



CLYDE VALLEY
GROUP

CVHA Annual Complaints Report 2020.2021

Contents

1. Foreword from Fin Smith	pg.3
2. At a glance	pg.4
3. How we compare	pg.5-6
4. Learning from customer feedback group	pg.7-8
5. SPSO update	pg.9-10
6. Customer Panel work	pg.11-13
7. What's next	pg.14
8. How to make a complaint	pg.15

Foreword



Welcome to our Annual Complaints Report for the year 2020/21

In this report we detail how many complaints we have received over the reporting year, how we compare to Housing Associations of similar size, updates from the Scottish Public Services Ombudsman (SPSO), the on-going work of our Customer Panel and feedback from our newly formed learning from customer feedback group.

Handled well, complaints provide a low cost and important source of feedback and learning for Clyde Valley to help drive improvement and restore a positive relationship with you, our customers.

Our Customer Experience Strategy focusses on the delivery of an outstanding customer experience, whilst reducing customer effort. In order to reduce the effort that it takes you when you contact us for something, we are excited to be introducing a new contact centre in the summer of 2021. This will provide you with a one stop shop for all of your enquiries. You will be able to contact us by phone, email, text message, webchat and social media.

I hope you find this report informative, your feedback to us is so important and we do it take it seriously – please continue to keep in touch and share your views and opinions.

Fin Smith, Customer Services Director.

Please call 01698 268 855 or email cvha@cvha.org.uk if you would like to receive any of our information by email or in another format such as a different language, large print, Braille or audio.



At a glance

76 76 complaints received for year ending 2020/21

65 stage 1 complaints were received **65**

 Average time to respond to a stage 1 complaint
4.37 days

Number of stage 2 complaints received **11**

 Average time to respond to a stage 2 complaint
17.18 days

Number of complaints received for Customer Services **38**

37 Number of complaints received for Development & Property

Number of complaints received Finance/Corporate **1**



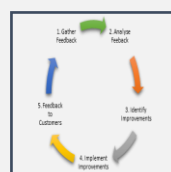
We retained our compliance in our customer complaint handling at our CSE Accreditation

We joined the SPSO network group for complaint handling



We updated Complaint guidance on our website

We rolled out training to all front line staff on how to handle stage 1 complaints



We established a Customer Feedback Learning Group
*read more on pg 7

Our Customer panel reviewed our complaints process
*Find out more on page 11





How we perform against other Housing Associations 2019/20

The table on the next page lists the Housing Associations who are part of the G8 group, this is group of Scottish Registered Social Landlords that are of similar size and who share similar values. Members from these groups, from Chair of Boards, CEO's, Directors and Managers attend subgroups meetings to discuss and share best practice. Information in the table below is from the previous year, we will be able to share 2020/21 comparisons with you in September when the Annual Return on Charter is published.

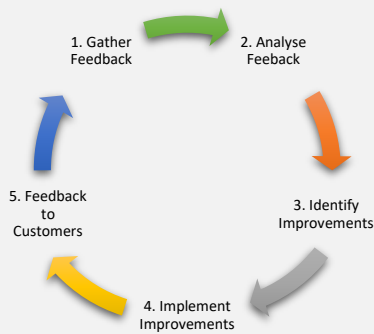
As a social landlord, it is important we can benchmark ourselves against similar sized Housing Associations to compare performance and identify areas of service we can improve on to ensure we are providing the best possible service for you, our customers.

The recent amendments the SPSO have made to the complaints handling procedures ensures there is a standardised approach in terms of reporting, this means it is a requirement that all Housing Associations report in the same way and follow the same guidance when handling complaints.

