



Customer Voice Report Quarter 1

2024/2025

Contents

03

Executive summary

04-05

Celebrating great customer service

06

Customers said, we did

07

Customer compliments

08

In the spotlight
- Community engagement and involvement

09-10

Customer Voice
- New feedback platform

11

Sector spotlight
- Complaints self-assessment

12

Customer engagement
- the year so far

13

Customer engagement
- what's coming



Executive summary

Quarter one – This report summarises where Beyond Housing has made positive changes to services following feedback from customers and the most recent and planned engagement activities.

New feedback platform

Beyond Housing launched a new customer feedback platform in April, marking a shift towards a deeper understanding of customer satisfaction. By empowering customers to share their experiences in their own words, we're moving beyond numerical scores to uncover the underlying factors driving satisfaction.

Key initiatives include:

- **Customer journey mapping** – Understanding the entire customer experience to identify pain points and inconsistencies
- **Sentiment analysis** – Analysing customer feedback to identify key themes and understand overall satisfaction
- **Real-time feedback** – Addressing customer issues promptly and implementing solutions across the business.

See page 9 for examples of the data, tools and techniques we are bringing in this year to really bring the customer voice to life.

Spotlight – Complaints handling code self-assessment

Following the implementation of the new Complaint Handling Code in April 2024 landlords are required to submit an annual submission of their performance against the Code to ensure they are compliant.

The purpose of this is to enable the Ombudsman to monitor landlords' compliance with the Code. It ensures that all landlords provide information in a consistent way, to allow effective analysis and insight into compliance with the Code.

Following the completion of the self-assessment across the 72 requirements, Beyond Housing is 100% compliant in all areas. Read more on page 11.

Celebrating great customer service

- **Creating a more accessible home** – Read how a recent project in Scarborough transformed a young man's home, making it more accessible and safer for him and his mother – page 4
- **A touch of kindness** – Read how three dedicated colleagues went above and beyond to support a terminally ill customer and her daughter – page 5
- **A successful closure** – Read how a recent property closure helped customers live peacefully in their homes and community – page 5
- **A close call with a happy ending** – Read how the swift actions of colleagues turned around an unsafe chimney in 48 hours to keep a customer safe – page 5.



Celebrating great customer service

Here are some examples of the great customer service we provided in Q1:

Creating a more accessible home: A teamwork success story

Making a home a haven: Teamwork creates accessibility

We're proud to highlight how Beyond Housing collaborates with local authorities to empower our customers. This story showcases a recent project in Scarborough that transformed a young man's home, making it more accessible and safer for him and his mother.

Understanding the needs

The young man lives with complex medical conditions requiring constant care. As he grew, his mother faced challenges carrying him safely upstairs and assisting with bathing. Additionally, specific clinical needs called for a more hygienic and clinical kitchen environment.

Working together for solutions

Knowing a move wasn't feasible, Beyond Housing partnered with an Occupational Therapist and the White Rose Home Improvement Agency. Together, they assessed the situation and drafted plans for complex adaptations.

Securing funding and moving forward

An occupational therapy assessment recommended adaptations, and a feasibility visit confirmed their viability. Beyond Housing then facilitated a Disabled Facilities Grant application, which was successfully approved by the local authority.

Collaboration makes the dream a reality

Our dedicated Adaptations Coordinators played a crucial role throughout the process. They handled paperwork, reviewed plans, arranged asbestos surveys, obtained landlord permissions, and ensured a temporary stairlift provided safe access during construction.

Overcoming challenges, achieving results

The project involved building a single-story extension housing a new, accessible kitchen, a wet room with a rise-and-fall bath, and a new bedroom for the young man. While some drainage rerouting presented challenges, the overall progress has been excellent.

Beyond Housing, committed to our customers' well-being, provided additional funding to complete the works and install a safe pathway and ramp for easier access.

A life-changing transformation

This project is truly life changing. It ensures the young man's safety and provides a more comfortable environment for his mother. It's a testament to the power of collaboration between Beyond Housing and local authorities in creating truly accessible homes for our customers.



A touch of kindness makes all the difference

We're happy to share a touching story of outstanding care from our team. Recently, three dedicated colleagues went above and beyond to support a terminally ill customer and her daughter.

During a particularly challenging time, our team provided extra support, making a significant difference in the customer's life. The customer expressed immense gratitude for the team's support saying, "You came into our lives at a time of stress and difficulty, and instead of adding to this, you made things better and easier."

These team members demonstrated great care by reorganising the customer's flat to accommodate her needs. Working closely with the Occupational Therapy team, they arranged for the hoists in her bedroom to be moved to allow the customer to enjoy a better view from her bed. Their hard work, compassion, and attention to detail truly made a difference in this customer's life.

