

SYHA Customer Engagement and Voice Report Quarter 2

Welcome to the Customer Engagement and Voice Report for Q2 25/26 – here is a summary of our activities and feedback this quarter.

Page 2 - Boost to Engagement Resources

We are pleased to tell you about changes we have made to the Customer Connect Department that boost our Complaints and Engagement Resources.

Page 3 & 4 - Customer Engagement Work & Activities

Find out more about our Quarter 2 progress on Customer Engagement work.

Pages 5 & 6 - Customer Scrutiny Panel Activity & Updates:

Find out what our Customer Scrutiny Panel has achieved this quarter, including updates on previous pieces of their work.

Pages 7 & 8 - Customer Voice:

Read the highlights from our satisfaction surveys and customer voice insights for this quarter.

Page 9 - Customer Complaints:

Read the key highlights from our complaints performance this quarter.

Page 10 - Words from our Customers:

Read a small selection of customer feedback we have received this quarter in our customers own words.

New Customer Experience Department

We're moving from **Customer Connect** to **Customer Experience**—a name that reflects what really matters: making every interaction positive and meaningful.

Here's what our new structure looks like:

- **Contact Centre** – Your first point of contact for calls and emails, with new ways to get in touch being explored.
- **Complaints Team** – Handling every complaint with care, finding solutions fast, and making sure we learn and improve.
- **Engagement Team** – A brand-new team dedicated to creating more opportunities for you to share your views and shape our services.

We're excited about these changes and can't wait to show you the difference they'll make for our customers in the year ahead.

Boosting Engagement – New Team Structure to Support Customers better

Update from the Customer Connect Team – changing to Customer Experience!

We've recently completed a review of our team structure and resources – known as a “Workforce Planning” exercise – and we're excited to share some positive changes with you – the box to the left explains the main changes.

We've strengthened our focus on **Customer Engagement** and **Customer Complaints**. These improvements will help us deliver on the goals set out in our interim Customer Engagement Strategy and should lead to better outcomes for customers, especially around complaints.

One of the key changes is the introduction of a new role:



Customer Engagement Lead - This role will lead a small team dedicated to improving how we engage with customers. We're thrilled to announce that _____, who many of you will know from her work with our Scrutiny Panel, has been appointed to this role. They bring passion, dedication, and a genuine commitment to making a difference for customers.

Congratulations!

We're now in the process of recruiting **Customer Experience Officers** to join the team and support this important work and hope to report back at the next Customer Committee with details of our new team!

We wanted to highlight this in our report because we believe these changes will make a real difference to the way we work with and for our customers.

Customer Engagement Activities & Planning

These are activities that our customers can take part in to help shape and improve our services. Here are our recent achievements.

Engagement Activity	How were customers involved?	What happened and what are the next steps?
Customer Committee Recruitment	We are thrilled to report that we have recruited two customers to join our Customer Committee! A huge warm welcome to: * Redacted Customer Name * Redacted Customer Name Thank you so much for your enthusiasm and involvement—we're excited to work with you!	Our Customer Committee members have been officially confirmed by the SYHA Board. Next Steps: To continue with their Induction and onboarding, and to recruit a final member to the committee. We also look forward to welcoming new members at the Annual Scrutiny Panel meal—a great opportunity to strengthen connections and get to know each other better.
Involved Customers	We invited our Involved Customers to take part in the Scrutiny Panel's energy efficiency improvement (retrofit) exercise — and we had a fantastic response! We continue to monitor who is engaging with us, and how often, as those who engage regularly could be more likely to get involved in more formal types of engagement, such as Scrutiny and Customer Committee and it is important we continue to nurture these relationships.	21 customers completed the survey, sharing their thoughts and understanding of retrofit, and 11 took part in a task comparing different versions of our customer communication letters. The Scrutiny Panel will use their feedback to evidence the recommendations they make.
Bidding for funding	The government has launched a new Social Housing Innovation Fund to encourage creative ideas that improve engagement. We plan to co-produce a bid with young people to strengthen how we engage with them.	It's still very early days—the bid is just being developed—but we're enthusiastic and committed. Funding is limited and competition will be strong, but we'll use this process to explore ideas that could move forward even without funding in the future.

