



# Customer Voice report

March 2025

# The Customer Voice report

Welcome to our second Customer Voice report.

There are a range of ways that Eastlight residents can share feedback and influence the services and experiences they have with us, and these are highlighted on this page.

This report brings together that feedback, from the complaints residents make about their services to the activities they take part in to shape Eastlight for the better. It also sets out the steps we are taking to build on the positives and address the issues highlighted.

If you have any thoughts on this report and the content within it, then please let us know - our contact details are all on the back page.



# Tenant Satisfaction Measures

Tenant Satisfaction Measures (TSMs) track how residents feel about the homes and services we provide.

Every month, residents are surveyed by phone and email by an organisation called TLF Research.

You know better than anyone what you need to be safe and happy in your home, and these surveys are one opportunity to tell us whether we are meeting your expectations. We use your feedback to identify where we need to make improvements and introduce them.

<b>Satisfaction of tenants living in rented homes</b>	<b>Jan 2024 – Dec 2024</b>	<b>Oct 2024 – Dec 2024</b>	<b>Sector median</b>
Overall service	72.8%	77.6%	73.2%
Repairs reported in the last 12 months	75.2%	80.8%	73.3%
Time taken to complete repairs in last 12 months	70.4%	72.7%	69.4%
Home is well maintained	73.4%	74.4%	72.7%
Home is safe	80.0%	83.0%	79.0%
Listens to tenants' views and acts upon them	62.5%	63.7%	63.3%
Being kept informed	70.1%	72.6%	72.8%
Being treated fairly and with respect	77.3%	76.8%	79.4%
Approach to complaints in last 12 months	34.5%	35.5%	37.0%
Communal areas	56.6%	59.8%	66.8%
Positive contribution to the neighbourhood	59.0%	66.1%	64.7%
Approach to anti-social behaviour	56.6%	54.8%	61.0%

**237 responses between October and December 2024**

Between October and December 2024, we received a further 237 responses to our TSM survey of rented homes. Overall satisfaction (77.6%) was higher than in any previous quarter, resulting in an improvement for the 12 months to the end of December (72.8%), compared to the 12 months to the end of September (70.0%).

Our survey reveals that most customers are happy with the services we provide and are on course to return a three-percentage point improvement in overall satisfaction this year, compared to 2023/24.

Residents said they liked our prompt response to emergencies and urgent repairs and mentioned individuals or instances when we have provided exceptional customer service. Conversely, some residents raised repeat or delayed repairs, poor communication and follow-up, and persistent issues with damp and mould, as reasons for dissatisfaction.

We continued to see that we tend to get straightforward requests right. However, when an issue becomes more complicated, for example when it requires several teams to co-ordinate work, the standard of service slips.

As noted in the previous Customer Voice Report, satisfaction that we listen to residents' views correlates most strongly with overall satisfaction. Residents tell us that responding and acting more promptly, communicating effectively, providing accurate information, and properly hearing concerns over safety and living conditions, will positively impact their confidence that Eastlight is listening.

After being affected by significant issues with the grounds maintenance contract last summer, we continued to see improvements in respect of satisfaction with complaints handling, keeping customers informed, communal areas, and making a positive contribution to the neighbourhood.

Since the last Customer Voice Report, the Regulator of Social Housing (RSH) has published the Tenant Satisfaction Measure results of all social housing providers, providing absolute benchmarking of how we compare to others. Overall satisfaction for the 12 months to the end of Q3 falls around the median.

Resident satisfaction with our repairs and maintenance service is above average. However, satisfaction about the impact we are having in residents' neighbourhoods is on average seven percentage points below the median. We are planning significant investment in residents' communal areas over the next year in response.



# Customer Journey Surveys

After residents receive a service from us, they may receive an email or a phone call, where we ask a few questions.

These Customer Journey surveys are running for our lettings, anti-social behaviour, and complaints services, and in Autumn 2024 we started a repairs survey too.

