



**CUSTOMER SERVICES  
CONSULTATION EVENTS**

**FEBRUARY AND MARCH 2016**

## **Why did we consult?**

We have a vision of how we want our customer experience to be and we a strategy of how to achieve this. We wanted to make sure that this strategy took resident views and opinions into consideration in shaping our future service provision.

## **How the consultation was run**

Consultations have been held with various groups of people in different locations around the county including Penmaenmawr, Llanrwst, Colwyn Bay, Towyn, Llandudno.

Across 7 sessions a total of 34 tenants contributed.

## Results of the consultation

Across the sessions there was a consistent message about **what is important**:

- Cartrefi staff are **knowledgeable**, take the time to **listen** and **keep in touch** and **keep promises**.
- There was no strong opinion either way about having 'options' when phoning the contact centre for a choice of language
- tenants prefer to contact us by phone; especially where there has been a problem
- some tenants said they would use online tools for reporting repairs but would still prefer to be able to phone if there is a problem

- Overall the feedback was very positive with tenants saying they felt “fine” contacting the Customer Service Team and that it is easy to get in touch.

Tenants said that they liked the way they are greeted on the phone and felt that most of the time getting in touch with Cartrefi Conwy through the 0300 number meant that things “got done”

- Some tenants said that they need to make repeat calls to “chase” what is happening and that is frustrating for them

## Viewpoints about staff

Tenants were asked to rate staff on a scale of 0-10: -

Friendly	9.1
Helpful	8.8
Knowledgeable	8.3
Interested in meeting my needs	8.4
Enthusiastic	8.3
Passionate about doing a good job	8.2
Enjoying their work	8.4
Seemed proud to work for the CC	8.4
Likely to recommend CC	8.8
Bored	2.5

## What happens next?

We have confirmed that our Customer Experience Strategy addresses the key priorities: -

- Keeping promises
- Making it easy to contact Cartrefi Conwy.

How this is being taken forward in the new Customer Experience Strategy.....

- ✓ Taking responsibility for low level concerns - Customer Service Advisors will receive training and support for them to be able to keep track of outstanding issues.

- ✓ On-going issues - Advisors will be identified as a 'point of contact' for regular updates and so that the tenant doesn't have to repeat the 'story' to multiple people.
- ✓ New and improved ways to contact us – with a new website being launched later in 2016.
- ✓ Training for colleagues on customer service and complaints handling.
- ✓ Using 'if residents would recommend Cartrefi Conwy' as an extra measure of customer satisfaction.

**This Strategy goes to the Board of Management for approval in August 2016.**