

## HOWM Limited Customer Satisfaction Survey Results 2017 - Sample Survey- 56 questionnaires filled in in total

Question 1	How long has HOWM been providing services to you or your organisation?	0 to 6 months	6 months to 1 year	1 to 3 years	Over 3 years	N/A	N/A	N/A
	Number of answers received:	9	11	14	22	N/A	N/A	N/A
Question 2	In what capacity do you use HOWM's services?	Landlord	Stakeholder	Contractor	N/A	N/A	N/A	N/A
	Number of answers received (answers allow for some duplicate entries due to range of services provided, however no cross over on this sample):	53	0	3	N/A	N/A	N/A	N/A
Question 3	Overall how satisfied are you with our service?	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very Satisfied	N/A	Positive Score Achieved
	Number of answers received (Target 90% positive):	0	0	4	37	15	N/A	100%
Question 4	If you are satisfied with our service why is this?	Supportive employee	Knowledgeable employee	Services clearly explained	Length/type of Tenancy offered	Peace of mind offered	N/A	N/A
		18	15	10	42	35	N/A	N/A
	Number of answers received (multiple entries due to range of services provided): Other options box was available.  <i>N.B. Option was given to record points of dissatisfaction on same question but no answers given.</i>	Rental Options available	Quality of services offered	Management services available	Increased business opportunities	Other	N/A	N/A
		3	29	21	1	0	N/A	N/A
Question 5	How satisfied are you with the following features and characteristics of our service?	Very dissatisfied	Dissatisfied	Satisfied	Very Satisfied	N/A	N/A	Positive Score Achieved
	<b>Target score was 90% positive out of 100</b>							
	Quality of service provided	0	0	33	23	N/A	N/A	100%
	Value for money	0	2	47	7	N/A	N/A	96%
	Maintenance response times (if repairs arranged through HOWM contractors)	0	0	36	20	N/A	N/A	100%
	Management regime	0	0	45	11	N/A	N/A	100%
	Availability of staff	0	4	36	16	N/A	N/A	93%
	Attitude of staff	0	2	34	20	N/A	N/A	96%
	Knowledge of staff and advice given	0	3	38	15	N/A	N/A	95%
	General customer service	0	0	36	20	N/A	N/A	100%
	Attitude towards environmental obligations	0	2	45	9	N/A	N/A	96%
	Complaints handling service	0	2	43	11	N/A	N/A	96%
	Communication channels/methods	0	1	40	15	N/A	N/A	98%
	Over all interaction with you as a customer	0	0	39	17	N/A	N/A	100%
	Comment: None							
Question 6	Thinking of your most recent experience with the accommodation and maintenance services that HOWM provides, how much do you agree with the following statements?	Strongly disagree	Disagree	Agree	Strongly Agree	N/A	N/A	Positive Score Achieved
	<b>Target score was 90% positive out of 100</b>							
	The service provided gives me peace of mind	0	0	32	24	N/A	N/A	100%
	HOWM understands my business needs and the service provided fulfils those needs	0	0	41	15	N/A	N/A	100%
	The service provided is a reliable quality service	0	0	29	27	N/A	N/A	100%
	HOWM listens to its customers and stakeholders	0	2	37	17	N/A	N/A	96%
	HOWM conducts its business in a professional manner	0	0	37	19	N/A	N/A	100%
	The service provided is competitively priced	0	3	39	14	N/A	N/A	95%
	HOWM treats its customers, clients and their tenants fairly and without discrimination	0	1	27	28	N/A	N/A	98%
	HOWM tries its best to act in its customers' best interests when dealing with third parties	0	1	26	29	N/A	N/A	98%
	I would be happy to provide HOWM with a reference for the service it provides	1	0	26	29	N/A	N/A	98%

	<p><b>Likes:</b> Rents paid on time x2. No hassle. Friendly staff x3. Peace of mind x3. Professionalism x3. Long-term contracts x4. Prompt. Polite staff. Very good admin staff. Good rent. Very helpful. Quality of service. <b>Dislikes:</b> Rents could be better x5. Too much work sent x2. Sometimes no answer on the phones (after hours) x3. No parking outside the office.</p>							
