


Customer Feedback Tracking System



Customer Feedback Secured for
Continuous Service Improvement

A young boy with short hair, wearing a dark sweater with a light-colored pattern on the sleeves, is standing on a wooden floor. He is holding a book in his hands and looking down at it with a focused expression. The background is a plain, light-colored wall.

Over 800 customer households attended the Associations 2003 Annual Customer Event. This was a fun and fact event offering customers and their families a fun day with free refreshments and extensive information via a multi-agency information market place and opportunities for both informal and formal community groups to exhibit information about themselves.

Background

Like most organisations Aragon Housing Association has often been aware that not all issues raised by customers during feedback activities is usefully captured and, or, even dealt with effectively.

Since 2001 the Association's register of customers who participate in some form of activity at least once a month has grown from just 15 individuals to nearly 200. A large proportion of registered and active customers are involved with the Association on a weekly rather than a monthly basis.

The structure of customer involvement is fairly flat:

- *Nine thematic customer panels,*
- *Ten residents groups/associations, and*
- *Two community development projects involving Aragon customers and their neighbours.*
- *A Customer Committee elected by customers at a local level (12 customer members district wide, 1 Council Nominee Member and non-tenant member sitting on the main Board of the Association)*
- *Six tenants on the main Board of the Association nominated to the Board by Customer Committee.*

The range of meetings taking place in an average year is around 200 and the number of training sessions and conferences organised is approximately 20.

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The basis of the decision to change the style of the customer annual event, was the Community Development and Involvement Strategy 2002-5. The critical points made in the strategy were largely related to the level of awareness that communities had of other local services and organisations. The change of approach to the fun day provided the key opportunity for Association tenants to link up with a range of helping agencies and also for local organisations to identify key community contacts.

There is therefore considerable opportunities for the Association to access customer feedback and the need for a means to capture and make use of this has become very important. The Association is critically aware that unused feedback is the key driver to customer apathy.

Tracking Feedback

This issue was raised with customers by staff of the Association in June 2003. A focus group looking at the problem concluded that a more formal means of recording issues raised and a mechanism for progressing these should be developed.

At meetings of the Association's Customer Committee and the main Board in 2003 proposals for a tracking system linked to meeting minutes by code reference were made and approved (sample documentation is attached).

The new system was implemented in October 2003 and has now been in operation for over 6 months.

Information is raised at meetings of the Association's nine customer panels, meetings of these groups take place bi-monthly and monthly in some cases. To ensure continuity a schedule of meetings is produced every six months (see sample meetings schedule). Each group has its own terms of reference and work-programme.

Tracked issues are recorded according to the following headings at present:

- *Issue Code*
- *Meeting date (the date that the issue was first raised)*
- *Issue detail*
- *Policy or service area*
- *Identity of the service head responsible*
- *Date that the service head was informed of the issue*
- *The service heads' own deadline for resolving the issue or providing feedback*
- *Date that the original panel will be provided with the feedback*
- *Resolution or response feedback detail*
- *Date the issue was closed*
- *Change affect to policy or service area.*





Reporting and monitoring

Routine reporting to Customer Committee takes place every two months where a paper is prepared outlining issues raised, resolved or ongoing and the policy area they apply to. Any outstanding items can be queried at this meeting and a specific response can be requested. The membership of Customer Committee includes 6 Tenant Board Members who are able to raise any serious breaches of the process at the meetings of the main Board if or when necessary.

