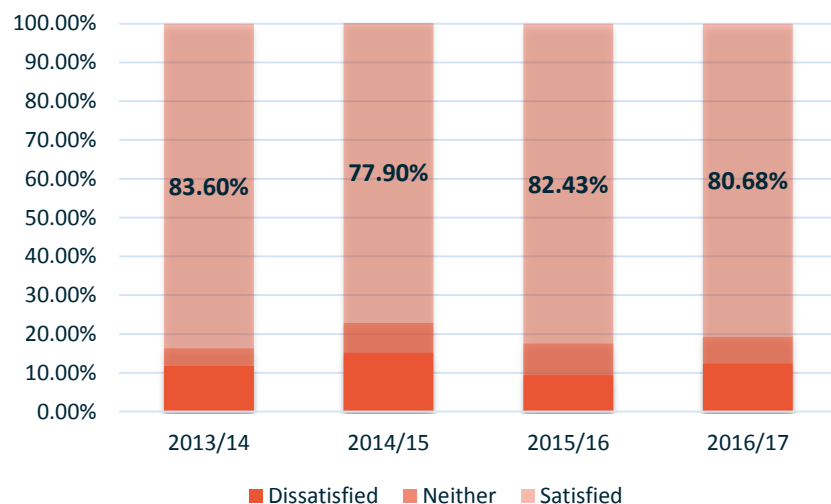


Overall, how satisfied are you with the value for money of estate services?



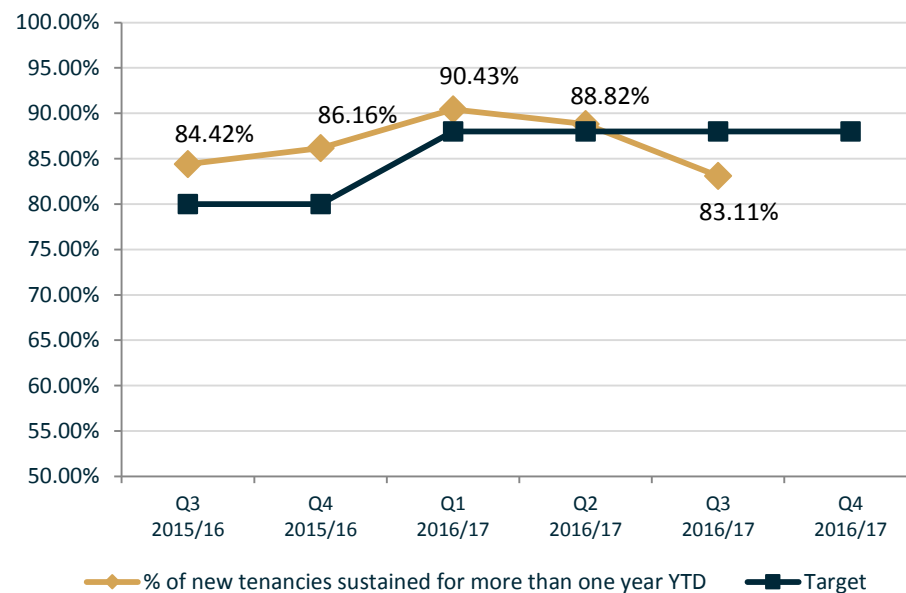
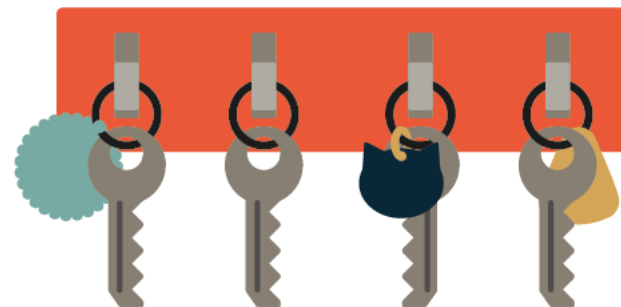
# Great Homes