Engagement Activity	How were customers involved?	What happened and what are the next steps?
E-Vouchers	E-Vouchers are digital versions of traditional gift cards or vouchers. We introduced them as part of a trial to see if they could boost engagement and provide more accessible, flexible rewards. Since the pilot began, we've used e-vouchers for survey prize draws and have already distributed over £600 worth. While setting up the system has been fairly labour-intensive and requires some admin to allocate vouchers, the benefits make it worthwhile. Participants have access to a wider range of retailers, with B&M and Primark proving the most popular choices so far.	We will start to use them for engagement work and will monitor whether they are acting as a barrier for participating, though most people have been happy to share their details to receive the voucher in an electronic format, with just one customer asking for a printed version. The E-vouchers can also be used towards utility costs and carpets and flooring – so watch this space!
Auckley follow on	In previous reports, we shared that during our summer engagement work, residents in the Auckley area provided detailed feedback on a range of issues—both historic and current—that they wanted addressed. We resolved any immediate concerns at the time and committed to tackling the longer-term issues raised.	All feedback from Auckley was collated into a concise report and shared with relevant managers. Our next step is to hold the first <i>Auckley Working Group</i> meeting, scheduled for 20 November. At this meeting, we will review the feedback report, customer voice data for the area, and stock condition information. The aim is to develop actionable responses that address residents' concerns.
Who are our customers?	As you've been previously told, the data collection campaign is now running. Our partner, Viewpoint, is contacting customers to check that the information we hold is correct and to give them the chance to share anything that will help us improve services. We're also working with the data team to better understand the information we already have and looking at demographic profiling.	The next step is to create customer profiles that give us an improved picture of people's needs, rather than focusing on one piece of data at a time. We'll keep you updated as this work progresses.

Customer Scrutiny Panel Activity

SYHA's Customer Scrutiny Panel is a group of customers from different areas of SYHA. The Panel works together to challenge, influence and examine SYHA's performance, decisions and direction.

Scrutiny Activity	What did the panel do?	Panel findings & Next Steps
Scrutiny Panel 'Terms of Reference'	The panel worked to produce an updated 'terms of reference' document.	These will be approved by the Governance Committee in November.
Retrofit Scrutiny Exercise Update	The panel have: - Commissioned a survey with multiple ways for customers to take part: - Via Viewpoint - On our website, with the option of a translated survey - At Welcome Point at Rockingham Street - Paper surveys have been sent to our Involved Customers who don't use email. - Asked Involved Customers to complete a task, comparing customer letters - Completed a Best Practice Benchmarking Exercise, comparing energy efficiency webpages in Housing Associations.	The panel will discuss the findings and make evidence-based recommendations. Then a report will be written to share with the relevant staff members, who will use that to produce an action plan.
Scrutiny TPAS Conference	Redacted staff name recently led a brilliant trip to the Tpas National Tenant Scrutiny Conference in Loughborough, bringing together members of the Customer Experience team and our Scrutiny Panel.	It was an early start with a train trip to Loughborough, but the day was packed with shared learning, inspiring speakers—including Jack Smith from the Regulator of Social Housing—and workshops on topics like engaging the next generation and developing strong scrutiny skills. Panel members, Redacted names, all attended, with Carina attending as Head of Customer Experience. We were also joined by Pam who was representing the Stop Social Housing Stigma campaign. Spending the day together gave

Scrutiny Activity	What did the panel do?	Panel findings & Next Steps
		us time to connect, reflect, and strengthen our commitment to meaningful scrutiny. We were proud of the positive culture within our panel, especially when comparing approaches with others, and enjoyed casting our votes for the Tpas Scrutiny Impact Trophy. It was a long day—but a truly valuable one.
Update from ASB Exercise	This exercise to review Anti-Social Behaviour (ASB) was completed in June and the panel has just asked for their first set of updates on the action plan. The panel will continue to monitor and ask for further updates in early December.	There has been some progress with all of the actions from the ASB exercise with some of the actions reaching completion. • How we use learning and feedback has been published in this year's Annual Review. A regular 'You Said, We Did' document is drafted and will be published on the website and updated every 6 months. • A vulnerability Policy is drafted and in the interim we have updated our webpages to encourage customers to inform us of any vulnerabilities. • Training for front line staff including reinforcing an empathetic and understanding approach has been completed. • We have published our Neighbourhoods and Estate manual including new webpages which includes some information on fly tipping.