<b>Question 7</b>	<b>Thinking of the type of contracts that HOWM uses your properties/services for, how much do you agree or disagree with the following statements?</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>N/A</b>	<b>N/A</b>	<b>Positive Score Achieved</b>
	<b>Target score was 90% positive out of 100</b>							
	HOWM makes its own contract terms quite clear to its customers	0	0	31	25	N/A	N/A	100%
	HOWM lists correction timescales clearly in the work schedules that it issues	0	1	38	17	N/A	N/A	98%
	If I/we cannot get a repair completed on time, I know I/we can approach HOWM to assist me/us with arranging the repair	0	2	38	16	N/A	N/A	96%
	If I/we cannot get my/our property insured to cover the type of tenant to be housed in it, I know I/we can approach HOWM to assist me/us with arranging appropriate insurance cover	0	0	47	9	N/A	N/A	100%
	I/we can turn to HOWM for advice if we have a query relating to contractual obligations and/or the industry HOWM and I/we work in	0	0	48	8	N/A	N/A	100%
	If HOWM were to offer services elsewhere in the region, I would be interested in being informed of the future options available to me	0	1	44	11	N/A	N/A	98%
	If HOWM were to offer additional competitive services in my local area, I would be interested in being informed of future options available to me	0	1	43	12	N/A	N/A	98%
	HOWM assists us in ensuring the corporate end user of our property adheres to professional standards of conduct	0	0	36	20	N/A	N/A	100%
<b>Question 8</b>	<b>Thinking of your most recent experience with a member of HOWM staff, how much do you agree with the following statements on their interaction with you as a customer?</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>N/A</b>	<b>N/A</b>	<b>Positive Score Achieved</b>
	<b>Target score was 90% positive out of 100</b>							
	The staff member was helpful	0	1	29	26	N/A	N/A	98%
	The staff member was practical and efficient	0	1	26	29	N/A	N/A	98%
	The staff member was punctual	0	1	27	28	N/A	N/A	98%
	The staff member was fair	0	0	29	27	N/A	N/A	100%
	The staff member was flexible	0	2	34	20	N/A	N/A	96%
	The staff member was knowledgeable	0	1	30	25	N/A	N/A	98%
	<b>Target score was &lt; 10% negative answers</b>							
	The staff member was difficult	39	17	0	0	N/A	N/A	100%
	The staff member was officious	37	19	0	0	N/A	N/A	100%
	The staff member was unapproachable	39	17	0	0	N/A	N/A	100%
<b>Question 9</b>	<b>Thinking of similar service experiences offered by other accommodation providers, how would you compare our services offered/provided with them?</b>	<b>Don't know</b>	<b>Much worse</b>	<b>Somewhat worse</b>	<b>About the same</b>	<b>Somewhat better</b>	<b>Much better</b>	<b>Positive Score Achieved</b>
	Number of answers received:	13	0	0	7	21	15	88%
	<p><b>Somewhat better or much better comments:</b> Reliable. Very clear and efficient x2. Better to work with. Long term contracts. Better rents. Don't over charge if sending their own contractors. Professional <b>Dont know comments:</b> No dealings with other providers x6. <b>Same comments:</b> None</p>							
	<p>Comment: The 'don't know' answers are not considered negative and will not be scored as such; it is not HOWM's actions that have prompted the 'don't know' answers, just that the Landlords who responded with those answers are first time Landlords who have not worked with another accommodation provider before, so no comparison can be made.</p>							
<b>Question 10</b>	<b>How important are the following features of HOWM's services to you as a customer?</b>	<b>Unimportant</b>	<b>Neither important nor unimportant</b>	<b>Important</b>	<b>Very Important</b>	<b>Score, (4pts v.important, 3pts important etc)</b>	<b>N/A</b>	<b>Customer Rank of Importance</b>
	<b>Fact finding answer to ascertain the most important aspects of service provided to our customers so no target set.</b>							
	Cost of service	5	9	17	25	174	N/A	4th
	Contractual accountability	5	3	30	18	173	N/A	5th