How satisfied were you with the standard of your home? (moved in the past 12 months)



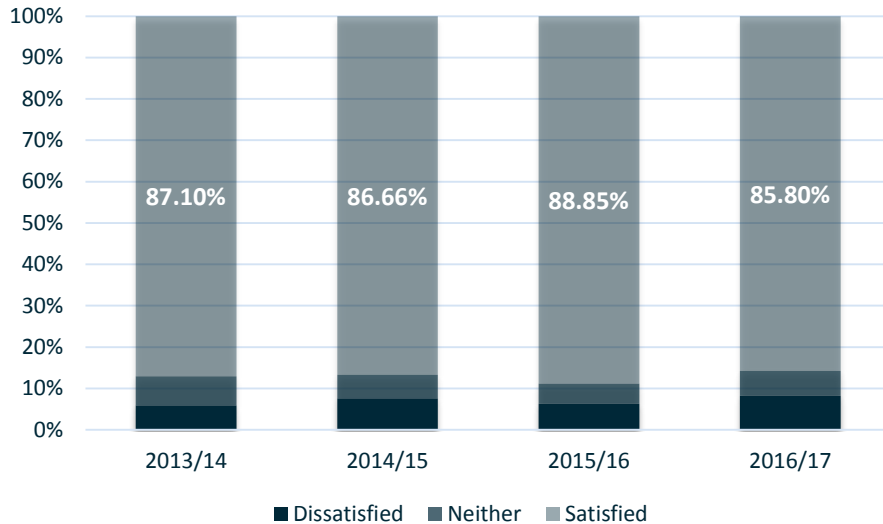
Cairn have a Tenancy Sustainment Strategy in place to ensure that new tenants settle into their new homes and stay with Cairn for the long term.

In addition to the ongoing investment in the quality of our homes, we anticipate this will help sustain our tenancies for longer.



# Great Services

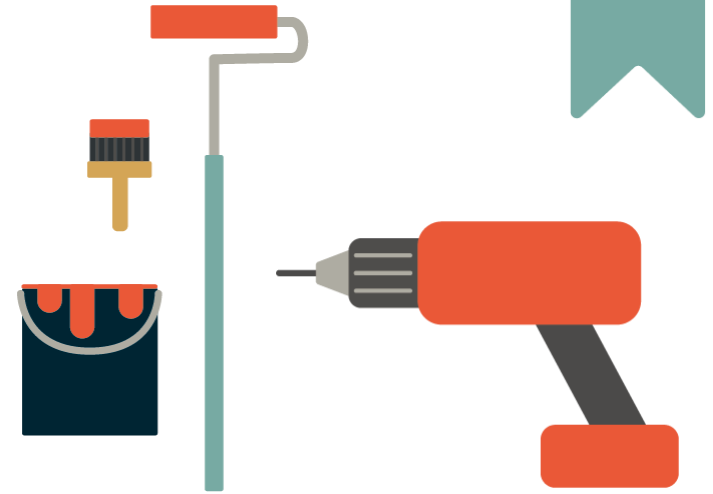
Generally, how satisfied are you with the way Cairn deals with repairs and maintenance?