We are incredibly proud of these colleagues for their outstanding work and for embodying Beyond Housing's values. Their customer centric approach is a shining example of how a little kindness can make a world of difference.



Keeping our customers safe: A successful closure

We understand that living in a safe and peaceful community is essential to our customers' well-being. That's why we're committed to taking decisive action when issues arise.

A recent property closure in Eston is an example of our dedication to customer safety. Thanks to the tireless efforts of our Housing team, in close collaboration with the local council and police, a property that was causing significant disruption to the community was successfully closed.

By gathering compelling evidence, including CCTV footage and resident impact statements, the team built a strong case for closure. This was followed by a rigorous legal process that ultimately resulted in a successful court order.

The positive impact on the community has been immediate. Customers are relieved and grateful to now be able to live peacefully in their homes. This achievement is a testament to the hard work and collaboration of our Housing team, Community Safety Officer, and out-of-hours teams.

A close call with a happy ending

A customer experiencing mental health difficulties and agoraphobia alerted their housing officer to a potentially dangerous situation when their neighbour noticed their chimney swaying in the wind.

The housing officer swiftly logged the incident, and the service centre quickly assigned the job to a team member with a good rapport with the customer. Initial inspections

from ground level indicated no immediate concerns, but a closer examination revealed a dangerously unstable chimney.

Thanks to the rapid response and collaborative efforts of our housing officers, service centre advisors, repairs teams, and external contractors, we were able to safely remove the damaged chimney and replace it with a safe, secure alternative, all within 48 hours. The gas services were also carefully checked to ensure the safety of the property.

Customers said, we did:

Engagement with customers has influenced several changes and enhancements to our service.



Customers told us:

They needed time and flexibility when going through the sign-up process, highlighting the importance of fully understanding the conditions and responsibilities they are taking on when making the big decision to move into a new home.

What we did:

We introduced a new digital sign-up process that ensures customers have easy access to the information they need to understand what is involved in signing a tenancy agreement, together with the flexibility of being able to review and digest this information at a time convenient for them, making it easier for customers to make a fully informed decision on moving home.

Customers told us:

When reporting anti-social behaviour customers often feel like a lone voice if they are the only ones to come forward and can feel frustrated if their reporting of an incident does not express the wider impact of anti-social behaviour across a community. In turn this can reduce our ability to evidence the true situation and take the measures that are appropriate to the impact being felt.

What we did:

When a customer reports anti-social behaviour, we now canvass the surrounding area using digital contact methods to gain a better understanding of the scope of the issue. Where customers are reluctant to proactively come forward with information, we have seen improved engagement when we instigate the conversation and customers know we are aware of an issue in their area and the responsibility of speaking up is not on them alone. This additional information we are collecting is invaluable to open the door to enforcement actions that are appropriate to the true impact of the issues being experienced.

Customers told us:

They were struggling to dispose of bulky items and rubbish due to their village's remote location and the long distance to the nearest household waste recycling centre.

What we did:

To address this issue, the local housing officer organised a free skip for the community to use for a day. The initiative was a great success, with customers expressing their appreciation to Beyond Housing for listening to their needs.

Customers told us:

They were experiencing difficulties accessing Laurel Court in Eastfield due to problems with the sensory door system. Many residents, whose first language is not English, also struggled to understand the building's signage.

What we did:

We have ordered a new, more reliable front door system. We are also updating the building's signage to include translations in Syrian and Polish to improve communication and accessibility for all customers.

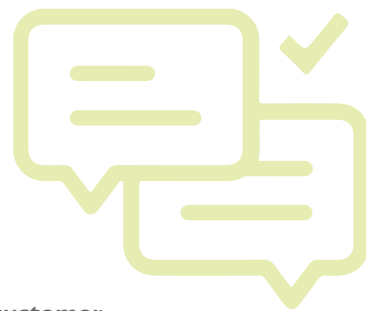
Customers told us:

Within the village of Lingdale, local customers expressed concerns about some unsightly old planters which were blocking windows and pathways.

What we did:

We removed five planters throughout the estate and levelled the affected areas. Customers have provided positive feedback stating how much better the areas now look as a result.

Customer compliments – Celebrating success



While gathering feedback to enhance our services is crucial, recognising and celebrating customer satisfaction is equally important. We receive positive feedback through various channels, from casual remarks to thoughtful gestures like cards and flowers. In the first quarter of 2024/2025, 84 formal compliments were received from our customers. Let's take a look at some of these highlights...