For further information around how landlords compare against each in other in different service areas you can view this information on the Scottish Housing Regulator website:

<https://www.housingregulator.gov.scot/>

Landlord name	1st stage complaints received in reporting year	2nd stage complaints received in reporting year	Percentage of all complaints responded to in full Stage 1	Percentage of all complaints responded to in full Stage 2	Average time in working days for full response Stage 1	Average time in working days for full response Stage 2
Irvine Housing Association Ltd	358	2	100	100	1.74	21
Almond Housing Association Ltd	274	32	100	93.75	2.82	11.53
Maryhill Housing Association Ltd	201	47	99.51	96.23	3.8	17.49
Fife Housing Association Ltd	126	22	100	95.65	4.02	9.36
West of Scotland Housing Association Ltd	174	52	97.7	96.23	3.44	14.67
Clyde Valley Housing Association Ltd	67	23	100	91.3	4.18	15.67
Glen Oaks Housing Association Ltd	50	27	100	100	3.96	15.56
Thenue Housing Association Ltd	33	9	100	100	3.18	9.18



Learning from Customer feedback group

Our new Customer Experience Strategy is focused on delivering an Outstanding Customer Experience. To help us in the pursuit of an outstanding customer experience we have set up a new group to help us to track customer experience, satisfaction and sentiment through a range of feedback and monitoring mechanisms.

This group meets to look at what you, our customers have been telling us through surveys, complaints, ASB reports, comments, compliments and other feedback. We use this information to try and identify any common issues or themes.

At the beginning of the year, we have been looking back at all complaints received in the past 12 months. The analysis of this information has shown us that

The three main services that attract complaints are:

- Repairs
- Allocations
- Close Cleaning

The top three motivations for you complaining are:

- Quality of Service
- Service Failure
- Treatment by CVG

The analysis on these areas showed us that there are no trends on the Allocations complaints. However, on Repairs and Close Cleaning, we were able to identify a common theme in terms of contractor performance.

In relation to Contractors, the group discussed:

- Expectations of contractors – working with our contractors to ensure that they are clear on the standards that we expect from them when dealing with our customers
- Their focus on customer service –ensuring that contractors are focused on customer service and customer experience.
- Contractor Performance – ensuring that we monitor contractor performance from our customer’s point of view, based on your feedback

Other issues discussed:

- It is important that we have provide visible 'You Said, We Did' transparent feedback through bulletins, our website, and newsletters
- We need to further develop our approach to recording complaints to enable effective analysis
- The benefits of introducing transactional surveys which will help to monitor performance in the areas of close cleaning, repairs and grass cutting

What action we have taken to improve based on what we have learned from your complaints submitted to us:

Contractor Performance

We have moved Customer Experience up the agenda with our contractors. We are having discussions with them on customer feedback and how they can improve. This will continue to be an area of focus for existing and new contracts.

Transactional Surveys

We have introduced a new system that allows us to capture up to date feedback from customers. We have introduced this for our Repairs service and are now sending a short survey via text message and email to customers who have had a repair completed. This allows us to identify any individual issues, as well as trends, and to discuss these with our repair's contractors.

Service Design

In order to better understand our customers, their needs and expectations of services, we are working on a Service Design project. This has included a large piece of customer research (focus groups, interviews, surveys and customer journey mapping) through which customers have shared their views and opinions on what makes for good and bad service delivery. This is an ongoing area of work that is informing how we shape the delivery of services.

Service Standards

The user research that was completed through our Service Design project has helped us to produce a new draft set of customer service standards that we will be consulting on in early summer 2021.

Contact Centre and CRM

In order to ensure that we are capturing as many complaints as possible and, equally importantly, responding to these in a timely way, we are introducing a new customer contact centre to provide a single point of contact for all customer enquiries. This will be backed up with a new customer relationship management (CRM) system that will allow us to manage enquiries and requests more effectively, improving customer experience and reducing customer effort.

Monthly Bulletins

We have also introduced monthly customer bulletins to supplement our customer newsletter. These bulletins allow us to keep customers up to date on what we are doing to improve services based on the feedback that you give us through complaints, surveys and other routes.