	Environmental accountability	6	12	33	5	149	N/A	12th=

Features and Characteristics	Quality of service	1	2	37	16	180	N/A	1st
	Locally based offices and staff	10	5	35	6	149	N/A	12th=
	Impartiality and flexibility	6	7	26	17	166	N/A	6th
	Regular communication and easy dialogue	0	17	28	11	162	N/A	7th
	Robust health and safety procedures	1	17	28	10	159	N/A	8th
	Level of advice and support offered	1	6	33	16	176	N/A	3rd
	Skilled and qualified staff	0	6	33	17	179	N/A	2nd
	Range of areas covered	1	13	38	4	157	N/A	9th=
	Range of services covered	2	13	36	5	156	N/A	11th
Range of contracts offered	2	10	41	3	157	N/A	9th=	
Question 11	For stakeholders placing their Tenants into HOWM accommodation, how satisfied or dissatisfied are you with support provided to vulnerable tenants e.g. maintenance service or where applicable, reporting services e.g. child safeguarding	Strongly disagree	Disagree	Agree	Strongly Agree	N/A	N/A	Positive Score Achieved
Statement offered	<b>Target score was 90% positive out of 100</b>							
	Support provided is satisfactory	0	0	0	0	N/A	N/A	N/A
	<b>Target score was &lt; 10% negative answers</b>							
	Support provided can be improved	0	0	0	0	N/A	N/A	N/A
	<i>N.B. Stakeholders were also asked to record how they would like HOWM to improve the support it offers, however no stakeholder responded to our survey this year.</i>							
Question 12	Thinking about how enquiries are dealt with generally by HOWM, how much do you agree with the following statements on their interaction with you as a customer?	Strongly disagree	Disagree	Agree	Strongly Agree	N/A	N/A	Positive Score Achieved
Statement offered	<b>Target score was 90% positive out of 100</b>							
	Enquiries are dealt with promptly	0	3	31	22	N/A	N/A	95%
	Enquiries are dealt with politely and helpfully	0	0	29	27	N/A	N/A	100%
	Enquiries are dealt with efficiently	0	3	29	24	N/A	N/A	95%
	Your views are taken into account by HOWM	0	3	40	13	N/A	N/A	95%
If I am given an answer that isn't the one I wanted, HOWM does explain why it has reached its decision	0	2	40	14	N/A	N/A	96%	
Question 13	On your last contact with HOWM, were you satisfied with the final outcome?	Yes	No	N/A	N/A	N/A	N/A	Positive Score Achieved
Statement offered	Number of answers received (Target was 48 'Yes' answers):	54	2	N/A	N/A	N/A	N/A	96%
	<i>N.B. Customers were also asked what HOWM could have done to achieve a more satisfactory resolution if the answer was 'No'. There were two 'No' answers, however only one of those provided feedback, saying that there was no answer when they phoned; in light of this we have published our opening hours in our latest newsletter.</i>							
Question 14	On your last contact with HOWM, did our representative:	Yes	No	N/A	N/A	N/A	N/A	Positive Score Achieved
Features and Characteristics	<b>Target score was 90% positive out of 100</b>							
	Quickly identify/address any problem you were having?	45	2	9	N/A	N/A	N/A	96%
	Appear knowledgeable and confident?	47	2	7	N/A	N/A	N/A	96%
	Help you understand the cause and solution to the problem?	44	1	11	N/A	N/A	N/A	98%
	Handle the issue with courtesy and professionalism?	50	1	5	N/A	N/A	N/A	98%
	Give you a resolution timeframe for the issue you raised? (If needed)	37	9	10	N/A	N/A	N/A	84%
Refer you to a manager or someone better placed to answer your query if they were unable to assist you themselves?* (*if needed. No answers include people who responded with N/A)	10	21	25	N/A	N/A	N/A	N/A	
Question 15	In your general opinion how good or poor is HOWM at keeping you informed about things that might affect you as a Landlord, Stakeholder or Tenant?	Strongly disagree	Disagree	Agree	Strongly Agree	N/A	N/A	Positive Score Achieved
Statement offered	<b>Target score was 90% positive out of 100</b>							
	HOWM keeps me informed of things that may affect me as a customer	0	3	45	8	N/A	N/A	95%