Customer Voice

We hear the SYHA 'Customer Voice' through a range of way - Surveys, Complaints Data, Tenant Satisfaction Measures, and any other engagement work that brings customer feedback to us. We use all this data to ensure our customer voice shapes our services.

Each quarter, we share a high-level overview of customer insights. If you'd like a deeper dive into any topic, just let us know.



Anti-Social Behaviour (ASB) Handling Satisfaction Survey:

42% response rate (Target 40%)

Satisfaction at 80% (Target 80%)

Whats going well? Customers continue to value regular updates, quick resolutions & supportive officers.

What could we do better? Customers suggest we review how new tenants are assessed, with the aim of ensuring they will be considerate neighbours.

"The final outcome was really great, but we would've preferred that the tenant never moved in in the first place. SYHA should vet tenants so those that are anti-social do not cause issues in the community."

Damp, Mould & Condensation (DMC) Satisfaction Survey:

18% response rate

Satisfaction at 80%

Whats going well? Customers are satisfied (90%) with the ease of reporting DMC and that their repair was resolved (85%).

What could we do better? Satisfaction has dropped by 16% in Q1 and low response rates to survey continues.

"No problems at all, phoned and a date was set"



Repairs Satisfaction Survey:

7% response rate (Target 10-20%)

Satisfaction at 90% (Target 90%)

What's going well? Customers continue to praise operative behaviour and some noted the quick and efficient service for reporting a repair.

What could we do better? There was mixed feedback about the finish and tidiness for some repairs, with cleaning up and filling holes left behind given as examples.

"The surrounding area wasn't as tidy or clean as it was previously. Hence a slightly low score."



New Tenancy Satisfaction Surveys:

70% response rate (Target 50%)

Satisfaction at 98% (Target 90%)

What's going well? We continue with high satisfaction, with customers describing the experience as helpful, easy and pleasant.

What could we do better? One customer told us about difficulties with the process, including uploading documents online and contacting utility providers.

End of Tenancy Satisfaction Surveys:

27% response rate (Target 50%)

Satisfaction at 100% (Target 80%)

What's going well? Satisfaction has risen, but the survey response was very low which makes it hard to draw conclusions.

What could we do better? We need to understand how to improve our response rate.



Tenant Satisfaction Measures*:

89% Overall Satisfaction

84% Satisfaction with Repairs Service - if customers have received a repair in the last 12 months.

66% Satisfied that SYHA listens to their views and acts upon them - a drop from Q1.

50% were satisfied with Complaints Handling

Whats going well? Many customers talk about their satisfaction with SYHA's professional staff.

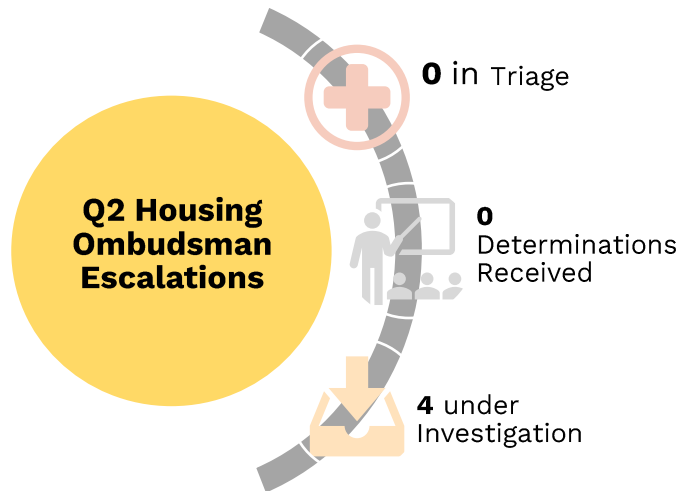
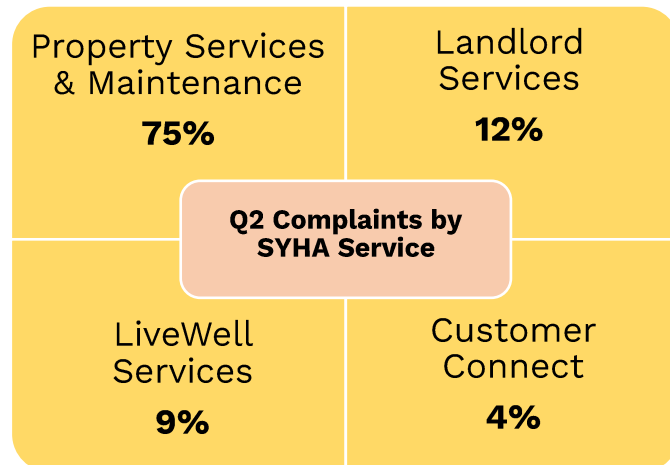
What could we do better? The quarter gives a lot of valuable feedback, especially around communications with repairs, frustration with fly tipping on estates and a desire for us to be more proactive with ASB issues.