Great advice

The young man who came to my home I will not forget anytime soon. His politeness and professionalism are lovely to experience. He spoke with me about the fixings and not at me and had respect and listened. He is a definite asset to Beyond Housing and I am very grateful for the repairs he carried out to a high standard.

Impressive

The gardeners did an excellent job today sorting out the weeds and grass. They have done an amazing job. You can really see the difference.

Considerate

I just wanted to say thank you to the lady who saw me in reception when I came in. I was very upset and she was lovely. Very kind and helpful. Thank you.

Caring

Just wanted to say thank you so much to the lady who stopped and helped my son when he was hit by a car on his bike. She stayed with him until the ambulance and police arrived and looked after him. She showed so much kindness and support at the side of the road that made the whole ordeal so much easier to deal with, thank you again.

Impressive

The team that came did an excellent job renewing my drain, the job was spot on and they cleaned up all the mess and treated my home like it was their own.

Added value

The operative was absolutely amazing, not only competing the job he was meant to attend but also fixed another job in his trade whilst he was there. He treated me with respect and couldn't have been more helpful.

Considerate

I would like to thank the repairs team leader and her colleague who visited me to discuss my issue. They were both sensitive and professional in how they handled the matter.

Considerate

I just wanted to say thank you for the assistance and empathy the responder showed when I had a fall. She made me feel at ease when helping me back up. Reach & Respond are just amazing, everyone who has provided help to both me and my husband is dearly appreciated.

Caring

The complaint advisor gave me amazing customer service. I want to thank her for taking the time to listen to me and not dismissing my disability.

Speedy service

I am very happy that the electrician came within an hour to fix the bathroom light. Great service, thank you.

In the spotlight

Community engagement and involvement

Beyond Housing Community Fund

We're committed to strengthening our communities, and we're excited to announce the launch of our Community Fund in September. This fund aims to support local projects and activities that align with our social value commitments.

For this initial round of funding, we have allocated £5,000 to projects focused on either keeping communities warm and well or bringing people together. We believe these themes are vital in creating thriving neighbourhoods.

To ensure that our funding has the greatest impact, we'll be inviting a group of customers to join us in reviewing applications and making funding decisions. Their valuable input will help us select projects that truly benefit the communities we operate in.

Applications will be processed through a dedicated webpage on the Beyond Housing website.



Barrowcliff community clean-up, a roaring success

On Friday 7 June, Barrowcliff came together for its largest community clean-up yet. A powerful partnership between residents, local organisations including Beyond Housing, Barrowcliff Big Local, North Yorkshire Council, Sanctuary Housing, Barrowcliff Residents' Association, Gallows Close Centre, and Sparks Project transformed the area.

Beyond Housing's support included funding a community skip, participating in the litter picking, and providing a van for pre-booked items. Together, we removed an astonishing 40 tonnes of waste through community skips, dedicated tipper vans for fridges and freezers, and two bin wagons for additional loads.

This incredible achievement reflects the strong community spirit in Barrowcliff. We're proud to have contributed to a cleaner, safer environment for everyone to enjoy. A massive well done to all involved!

Customer voice



Trust



Satisfaction

"Providing a great service"

New feedback platform

Beyond Housing launched a new customer feedback platform in April, marking a shift towards a deeper understanding of customer satisfaction. By empowering customers to share their experiences in their own words, we're moving beyond numerical scores to uncover the underlying factors driving satisfaction.

While we offer a variety of services, our customers perceive us as a single entity. Whether it's a repair or rent payment, their interaction with us is about a single experience.

Consolidating all customer feedback into one platform and expanding feedback opportunities across our services allows us to delve deeper into this holistic customer journey. We can identify best practices, uncover how experiences in one area impact overall satisfaction, and pinpoint opportunities for improvement at both operational and strategic levels.

Here are some examples of the data, tools and techniques we are bringing in this year to really bring the customer voice to life:

Customer journeys

Using the customer voice within the journeys customers take has been a key focus and has helped us identify pain points and opportunities for improvement when customers access our services. For example, breaking down the repairs reporting process into individual touchpoints has helped us understand when and how to be proactive with our communications to ensure customers never feel like they are out of the loop and always know what is happening with their repair.

This year we aim to expand these customer journeys from separate single parts of service offers and understand them from the customers' 'single relationship' point of view. By providing more opportunities to capture the customer's voice we can understand the whole journey for the customer, regardless of which service they interact with. This will help us understand if their experience is not consistent across different services, whether expectations are being set differently, and learn where we can apply best practice from one experience across the business.