Question 16	Which of the following additional measures would you like HOWM to offer in terms of communicating its plans and feedback to you/allowing you to provide feedback to it?	Unimportant	Important	Very Important	Score, (3pts v.important, 2pts important etc)	N/A	N/A	Customer Rank of Importance
	Website	20	24	12	104	N/A	N/A	1st

Features and Characteristics	Newsletter	27	24	5	90	N/A	N/A	2nd
	Annual General Meeting	37	15	4	79	N/A	N/A	3rd
	Regional Landlord forum	39	13	4	77	N/A	N/A	4th
	Periodic Landlord roadshow	44	8	4	72	N/A	N/A	5th=
	Periodic themed Landlord workshops	44	8	4	72	N/A	N/A	5th=
<b>Question 17</b>	<b>Thinking about HOWM's newsletters. How useful are they to you overall?</b>	<b>Very useful</b>	<b>Useful</b>	<b>Not very useful</b>	<b>Of no use to me</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
	Number of answers received:	7	27	4	18	N/A	N/A	N/A
<b>Question 18</b>	<b>What information published in HOWM's newsletters and website did you find most useful?</b>	<b>Very useful</b>	<b>Not so useful but appreciated</b>	<b>Not useful</b>	<b>Score, (3pts v.useful, 2pts appreciated etc)</b>	<b>N/A</b>	<b>N/A</b>	<b>Customer Rank of Importance</b>
Features and Characteristics	<b>Newsletter</b>							
	HOWM's 'you said - we did' section	17	23	16	113	N/A	N/A	7th
	HOWM's ongoing compliance with accreditations	19	22	15	116	N/A	N/A	6th
	Changes to the housing/ PRS industry	28	20	8	132	N/A	N/A	1st
	Property tips	22	19	15	119	N/A	N/A	5th
	Overviews on property related legal updates	24	25	7	129	N/A	N/A	2nd
	New business opportunities	7	30	19	100	N/A	N/A	9th
	The opportunity to provide further feedback to HOWM	7	29	20	99	N/A	N/A	10th
	<b>Website</b>							
	The opportunity to read HOWM's communication policy and customer service related policies	7	41	8	111	N/A	N/A	8th
The ability to provide feedback online	20	26	10	122	N/A	N/A	4th	
Having quick access to HOWM's contact details should I wish to contact them	22	27	7	127	N/A	N/A	3rd	
<b>Question 18a</b>	<b>If HOWM offered to hold a Landlord roadshow so that Landlords could meet with HOWM/other Landlords and Agents to discuss issues affecting the industry in which we all operate, how likely is it that you are a representative authorised to attend on your behalf would attend such an event?</b>	<b>Definitely not</b>	<b>Probably not</b>	<b>Probably</b>	<b>Definitely</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
Features and Characteristics	<b>Question asked purely to gauge level of interest in this proposal</b>							
	Number of answers received:	11	23	15	7	N/A	N/A	N/A
<b>Question 19</b>	<b>How likely are you to continue using our service or use our service again?</b>	<b>Definitely not</b>	<b>Probably not</b>	<b>Probably</b>	<b>Definitely</b>	<b>N/A</b>	<b>N/A</b>	<b>Positive Score Achieved</b>
Statement offered	<b>Target score was 90% positive out of 100</b>							
	Number of answers received:	0	0	14	42	N/A	N/A	100%
	<b>Positive comments:</b> Happy with the service provided x5. Length of contracts x2. Very professional service. <b>Negative comments:</b> None							
<b>Question 20</b>	<b>Would you consider recommending our service to colleagues or contacts within your industry?</b>	<b>Definitely not</b>	<b>Probably not</b>	<b>Probably</b>	<b>Definitely</b>	<b>N/A</b>	<b>N/A</b>	<b>Positive Score Achieved</b>
Statement offered	<b>Target score was 75% positive out of 100</b>							
	Number of answers received:	0	1	18	37	N/A	N/A	98%
	<b>Please tell us why you feel that way about recommending our service?</b>							
	<b>Positive comments:</b> Good service and professional staff x2. Good management. Reliability. Good people. If I'm happy with the service then others would be too. First class people to deal with. <b>Negative comments:</b> None							
<b>Question 21</b>	<b>What suggestions do you have to help us improve our service?</b>							
Statement offered	Statements to be sent via post instead of email. Higher rents.							