"New windows would help save on gas/electricity as they let draughts in."

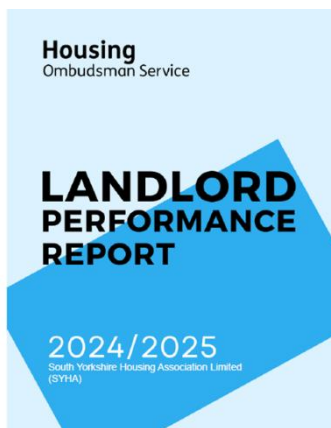
*Q2 snapshot; figures may change as percentages fluctuate and are finalized at year-end.

Customer Complaints Performance Q2

We received **69 Complaints in Q2**, and **8 Stage 2 complaints**, where customers remained unhappy with our response. We continue to respond to complaints quickly and have dealt with **97% of all stage 1 complaints** within the complaint handling code timescales and **100% of stage 2 complaints**.



Receiving a Housing Ombudsman 'Landlord Performance Report'



We've received a report showing our maladministration rate is higher than similar landlords nationally. This is based on three complaint cases with five determinations, all finding maladministration or service failure—giving us a 100% rate.

We're disappointed and have reported to Board, explaining the reasons, the likelihood of recurrence, and our response.

We've made real improvements, though some challenges remain. We're confident performance is improving, but Ombudsman decisions take around two years, so there's a delay. We're continuing with our improvement plans and aiming for ongoing progress.

Our Pilot Has Been a Success!

We've been trialling a new approach to handling complaints in our highest-volume area: maintenance. Two models were tested—one with extra staff from Property Services, and one with extra staff from Customer Connect.

The Customer Connect model worked best. It delivered:

- ✓ More consistent and higher-quality complaint responses
- ✓ Faster replies—100% of Stage 1 complaints met deadlines
- ✓ Better trend spotting, including identifying contractor issues
- ✓ Fairer and more consistent compensation decisions
- ✓ Higher satisfaction—83% in Q2 for this area

Next steps

As part of our Customer Connect Workforce Planning, we've proposed making the pilot resource part of our permanent structure.

We'll need to carefully monitor this as it settles in, but we are pleased to move forward with this approach as business as usual.

Q2 Words from our Customers

Here is a selection of feedback that our customers have given us this quarter. We take these direct words from our surveys, TSMs, other engagement work and Customer 'Shout-outs'.

Fencing continues to be a hot topic for our customers:

"The only problem I have ever had with SYHA is when it comes to having some fence panels replaced. It took over 6 months to be replaced I was never kept updated either."

"I'd like to complain about the fencing. Pictures get taken but no action gets taken."

"Who's responsible for fences? We don't actually know.. an update on this would be good please."

Other feedback included:

A customer burst into tears & said she was so very grateful for the work that the HMT operative has done today.

"He's really gone the extra mile and completed all the outstanding jobs."

She said this is going to make her life so much easier & honestly can't thank him enough.

"I would like to say a big thank you for the great help you have given me over the last few weeks with the form filling I have had to do. I would never have been able to manage without your help. You were very patient and kind to me and I thank you very much."

"I received four phone calls in a very short space of time, which shows my ASB complaint was taken seriously and I was understood. I received a lot of support and did not have to wait a long time."

"Lucie was absolutely amazing and I would score her 20 if I could, she understood the complaint, didn't patronise me or talk down to me and she just listened and was lovely."

A customer from Whinn Dale Extra Care Scheme took the time to send a personal card to praise Housing Worker

"Just a thank you for helping me with the paperwork after a bereavement."

You lifted a great weight off my shoulders."

I'm sure you not only helped me, but others who live in Whinn Dale."