Your feedback is so important to us and we do take it seriously – please continue to keep in touch and share your views and opinions



Updates from Scottish Public Services Ombudsman

The **Scottish Public Services Ombudsman (SPSO)** is the final stage for complaints about councils, the National Health Service, housing associations, colleges and universities, prisons, most water providers, the Scottish Government and its agencies and departments and most Scottish authorities. In addition to providing full and final resolutions to complaints the SPSO also provide organisations with information and support to organisations in handling complaints.

The SPSO introduced the Model Complaints Handling Procedures (MCHP) to give organisations a clear and consistent guide to refer to when handling complaints.

This procedure was originally published in 2012, with the first review of the MCHP taking place during 2018-19 after a consultation period revisions were made and published in 2020 with a view that all Housing Associations would have these implemented by April 1, 2021.

These revisions ensure that there is a standardised form of reporting across all Housing Associations which will allow all HA to clearly benchmark against each other.

One of the main revisions to the complaints handling procedure is the introduction of the Resolved Category.

*A complaint is **resolved** when both CVHA and the customer agree what action (if any) will be taken to provide full and final resolution for the customer, without deciding whether the complaint is upheld or not upheld.*

This means that we may resolve a complaint by agreeing any action to be taken with you, without making a decision on whether to uphold / not uphold your complaint, however we must always ensure that there is a clear record of the resolution agreed and that we have signposted you to the next stage should you require to escalate your complaint.

For the full overview of the revisions please see the following table;

Structure and Presentation

- Core text standardised across all sectors
- Printed in five parts to make relevant information easier to find

Resolving complaints

- Organisations may resolve a complaint by agreeing any action to be taken with the customer, without making a decision on whether to uphold/not uphold
- There must be a clear record of the resolution agreed and signposting to next stage

Agreeing complaint and outcome sought at stage 2

- Organisations must agree the point of complaint and outcome sought with the complainant at the start of stage 2 investigation
- Where the points of complaint and outcome sought are clear, this can be done by setting these out in the complaint acknowledgement letter

Time limit for making complaints

- The six month timeframe to make a complaint now also applies where the customer wishes to escalate to Stage 2 because they are unhappy with the stage 1 response

Supporting staff

- Organisations must share relevant parts of the complaint and response with any staff member complaint about
- At stage 2, staff members must be given information about the complaint process and support available, and kept updated on any timeframe extensions

Equality and accessibility

- Organisations should set out what kind of actions staff may take to support equal access to the complaints process (including for vulnerable groups)

Complaints on social media (and other digital platforms)

- As a minimum organisations must respond to complaints on the organisations own social media channels by signposting to the complaint process and support available

Contact from MPs/MSPs

- Organisations can set out details of local procedures but must ensure they comply with relevant legislation
- Where a complaint is brought by an MP/MSP the organisation must handle it in line with the CHP and ensure they do not operate a two-tier system

Performance indicators

- Organisations to report and publish on complaint statistics in line with performance indicators published by the SPSO
- Additional performance indicators to support benchmarking are being developed for some sectors including housing



Customer panel

In January 2021 our Customer Panel met to review our complaints procedure. They received a Topic Guide for discussion prior to the meeting to enable them to consider their views prior to the group discussion:

1. Do you know what our Complaints Procedure is and where to find it?

<https://cvha.org.uk/customer-complaints/>

2. How easy do you think it is for a customer to make a complaint?
3. What do you think is our most regular complaint?
4. Why do you think this is?
5. What do you think we could do to improve communication in relation to complaints?
 - Automatic Feedback Survey
 - Newsletters 'You Said We Did'
 - Involve customers in developing a Complaint Form
 - Provide examples of complaints as case studies and how we worked with customers to resolve
 - Opportunity to resolve
6. Complaints are Upheld or Not Upheld but we would like to introduce Resolved as an option. How would you describe each of these?