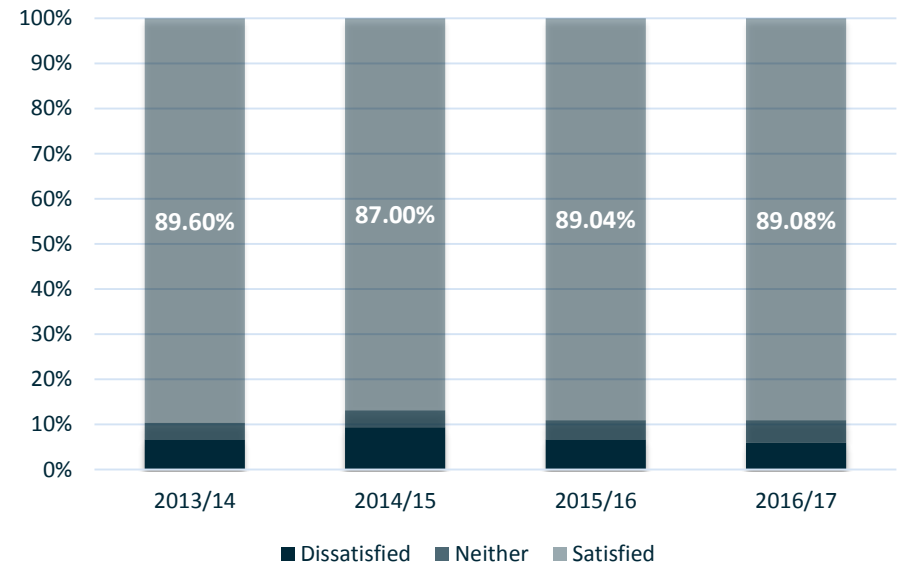
With 100% of appointments kept with tenants this year to date, we are minimising inconvenience for tenants.

At the end of Q3, 97.86% of repairs has been completed right first time (as defined by the Scottish Housing Regulator) which means fewer visits and multiple appointments for tenants

We continue to performance well in this area which is reflected in the satisfaction ratings.



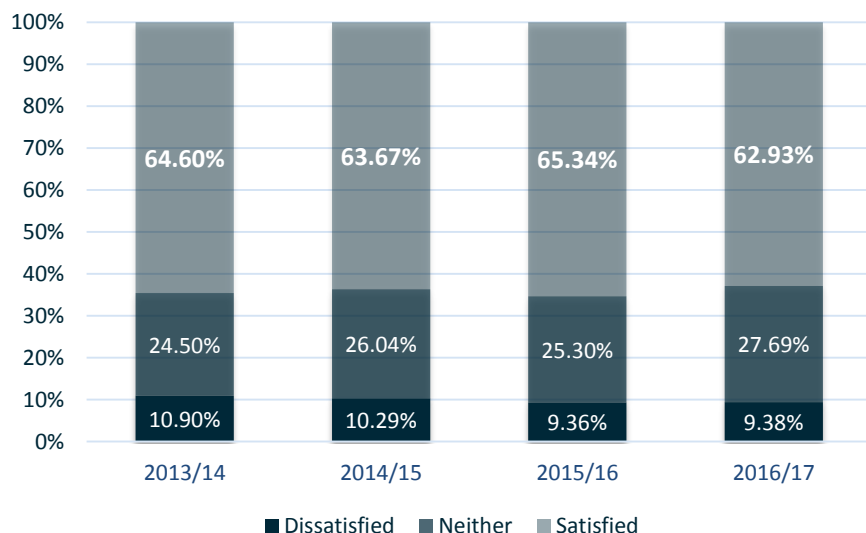
% of tenants who have had repairs or maintenance carried out in the last 12 months who were satisfied with the service



# Great Services



**How Satisfied Or Dissatisfied Are You With The Way Cairn Deals With Antisocial Behaviour?**



*NOTE - The annual survey does not have a qualifying question, asking the tenant if they have made a complaint or experienced ASB in the past 12 months.*

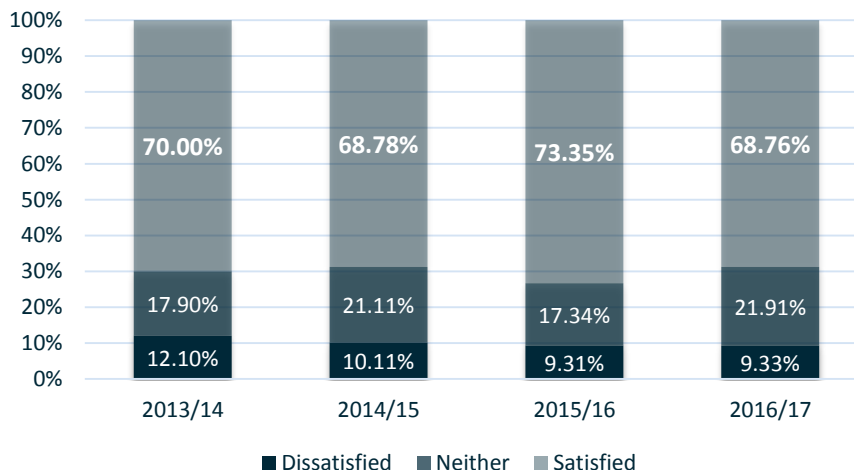
*This means that a significant number of tenants are being asked to comment on a service they haven't experienced.*