Themes and sentiment

Using the wealth of data previously collected from customers, we now have a sentiment model to understand the context of what customers are telling us in their own words. This context allows us to automatically apply themes, sentiment and combines the customer voice with satisfaction data to understand how themes correlate with customer satisfaction. All these aspects combine to provide the ability to highlight what is prevalent in the customer voice and understand the sentiment behind it, together with the ability to focus on the opportunities that matter most to customers.

Service recovery

By leveraging customer feedback in real time, we can now get expressions of dissatisfaction to the right colleagues as soon as the customer completes a transactional survey. We have launched trials in the Development team for our new build satisfaction and in the Compliance team for our electrical testing programme. The resources are in place and customers are seeing same-day responses when they have raised dissatisfaction.

"These really help us proactively deal with dissatisfaction and gives us time to try and resolve issues before they trigger a customer complaint. We are also getting valuable insight in real time into our service delivery"

Tom - Development Support Manager

"Being able to provide feedback with our contractors as soon as customers share it with us is a great tool to get issues resolved quickly, and helps with managing contractor performance"

Phillipa - Quantity Surveyor

This approach means we can address issues for customers quickly and apply the resolutions on a wider scale to reduce the risk of them happening to other customers.

Customer voice



Trust



Satisfaction

"Providing a great service"

We have already seen some great results from the insight gathered with the updated approach:

Operative on the way

Our new operative on the way communication lets customers know when their operative has accepted their repair and is on their way, complete with real time location information on where the operative is and their journey progress to their home.

From previous customer voice insight, we know that customers expect this level of detail when we visit their home. They see similar offers from other services they use such as delivery services, but this information is even more important to customers as it involves us being in their home with logistical decisions such as making arrangements for children to be clear of the area being repaired, or ensuring pets are out of the home, or whether or not they will be able to make the school run are all dependent on being kept up to date.

Looking at the sentiment in the Customer Voice around repairs attended to in April, we are seeing the theme 'Communication and Updates' Operative on the Way is making progress in meeting this expectation and is a key change to help improve the customer experience.

What's next?

With the customer expectation in mind, work is already underway from the operative on the way project team in three key areas:

- Updated colleague training to ensure operative on the way notifications are sent before each repair
- Exploring the opportunity for automatic operative on the way notifications, removing the need to be manually triggered
- A new view of system data to flag up issues with notifications being sent, before customers make us aware.

Progress with operative on the way and its impact on the customer experience will continue to be monitored with a key milestone coming up in the first 2024/25 tenant satisfaction measure (TSM) collection in September. Projects such as operative on the way that focus on getting the right information out to customers at the right time are linked to the TSM measure 'How satisfied or dissatisfied are you that Beyond Housing keeps you informed about things that matter to you?'

"He did the job quickly and I got a text to say he was on the way. He was very polite - very satisfied"

Confirming communication requirements

Using the updated theme and sentiment analysis we were able to uncover an issue where customers were unclear why we were inviting them to complete a satisfaction survey when they believed no repair had been carried out.

Using customer voice data together with internal data, we found this occurring when external repairs had been carried out and marked as complete, triggering the satisfaction feedback survey the following day.

The feedback made it clear that when we do not need customers to provide access to the home, communication about our visit, what we have done/seen and what the next steps are (if applicable) are an expectation we need to meet.

What's next?

This customer insight has been shared with relevant colleagues from the Repairs team and has triggered:

- The creation of an updated calling card specifically for external works
- A request for this aspect of external works to be added to training plans
- A review of existing processes to ensure all relevant teams and locations are set up to deliver service in the same way.

Sector spotlight



Complaints handling code self-assessment

The Housing Ombudsman Service released a revised version of its Complaint Handling Code in February 2024. This became statutory on 1 April 2024, meaning that all landlords are obliged by law to follow its requirements. We introduced changes to our complaints process based on the new code across quarter four to ensure we were compliant with the new code.

The code aims to achieve best practice in complaint handling and ultimately provide a better service to customers.

As part of the new statutory Code, landlords are required to submit an annual submission of its performance against the Code to ensure they are compliant.

The purpose of the annual submission is to enable the Ombudsman to monitor landlords' compliance with the Code. It ensures that all landlords provide information in a consistent way, to allow effective analysis and insight into compliance with the Code.

Following the completion of the self-assessment across the 72 requirements, Beyond Housing is 100% compliant in all areas. [You can read the full self-assessment here.](#)

Customer engagement – The year so far

April

Improving spaces and communities

As part of the Dormanstown locality plan, customers expressed a need for support with waste removal from gardens and homes. In collaboration with partners, we organised a community spring clean where 10–12 tonnes of waste and over 150 bags of rubbish were collected and removed.

May

Feet on the street

Beyond Housing colleagues completed estate walkabouts engaging with customers and responding to questions.

