

Customer Satisfaction Survey: Guidance

This document provides guidance on how to complete the survey and also answers some frequently asked questions (FAQ's).

We will follow up with any concerns raised within the survey via our policies and procedures, for example safeguarding, incident management etc.

We will share the results in a special edition of our customer magazine, Heads Up, as well as on our website.

Completing the survey

- We hope that you feel comfortable enough to provide your details so that we can respond to individual feedback, but we understand that not everyone will want to do so. Though there will be space to provide your details, you also have the option to remain anonymous.
- If you wish to remain completely anonymous, please do not provide your name, email address, or contact details.
- If you provide your name, contact details and demographic information:
 - We will use your identity to check and update our customer records system where necessary
 - If you have also raised concerns, we will share your comments and contact details with the service manager and relevant team so they can follow them up with you. If you do not wish them to know you raised the concern, tick the 'survey anonymous' box and we will only share the comment – not your identity. We will not send them your demographic information
 - We will retain the information in an identifiable form for three years.
 - We ask to collect your demographic information. This is to make sure that we are delivering fair services that do not discriminate against any protected characteristics.
 - When the survey is complete, we will analyse all the responses and provide a statistical report to our Board. The report we provide will not contain any information that would enable them to identify you.
- You can read Look Ahead's own Privacy policy on our website which explains how we use your information. For this survey, the lawful basis we rely on to seek your views on the quality of the service we provide is our public task, as it is a requirement for social housing providers to monitor our customers' satisfaction with our services.
- If you have any questions about how we are using your data, please email us at IG@lookahead.org.uk. You can find out more about your data protection rights on the Information Commissioner's website: <https://ico.org.uk/for-the-public/>.

Survey Question Guidance

This section explains the purpose of each question, any words we use, what they mean, and things that you may wish to consider when deciding your response. Please refer to this guide when completing the survey if you are unsure about what any of the questions mean.

There are 13 questions and seven of them use the answer structure **'Very Satisfied'**, **'Fairly Dissatisfied'**, **'Neither Satisfied nor Dissatisfied'**, **'Fairly Dissatisfied'**, **'Very Dissatisfied'**. Only one option should be ticked for each question.

There is additional space for comments so please do feel free to add extra detail if you would like. Any concerns raised within these comments will be addressed with the service and other leads where relevant.

1. Overall Satisfaction

“Taking everything into account, how satisfied are you with the overall quality of service you receive from Look Ahead?”

This question seeks to understand how satisfied you are with Look Ahead overall, after taking everything into account. In responding to this question, you may want to consider the following:

- **Well led** - If you receive a support or a housing service from Look Ahead, do you feel that the service is well managed, and the quality of care and support and/or housing and property management provided is a good/high standard?
- **Landlord Services** – If you have an allocated Housing Officer are you happy with the Estate services and tenancy support you receive. For example: Management of anti-social behaviour, cleaning of communal areas etc.
- **Environment, Building and Cleanliness** - Do you feel the quality and condition of the physical fabric of the building, the environment, gardens, and grounds are maintained to a good standard?
- **Feedback** - Do you know how to provide feedback or complain under Look Ahead's complaints policy? When you provide feedback is it listened to? If you have had reason to complain, was it managed and resolved to your satisfaction?
- **Value for Money** - Do you feel that your rent and service charges offer value for money?
- **Communication**- Do you feel that Look Ahead communicates effectively with you and you are made aware of plans, changes and activities that impact you?

2. Listened to

‘How satisfied or dissatisfied are you that Look Ahead listens to your views and acts upon them

It's important that you are given a range of opportunities to share your views, and that Look Ahead listens to them. It also means having your views, wishes, choices, and ideas taken on board and clear reasons provided, or alternatives considered, when we are unable to implement or support them.

The question is seeking to understand whether you feel that when you engage with Look Ahead staff or contractors that you feel you feel respected and listened to. This includes engagement in person, over the phone, through written correspondence, or emails.

3. Keeping you informed

‘How satisfied or dissatisfied are you that Look Ahead keeps you informed about things that matter to you?’

Look Ahead are committed to keeping you updated on decisions or changes that impact you.

This question wants to know how happy you are that we provide you with all of the information that you need.

4. Fairness and Respect

“To what extent do you agree or disagree with the following “Look Ahead treats me fairly and with respect”?