YTD we have received 86 complaints which breaks down as 74 Frontline complaints and 12 Investigations.

100% of complaints have been dealt with within the SPSO timescales.

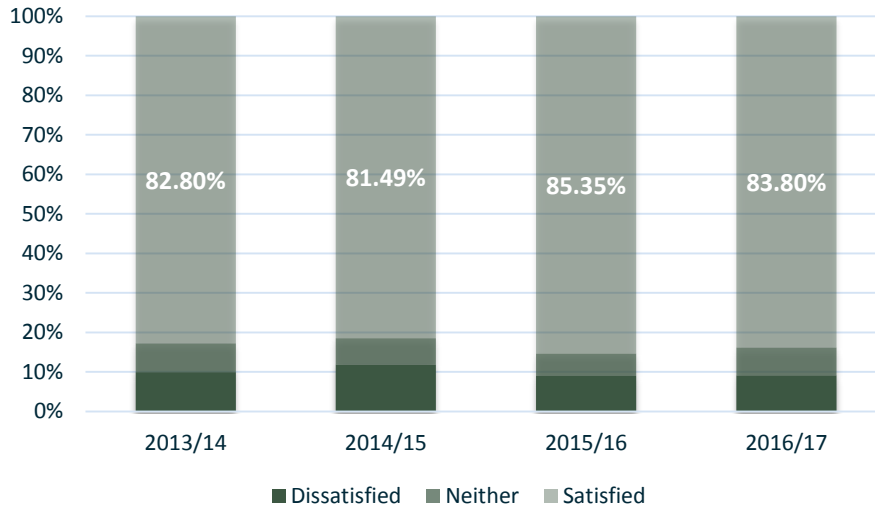
Our ASB Policy is undergoing a review and work is being carried out to create a workflow for ASB to support the process and improve the handling of these cases for both staff and tenants.

**How Satisfied Or Dissatisfied Are You With The Way Cairn Deals With Complaints?**



# Great People

How satisfied were you with the quality of service you received from the staff?

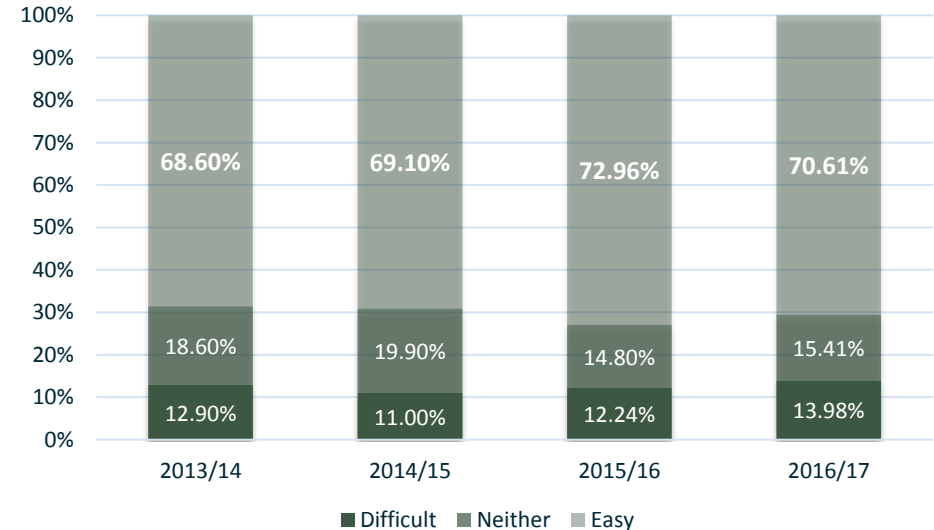


There will be a specific mobile working project in place over the next year to look at the way we work and how we can get the most out of the technology we have.