Eastfield big clean event

Beyond Housing, local residents and partner organisations took part in the Eastfield Big Clean event on Monday 20 May. The effort included over 40 people volunteering their time to help with litter picking and waste clearance. Three community skips were provided free of charge for local residents funded via partnership between Eastfield Pact, Beyond Housing, North Yorkshire Council and McCain. The results being a much cleaner environment for the local community.

Barrowcliff Residents' Association

We conducted the annual health check process with Barrowcliff Residents' Association as part of the condition of them receiving the annual revenue grants each year (an agreed commitment upon transfer). The process involves receiving a copy of audited accounts, reviewing the work of the group for the previous year and collaborating together to set mutually agreed improvement actions for the next year.

ASB survey

Customers in Dormanstown tested a new digital text survey to support the reporting of anti-social behaviour. They reported it was a faster and more efficient way to share important and relevant information. This is now being used regularly by the test group and is set to widen to more areas following their positive feedback.

Church Lane North, Grangetown – Community activities

Groundworks has started its liaison programme with residents on the Church Lane North estate and invited them to give their input on the future use of the community hub via a flyer campaign. Additionally, it is now conducting weekly estate walks and chatting with the community about the future development of the communal green space.

June

Beyond Housing board chair candidates

Beyond Housing is committed to ensuring customer voices are heard throughout our organisation, including the important process of selecting our new chair of the board. A virtual meeting was held with customers to learn about the shortlisted potential candidates and provide valuable feedback to the selection committee.

Barrowcliff Community clean up

Over 40 tonnes of waste was removed from Barrowcliff thanks to a community-wide effort. Residents, local businesses and organisations joined forces to clean up the area. Our support included funding a skip, litter picking and providing a van for bulky waste.

New digital sign-up process

We contacted customers who recently experienced our new digital sign-up process to collate feedback and suggestions on ways we can further support the customer experience. The feedback was overwhelmingly positive and as a result we will be adjusting our process to ensure customers are signposted to local support when necessary.

Tpas Diverse Voices Focus Groups

Beyond Housing, a member of the independent tenant support organisation Tpas, asked its members to promote virtual focus groups to customers. These focus groups aimed to understand the barriers faced by people from ethnic minority backgrounds in engaging with their landlord.

Staithe skip day

A free skip provision for the local community was held on Tuesday 18 June due to customer feedback highlighting the difficulties of removing rubbish themselves due to lack of a nearby household waste recycling centre.

Hungate Court drop-in event in partnership with Eon

Opportunity for local customers to see details of the works planned and ask any questions. They were also invited to take part in the project film to talk about what the work means to them and how they feel it will benefit them and their homes.

Customer engagement – What's coming

August

Lifting equipment policy review

As part of the three-year review of our lifting equipment policy, we will be consulting with customers living in blocks with lifts. This engagement aims to ensure that customers are fully informed about testing requirements and that our maintenance and servicing standards align with their expectations. We will also be ensuring customers know how to report any safety concerns they may have.

Community clean up event in Dormanstown

Beyond Housing and partner organisations will host a community clean-up event on Tuesday 6 August. Our teams will be on hand with vans to assist customers in the Wilton and Broadway West areas. The day will include a resident-led litter pick and conclude with a fun-filled event at the Corus Club from 3pm onwards.

Community drop-in event

Beyond Housing will be hosting two face-to-face events to provide essential support and services directly to our customers. These events will offer opportunities for customers to access information and assistance on a range of topics, including employment, housing, repairs, and health and safety.

Locations:

– Wykeham Court Community Centre, Skelton TS12 2YH: Tuesday 13 August

– St Hildas Church, Redcar TS10 4DF: Wednesday 21 August

Chestnut Grove, Brotton

Customer-led improvements to Chestnut Grove will be implemented throughout the summer. We will actively involve residents again at the project's conclusion to evaluate its success.

Open spaces at Beech Walk, Eastfield

We will be seeking feedback from all residents who live and use the open space in Eastfield to gather input on potential future uses for this area.

September

Beyond Housing Community Fund

Community fund launch. See page 8 for more details.

Leaseholder consultations

To address the significant changes introduced by the Leasehold and Freehold Reform Act, we are undertaking customer consultations to revise the leaseholder handbook. Additionally, we are committed to strengthening our engagement with leaseholders through the establishment of a Leaseholder group.

Community drop-in events

Beyond Housing will be hosting a face-to-face event to provide essential support and services directly to our customers. The event will offer opportunities for customers to access information and assistance on a range of topics, including employment, housing, repairs, and health and safety.

– Location: St Hildas Church, Redcar TS10 4DF: Wednesday 11 September