The detailed feedback has been anonymised but can be summarised as follows:

1. Do you know what our Complaints Procedures is and where to find it?

- The majority of the group knew that the procedure was available on the website, however, the preference for making a complaint was to call a member of CVHA staff personally as this appeared to get matters resolved quickly.
- Panel members indicated that reporting complaints by phone was quick and easy and they had confidence that the issue would be dealt with quickly.
- Some Panel members did not know that they could still make a complaint when staff were working from home.
- One member shadowed Lisa Hughes a member of our Corporate Services Team when the group looked at complaints previously and was able to share her experience of how a complaint was handled from start to end which the group found useful.
- The resolution of the complaint made and communication around this was raised where services are contracted externally e.g., repairs. There was a view from one member of the group that it would be easier for customers if this was dealt with in house by CVHA.

- Another member indicated that the complaint subject would determine how they would make a complaint, for something less serious they would use website but if it was something they felt needed urgent attention they would phone.

2. How easy is do you think it is for a customer to make a complaint?

The group agreed that they thought if someone wanted to make a complaint, they would know how to do it and that they would find it easy whether they were digitally minded or not as they could always phone.

3. What do you think is our most regular complaint?

Collective the group discussed what they felt were the most regular complaints they felt we received:

- o Neighbours
- o Dogs
- o Bins
- o Repairs
- o Community blight
- o Gardens
- o Fly tipping

4. Why do you think this is?

- Increase in anti-social behaviour, fly tipping etc due to lockdown, more people are at home for longer
- Insufficient bins for the number of people living in flatted properties plus people don't look after common areas
- Repairs are contracted out and sometimes difficult to hold tradesperson responsible
- Generally, areas are less well kept as usual services are not taking place
- Some people don't look after their community and common areas which brings the whole place down

5. What do you think we could do to improve communication in relation to complaints?

- It would be useful to have a uniformed approach to handling complaints and for the information coming back to customers to be easy to understand
- Another discussion solely around communication would be helpful
- Getting as much information to customers as possible
- Understanding of the language used when responding to a complaint and what this means for the person

6. Complaints are Upheld or Not Upheld but we would like to introduce Resolved as an option. How would you describe each of these?

- Resolved really means that the customer has received the outcome that they want, not necessarily the same as CVHA thinking they have resolved it
- Need to outline what it is that has been done to achieve 'Resolved' and this needs to be agreed with customer
- It is important to recognise that the current system allows a complaint to be upheld but from customer perspective sometimes nothing has been done
- Would be good to work through the complaint with the customer and show how you have done something about it
- Group as a whole felt wider consultation needed on language and descriptions

- Should resolved mean that the person who makes the complaint is satisfied with answer
- What about using successful or unsuccessful to describe outcome?
- Discussion around the Formal Complaints process and difference between when complaint is recorded and not

Next Steps

We agreed as a group to take the information collated to the Customer Feedback Group for consideration and discussion. Based on the discussion so far it would indicate that further consultation is required to determine the terminology used to describe the outcome of complaints.

All our senior staff will attend Complaints Handling Training in August 2021. This course is facilitated by the SPSO. This training will help support our managers to better investigate and manage complaints.

Given the current restrictions further consultation will most likely be digital via online Survey Monkey and Text. The Group recognised the limitations of reaching those who potentially might not engage in this way but agreed that it was a sensible approach.

There will be further work undertaken to develop Transactional Surveys so we can understand how people feel after making a complaint and working with CVHA to have this investigated and resolved.

It would be useful to develop a 'you said, we did' section on the website and within the Newsletter to highlight this work and the outcomes for customers going forward.

If you would like to know more about the work of our Customer Panel or would be interested to get involved, please refer to our website at.