Giving our customer facing staff the ability to work flexibly from any location while having access to relevant details, aims to improve how we provide services to our customers. Further development of the MyCairn online self service options will also support this.

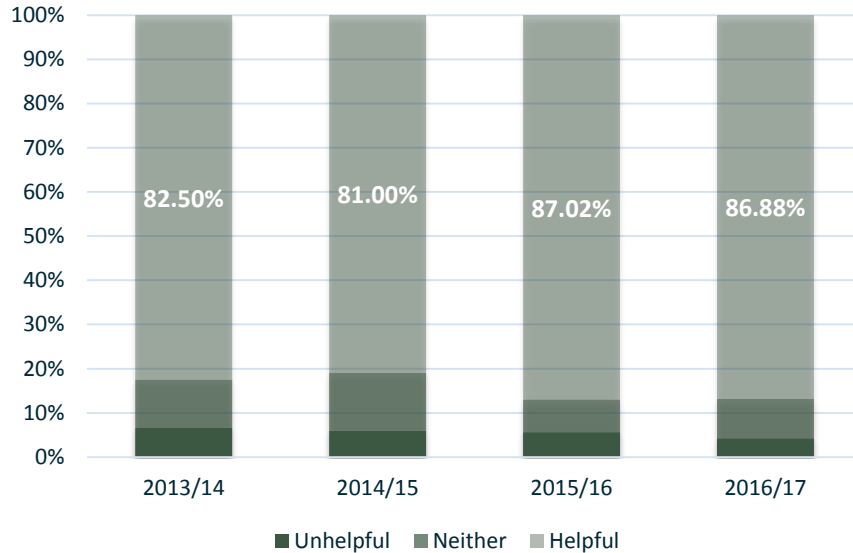


Was Getting Hold Of The Right Person Easy Or Difficult?



# Great People

Did You Find The Staff Helpful Or Unhelpful?

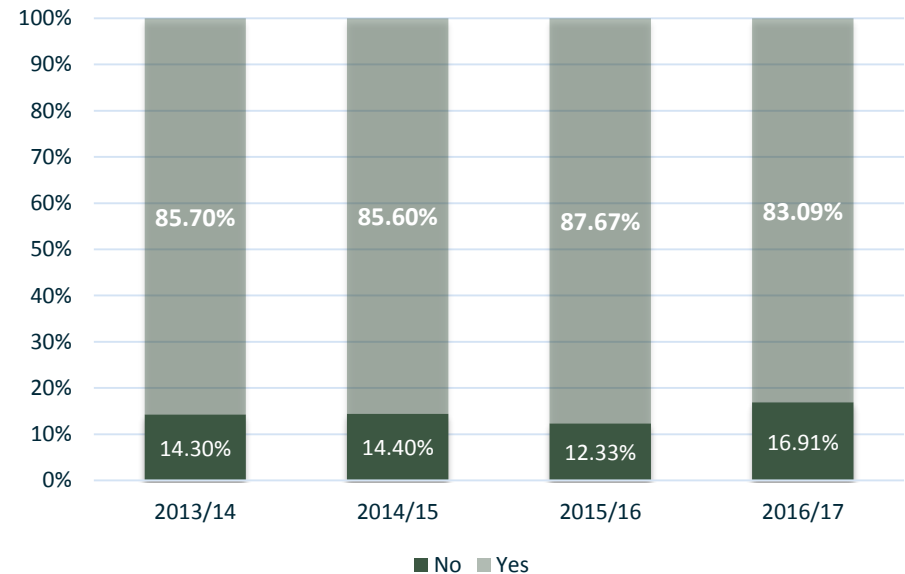


We will be developing reporting in the coming year around the activity within the Contact Centre to analyse who is calling and the reasons why.