Review of the system

A review of this system will take place in October 2005 where an analysis will be conducted to assess the impact of the system on:

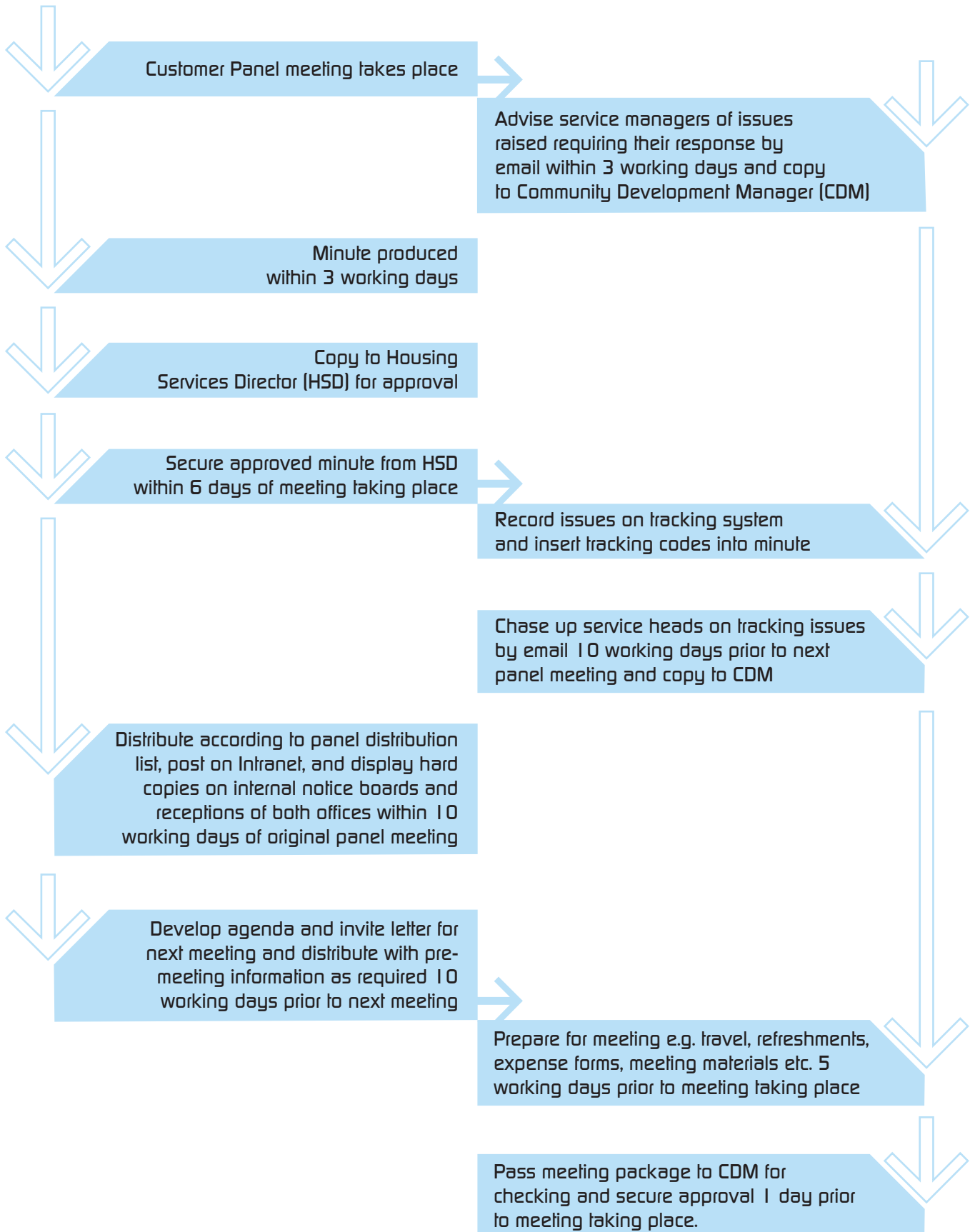
- *Involved customers' views of the improvement in Association responses to customer feedback*
- *Range and extent of customer influences on policy, practice and service delivery.*

Feedback on the process after the first six months

To date customer views indicate that:

- *Issues are certainly responded to much more effectively and swiftly*
- *That responses from the Association are more detailed and explanatory*
- *Generally staff of the Association appear to be much more willing and confident about working more closely with customers.*

Customer Feedback Tracking Procedure





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