Look Ahead has a Diversity and Inclusion plan which seeks to foster an inclusive culture where staff and customers feel they belong, valued and respected. In addition, staff and contractors should treat all customers fairly whilst interacting with them and carrying out their duties.

Under the Equalities Act 2010, it is unlawful to directly or indirectly discriminate against someone with protected characteristics:

- Age
- Disability
- Gender reassignment
- Race
- Religion or belief
- Sex
- Sexual orientation
- Pregnancy and maternity
- Marriage and civil partnerships

In addition, Look Ahead also considers the following when talking about inclusivity and respecting and treating people fairly:

- Social background
- Caring or parental responsibilities
- Medical conditions including HIV status
- Physical appearance
- Employment status
- Refugee status

Taking the above into account, the survey question is asking how satisfied you are that Look Ahead treats you fairly in relation to your protected characteristics and individual circumstance.

5. Complaints

‘Have you made a complaint to Look Ahead in the last 12 months?’
If yes, ‘How satisfied or dissatisfied are you with Look Ahead’s approach to complaints handling?’

At Look Ahead, we always aim to provide the best possible service for our customers. However we recognise that sometimes things can go wrong. When this happens we will try to put things right as soon as possible.

If you have made a complaint to Look Ahead within the last 12 months, we want to know how happy you were with how we handled and responded to your complaint.

6. Accessibility and Inclusion

Are you satisfied that Look Ahead provides inclusive and accessible services, information, and accommodation?

This question was added to the survey by customer representatives from our Customer Care and Support Forum.

As part of Look Ahead's commitment to diversity and inclusion, we are committed to ensuring that we create accessible and inclusive spaces for our customers.

This may include:

- Providing information in different languages.
- Providing information in different formats e, g Braille, sizes, audio etc.
- Housing customers in areas that meet their cultural, social, and religious needs.
- Providing a range of ways for customers to have a say in the running of services and providing feedback. For example, making a complaint or developing organisational policies.

Taking the above into account, the survey question is asking if you feel that Look Ahead is inclusive and accessible.

Ways to Return the Survey

Surveys can be returned in the free post envelopes provided or via our website lookahead.org.uk.

Handed to your Support Worker or Housing Officer to submit on your behalf.

By calling the customer contact centre on **0333 100 010**, who will be happy to complete the form on your behalf over the phone.

Frequently Asked Questions (FAQs)

Are my responses anonymous?

We hope that you feel comfortable enough to provide your details so that we can respond to individual feedback, but we understand that not everyone will want to do so. Though there will be space to provide your details, you do have the option to remain anonymous.

If you wish to remain anonymous, please tick the 'survey anonymous' box or do not provide your details. We will not share your details with the service nor record any identifiable data and will only use this information to help us identify the customer at risk where concerns have been raised.

What will you do with my personal data?

We will only use your personal information and contact details in relation to this survey and will not contact you for any other purposes. If you choose to leave off your details from your response or tick the 'survey anonymous' box, your response will be anonymous, and we will not record any identifiable data. All survey results that we share will not contain any identifiable details.

Your details are stored securely and only those who distribute the surveys are able to access this file.

Why do you want to know what type of service I receive or name of the service?

This helps us to break down satisfaction by local service, department, and customer group. It also helps us identify areas of good practice or areas that may require more support to improve their service by customer group, service type, or geographical area.

What will happen with my responses?

We will process all responses and provide the overall results to the local service manager, as well as their Head of Service, Senior Leadership Team, Directors, and our Board. These results will be provided in such a way that individual respondents are not identifiable. Any comments will not be shared if they can identify the respondent. They will then put your feedback into action to help improve the quality of service that they provide.

We will also share results with our commissioners and other stakeholders also in such a way that individual respondents are not identifiable.

Any safeguarding concerns raised within the survey will be passed on to our safeguarding team who will investigate with local service management.

How do you select the Prize Draw winners?

Everyone who completes a survey and provides their name and address is entitled to enter the prize draw. Each entrant is allocated a number and a Look Ahead member of staff that has not been involved in the management or administration of the survey will be asked to select a number at random. The number is then matched with the corresponding entrant, and they are entitled to a £50 gift voucher where they have provided their name and address.

Is there a Closing Date?

Yes, the survey closes on **25th March 2024**. Surveys that are received after this date will not be entered into the prize draw.