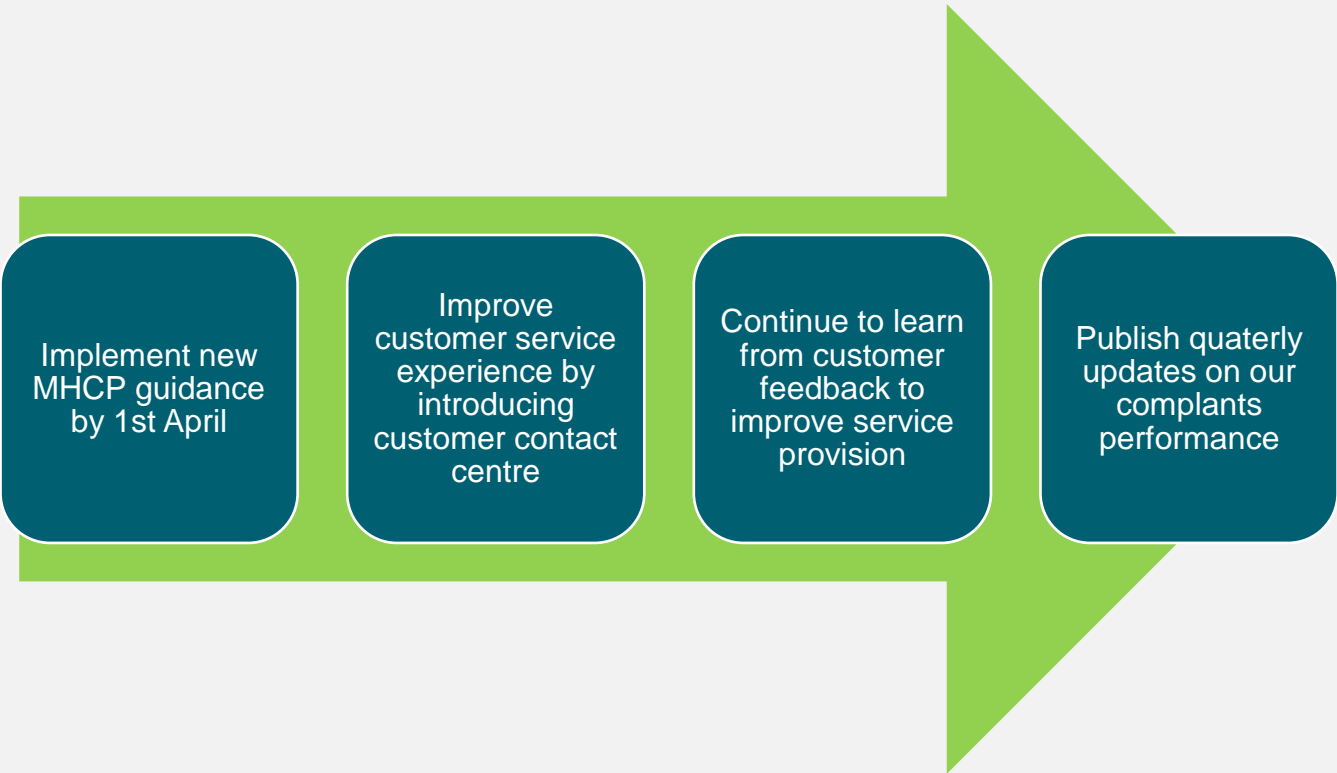
<https://cvha.org.uk/join-our-customer-panel/>

or contact us via:

cvha@cvha.org.uk



What's next?



How to make a complaint

If you want to make a complaint or find out more details about our complaints handling process, please visit our website at

www.cvha.org.uk

Alternatively, you can make a complaint to us by:

Letter

Complaints

Clyde Valley Housing Association

50 Scott Street

Motherwell

ML1 1PN

Phone

Call 01698 268 855 and speak to any member of our staff who will be able to take details of your complaint

Email

Email us at cvha@cvha.org.uk

If you have submitted a complaint and had a response you can complete a survey on our website, located on our complaints page to let us know how you feel it was handled. You can also complete this survey by following this link.

<https://www.surveymonkey.co.uk/r/XPGYJTQ>