Monitoring this activity in greater detail will help us understand and support improvements to our services and ensure we manage tenant contact as effectively as possible.

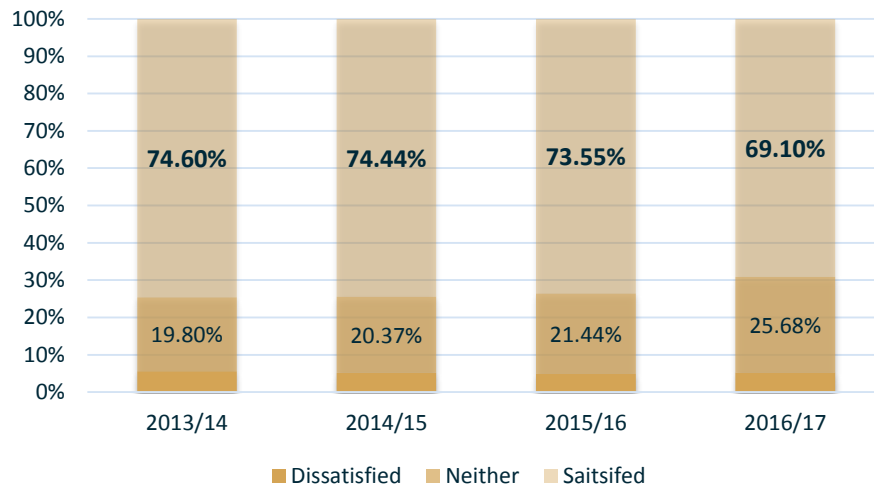


Was Your Query Answered Within A Reasonable Time?



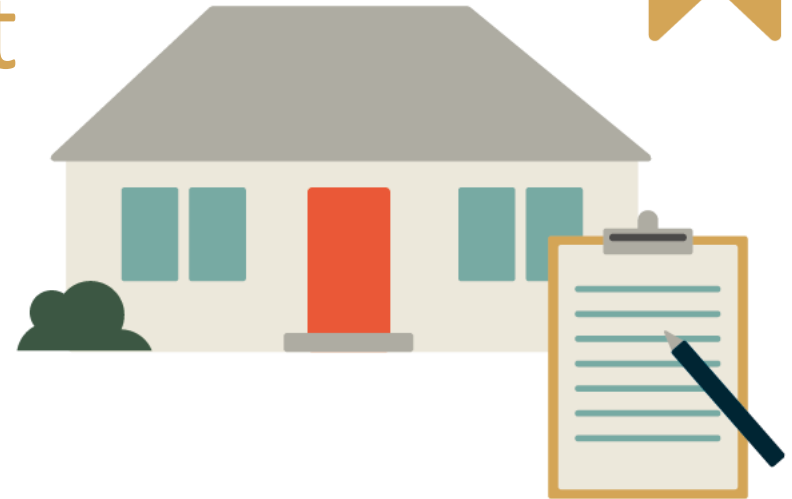
# Tenant Engagement

How Satisfied Are You With Opportunities Given To You To Participate In Cairns Decision Making Process?