Customer journey surveys – mean score out of 10	Quarter 2	Oct 24	Nov 24	Dec 24	Quarter 3	No. Q3 returns
Anti-Social Behaviour case handling	2.5	5.0	2.7	7.3	5.8	12
Anti-Social Behaviour case outcome	1.8	3.0	2.3	6.9	5.1	12
Complaint handling	5.8	4.3	5.8	4.0	4.8	45
Complaint outcome	5.4	5.7	5.6	4.5	5.3	43
Lettings service	8.2	7.6	7.8	9.3	8.4	39
Condition of new home (lettings)	8.1	7.6	7.2	9.1	8.1	39
Repairs service	N/A	8.3	N/A	7.8	7.9	236



## Lettings

There were 39 responses to the lettings survey in late 2024, scoring an average of 8.4 out of 10 for the lettings service and 8.1 for the condition of the home, a slight improvement on the previous three months.

The high levels of satisfaction set a precedent for our ongoing relationship with new tenants. Residents talk positively about the helpfulness of staff, good communication and ease of process. Opportunities for improvement include a higher-than-expected rate of repairs in the first weeks after moving in and providing residents with more information about their home.



## Anti-Social Behaviour

We have seen an increase in the number of responses to our anti-social behaviour survey and higher rates of satisfaction. From 12 responses, satisfaction with our handling of the case was rated 5.8 out of 10. Satisfaction with case handling was 5.1/10. Both scores improved on scores of 2.5 and 1.8 respectively in the previous three months.

Anti-social behaviour is a service that traditionally carries lower levels of satisfaction. However, our TSM results highlight it as an area we must seek to improve customer perception. It is therefore positive to see that recent enhancements to our service are already reflected in better transactional and perception-based (TSM) satisfaction scores. The ease with which residents were able to raise concerns is a strength. There is more to do in managing expectations though, with around 60% of customers feeling that their case wasn't resolved.



## Complaints

Mean scores for complaint handling and complaint outcome were 4.8 and 5.3 out of 10 respectively, down slightly on the previous period. Customers responded most positively to questions about the Customer Experience Team, ownership of the complaint having been taken and ease of reporting. Less positive was customers' feelings around the letters they'd received and being kept informed.

Many issues raised relate to the issue leading to the complaint, rather than how the complaint itself was handled. These issues included: poor communication and responsiveness, failure to address repairs and maintenance issues and ineffective handling of their concerns.



## Repairs

237 responses were received to the new repairs Customer Journey Survey. Overall satisfaction with the repairs service was an average of 7.9 out of 10. The professionalism of our trades teams is highly rated by residents, although one in five considered their repair to be incomplete.

**7.9/10**

How residents rated our repairs service after a visit

# Online Sentiment

Online Customer Sentiment	Q1 2024/25	Q2 2024/25	Q3 2024/25	Year to date
Post (Facebook and LinkedIn)	95	99	113	307
Reach (Facebook and LinkedIn)	151,627	141,062	102,351	395,040
Interactions (Facebook and LinkedIn)	4,367	3,988	2,957	11,312
Proportion of Facebook comments that were positive/neutral*	29% (583)	34% (409)	34% (372)	32% (1364)
Proportion of LinkedIn comments that were positive/neutral*	80% (108)	83% (69)	100% (66)	86% (243)
Google reviews that were positive/neutral*	27% (11)	17% (6)	22% (9)	23% (26)
Google review scores	5* 18% 4* 9% 3* 0% 2* 9% 1* 64%	5* 0% 4* 17% 3* 0% 2* 0% 1* 83%	5* 11% 4* 11% 3* 0% 2* 0% 1* 78%	5* 11% 4* 12% 3* 0% 2* 4% 1* 73%
Press stories published/broadcast	20 proactive 1 reactive	17 proactive 4 reactive	14 proactive 5 reactive	51 proactive 10 reactive
Proportion of press stories positive/neutral	95%	86%	100%	95%
Proportion of comments on press stories that were positive/neutral*	50% (8)	0% (3)	0% (1)	33% (12)
Proportion of comments on all media that were positive/neutral*	37% (710)	41% (487)	46% (488)	42% (1,645)

\*(total number of comments)

Eastlight posted 113 times on either Facebook or LinkedIn between October and December 2024, generating a reach of 102,351 views and 2,957 interactions. Although our posts across LinkedIn receive more views, the media channel of greatest active engagement from customers with Eastlight is Facebook.

Across all media in Q3, 46% of 448 comments posted online were positive. Negative comments posted by customers focused on outstanding repair issues, damp and mould and heating breakdowns.

# Complaints



Between October and December 2024, we dealt with 146 stage one complaints, significantly fewer than during the same period in 2023. All stage one complaints were responded to within the Housing Ombudsman Service’s complaint handling timescales.

