

## WEST DUNBARTONSHIRE COUNCIL

### Report by the Executive Director of Housing, Environmental and Economic Development

Housing, Environment and Economic Development Committee:  
7 March 2012

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**Subject: Customer Satisfaction Strategy**

#### **1. Purpose**

- 1.1** The purpose of this report is to advise members of the Housing, Environment and Economic Development Committee of the development and implementation of a Customer Satisfaction strategy within Housing and Community Safety Services.

#### **2. Background**

- 2.1** The move to an outcome based approach to public services and the national regulatory framework both highlights the need to ensure that an effective approach of gathering and acting upon the views of customers exists.
- 2.2** The proposed Scottish Social Housing Charter scheduled to come into force on 1 April 2012 can be seen within this context. The Charter will be a series of outcomes that all social landlords will need to show that they are achieving for their tenants, residents and other customers. The draft Charter and the consultation carried out highlighted the importance Customer Satisfaction.
- 2.3** In September 2010, The Council commissioned an independent research company to undertake the tenant satisfaction survey. The findings from this survey were reported to members in December 2010. The outcomes of the Tenant Satisfaction Survey have contributed to improvement planning and identified a need to review and improve consistency around all customer satisfaction collection and reporting methods within Housing and Community Safety.
- 2.4** A recent analysis of customer satisfaction measurement carried out during September/October 2011 across Housing and Community Safety Services highlighted an inconsistent approach and the consequent need to develop a Customer Satisfaction Strategy in order to address this. We see this piecemeal approach to customer satisfaction as a real weakness that this strategy will address.

### **3. Main Issues**

- 3.1 The strategy was developed to promote and deliver an effective and efficient approach to measuring, recording and reporting customer satisfaction.
- 3.2 The model adopted provides opportunities for benchmarking performance, both internally and with external organisations.
- 3.3 This strategy forms a key part of the wider performance management framework for Housing and Community safety services.

### **4. People Implications**

- 4.1 There are no direct personnel issues.

### **5. Financial Implications**

- 5.1 There are no direct financial implications in relation to this report. The Customer Satisfaction Strategy is being delivered from existing resources bringing together resource streams within Housing and Community Safety services.

### **6. Risk Analysis**

- 6.1 There was a risk that failure to develop a strategic approach to measuring Customer Satisfaction would weaken the performance reporting framework and could attract an adverse reaction from the Scottish Housing Regulator.

### **7. Equalities Impact Assessment (EIA)**

- 7.1 No significant issues were identified in a screening for the potential equality impact of this report.

### **8. Strategic Assessment**

- 8.1 The Council has identified four main strategic priorities for 2011/2012, namely Social & Economic Regeneration, Financial Strategy, Asset Management Strategy; and Fit for Purpose Services
- 8.2 The development of a Customer Satisfaction Strategy contributes to continuous improving service provision and the goal of ensuring fit for purpose services.
- 8.3 The development of a Customer Satisfaction Strategy assists in delivering the outcomes contained within the Scottish Social Housing Charter against which all social landlords' performance will be measured.

**8.4** Adopting this strategy is in line with one of the main objectives of The Scottish Housing Regulator (SHR), specifically to:

- Safeguard and promote the interests of tenants and other service users

**8.5** The development of a Customer Satisfaction strategy ensures a consistency with the SHR's view that organisations should continue to develop ways of gathering and using service user feedback to improve its services.

## **9. Conclusions and Recommendations**

**9.1** The development of a Customer Satisfaction strategy delivers a consistent and planned approach to measuring Customer Satisfaction across Housing and Community Safety Services.

**9.2** This strategy ensures that Customer Satisfaction plays a key role within the existing performance management framework and will contribute to continuously improving services.

**9.3** It is recommended that the committee:

(i) approves the Customer Satisfaction Strategy;

(ii) delegates authority to the Executive Director of Housing, Environmental and Economic Development to ensure the effective implementation of the strategy; and

(iii) agreed that a report on the outcomes is provided to Committee on an annual basis.

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**Date: 6 February 2012**

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**Appendix:** 1. Housing and Community Safety Customer Satisfaction Strategy

**Background Papers:** None

**Wards Affected:** All