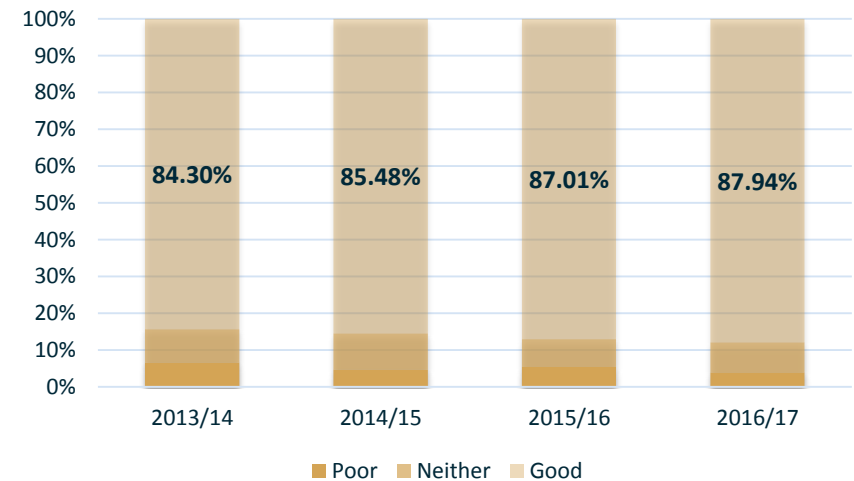


Our Comms and Engagement Team are following up with tenants who expressed an interest in getting involved.

We recognise that our menu of options for getting involved isn't meeting tenants expectations. We are researching new approaches to customer engagement with a greater emphasis on channel shift towards the digitisation of consultation and feedback. The outcome of this research might be a move away from traditional, and increasingly unpopular, forms of engagement such as face to face meetings towards more modern opportunities available online.



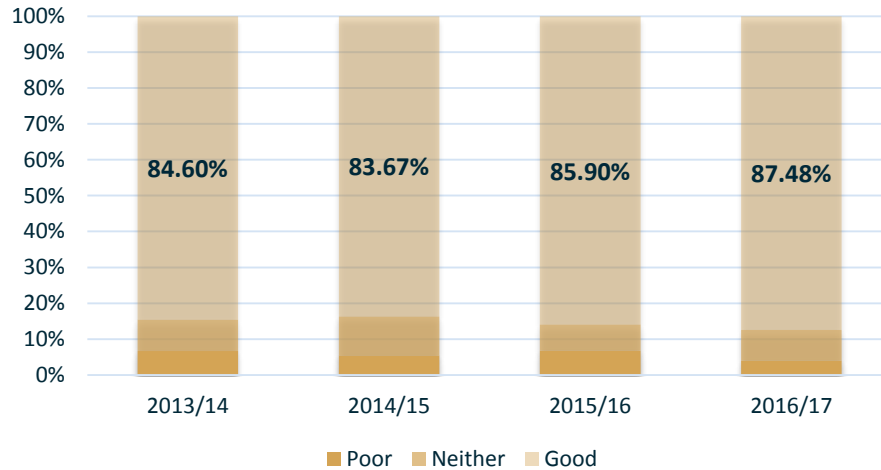
How Good Or Poor Do You Feel Cairn Is At Keeping You Informed About Their Services And Decisions?





# Tenant Engagement

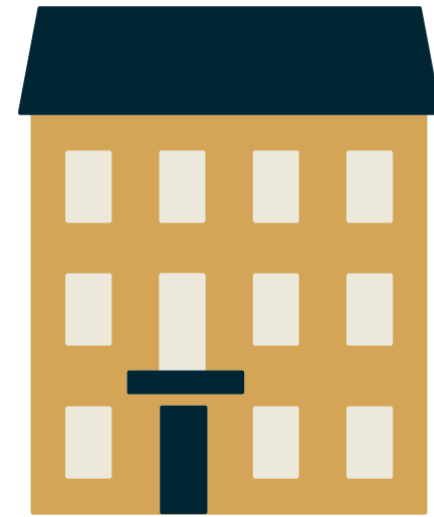
**How Good Or Poor Do You Feel Cairn Is At Keeping You Informed About Things That Might Affect You As A Tenant Or Resident?**