A greater proportion of complaints related to our repairs teams compared to the previous three months. This was consistent with an increase in overdue repairs, albeit reflective too of the season. We typically receive more demand for repairs during the colder months, and have fewer issues with anti-social behaviour or grounds maintenance during this period.

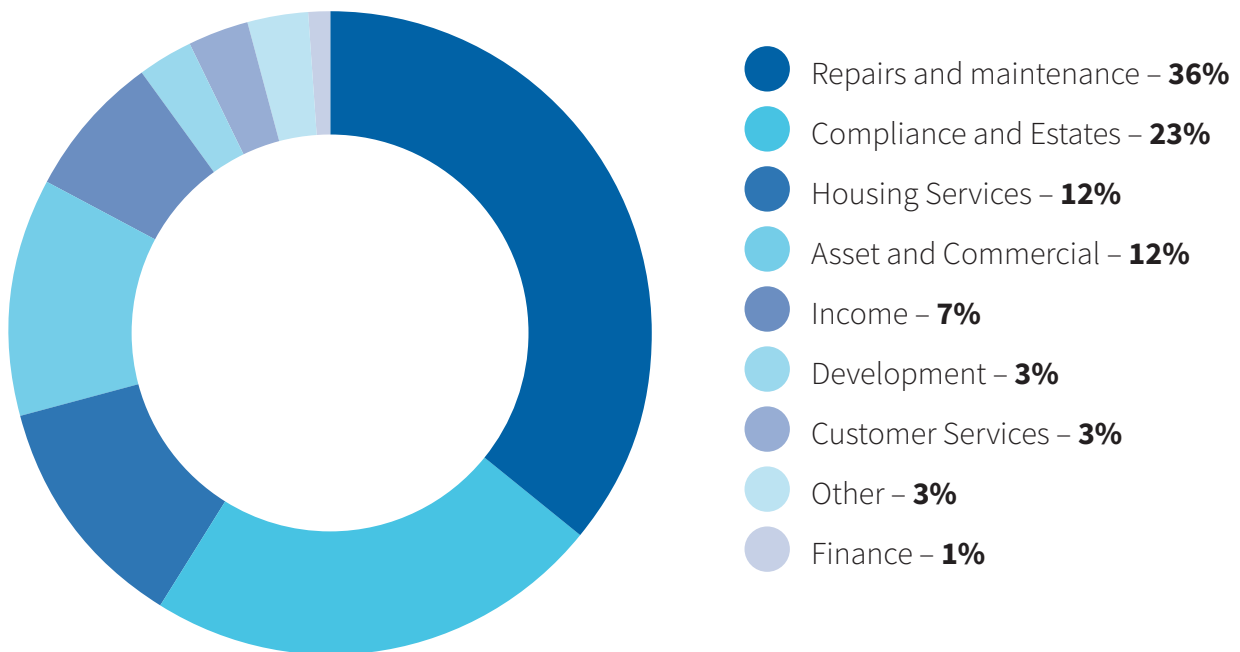
Aside from repairs, poor communication and contractor failure were the most common root causes of upheld complaints in this period. Generally, a greater number of complaints are received about contractors than we would expect, based on the proportion of repairs we contract out.

More information is on the tables on these pages.

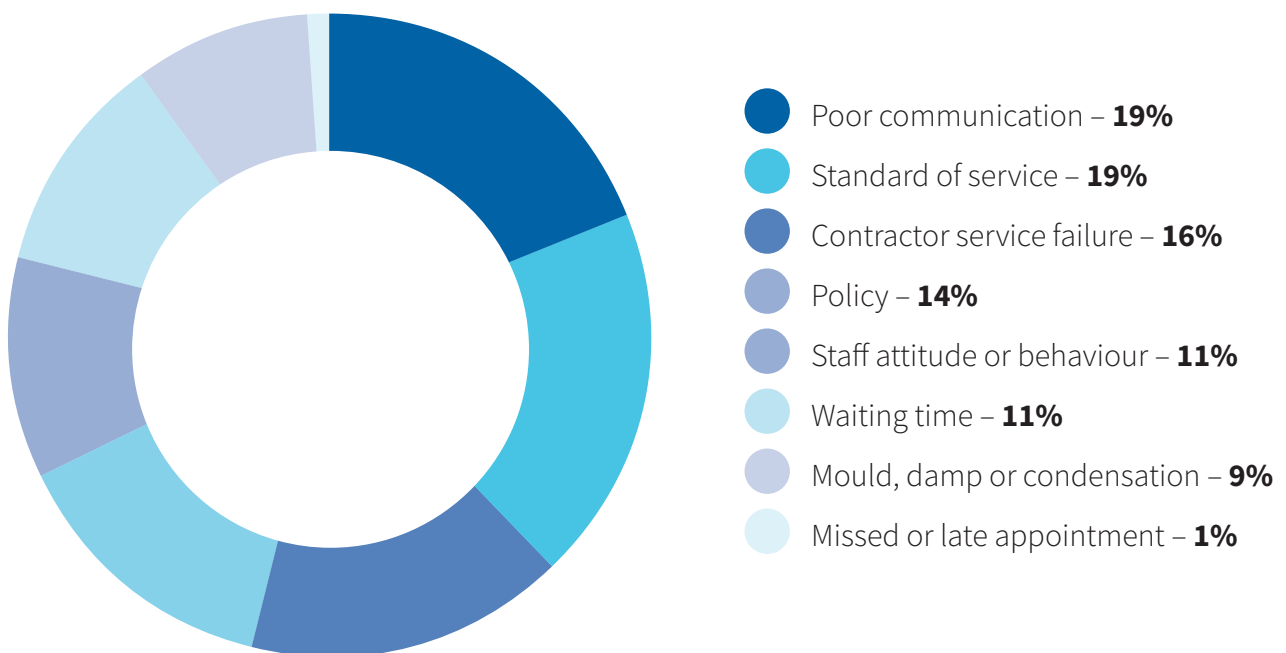
Complaints performance	Quarter 3	Oct 24	Nov 24	Dec 24	Quarter 3
Stage one complaints	150	41	58	47	146
Stage one complaints responded to in 10 days	71%	71%	72%	85%	76%
Stage one complaints responded to within HOS timeframes (target= 100%)	99%	100%	100%	100%	100%
Stage two complaints	16	5	4	2	11
Stage two complaints responded to in 20 days	63%	40%	50%	0%	36%
Stage two complaints responded to within HOS timeframes (target= 100%)	88%	100%	75%	100%	91%
Proportion of complaints escalated to stage 2	9%	10%	0%	15%	8%



### Quarter 3 2024/25 – Stage one complaints by service area



### Quarter 3 2024/25 – Stage one complaints by root cause





## What we've learnt and we're doing about it

The themes heard throughout this report are similar, regardless of how and where they were voiced. Almost all measures showed improving levels of customer satisfaction.

Because of the season and our current performance, we received a greater proportion of negative feedback about our repairs, damp and mould and heating breakdown service.

Communication remains an issue, and Eastlight has launched an internal 'Think Customer' campaign, asking five crucial questions every team member should ask themselves during their workday. Eastlight's Communications Team showcased examples of how individuals and teams used the principles of the campaign to deliver a resolution and customer focused response. 'Think Customer' features prominently in our discussions and the framework is used by leaders in the organisation to hold their teams to account.



## Greater repairs demand

Between October and December 2024, an increase in the number of overdue repairs was reflected in customer feedback. Our repairs team are working to reduce the number of repairs open (which we know has a direct impact on overall customer satisfaction) and keep customers better informed.

We expect a return to a business-as-usual position and improved performance by the end of March 2025. Action already taken includes a dedicated resource to tackle aged repairs, moving to a patch-based approach so trades can develop more local knowledge and reduce journey times, and the use of contractors to increase capacity.

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**Damp and mould & heating complaints have increased during the colder months**



## Improving our Anti-Social Behaviour service

We noted in the last Customer Voice Report that we were introducing a standard approach and template for the management of the most common types of anti-social behaviour (e.g. noise complaints). The aim was to ensure consistency in service and communication and better manage customer expectations. Both transactional and perception-based satisfaction with the anti-social behaviour service has improved since.



## Understanding Eastlight residents

There have been significant improvements in the timeliness of complaint responses, and we've seen a reduction of around one third of new complaints being raised. Our complaints Customer Journey Surveys will identify where specific improvements can be made to our complaints handling, and this will result in better overall customer satisfaction and fewer complaints requiring escalation.

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