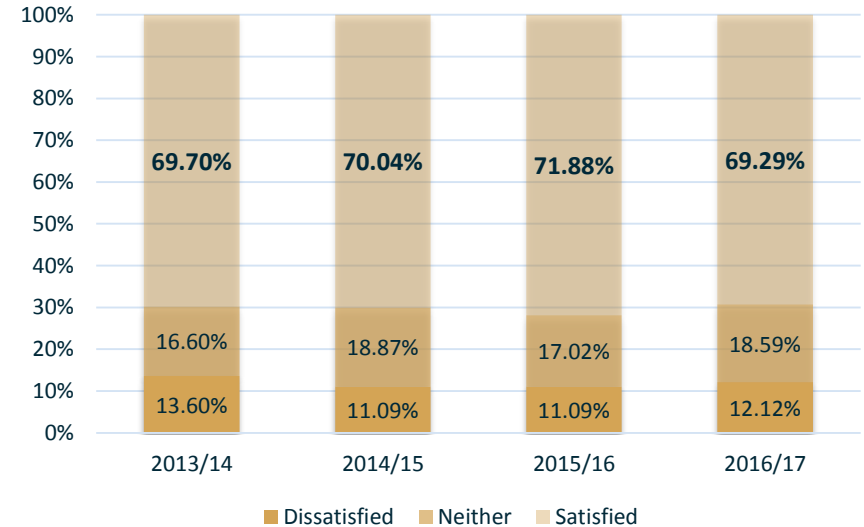
This year we have achieved relatively positive scores in how we communicate, which perhaps reflect the improvements we have made to our website, social media and other publications including our newsletter following our rebrand in early 2016. We've also developed a new self-service portal on our website and developed new and innovative ways of marketing empty homes.

While our tenants have expressed satisfaction with Cairn, keeping them informed, their satisfaction around Cairn listening to and acting on their views is comparatively low.

However, we do share action notices from our surveys with relevant staff members to action. Are we effectively communicating the outcomes to tenants?



**How Satisfied Or Dissatisfied Are You That Cairn Listens To Your Views And Acts Upon Them?**



# Service Specific Satisfaction Surveys



In addition to the annual satisfaction survey we sent to all tenants this year, we also send out mini surveys for all of our services. For example, every time a repair or planned maintenance project has been completed, an anti-social behaviour case has been investigated or a complaint responded to, we give our tenants a survey to complete.

We also send out surveys to randomly selected tenants who have called our contact centre, got advice from our Benefits Advisor or taken part in tenant participation events. Our YTD responses and results are on the next slide.

The information you give is invaluable to us. It helps us monitor our service delivery and the areas where we need to

## Your Overall Satisfaction With Cairn

Taking everything into account, how satisfied or dissatisfied are you with the service provide by Cairn?

Very Satisfied	Fairly Satisfied	Neither Satisfied nor Dissatisfied	Fairly Dissatisfied	Very Dissatisfied	No opinion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

improve. It also highlights where we're doing really well. Any tenant who gives us a low score on any of our service specific satisfaction surveys will receive a phone call to ask what went wrong and how we can improve.

From August 2016, we agreed with the Scottish Housing Regulator, that we could add the question above into our service specific satisfaction surveys. This is also the first question on the annual satisfaction survey and this year, for the first time, we will produce a combined result from responses received from both surveys.



# Service Specific Satisfaction Surveys



Service Specific Satisfaction Survey	No of Responses	Average Score	Variation from Target (9.00)
Antisocial Behaviour survey	1	10	1.00
Customer engagement survey	1	10	1.00
Telecare Survey	86	9.71	0.71
Handyperson Survey	484	9.66	0.66
Repairs Survey South	139	9.63	0.63
Welfare Benefits and Money Advice Service	42	9.59	0.59
Repairs Survey North	121	9.41	0.41
Planned improvements survey	237	9.16	0.16
New tenancy survey	78	8.98	-0.02
Contact Centre survey	15	8.72	-0.28
Rents survey	11	8.52	-0.48
Gas safety survey	16	8.38	-0.62
Sheltered and Retirement housing survey	17	7.82	-1.18
Complaints survey	8	7.32	-1.68
Factoring survey	16	4.21	-4.79
Total	1272	9.36	0.36