



**Yorkshire
Housing**

Call quality project - impact report

Customer insight and engagement team

Here's how customers and staff worked together to improve our service when customers call into the customer experience centre and the impact it's had.

What was our aim?

To improve how we support, train and develop our customer experience advisors to provide a great customer experience that meets our customers' expectations.

The starting point...

We began by asking customers on our "Your voice matters" group about their own experiences. We asked them what advisors can do to provide a great customer experience. Customers shared what they liked and what they didn't like when speaking with advisors.

What customers liked...

- 😊 Friendly advisor, straight to the point and happy to support
- 😊 Listened to my query and took ownership
- 😊 Made sure that I understood everything

What customers didn't like...

- 😞 Not listening to my issue and giving false information
- 😞 Lack of understanding what I was saying, talking too fast
- 😞 Tried to baffle me with poor excuses and spoke down to me

Next steps...

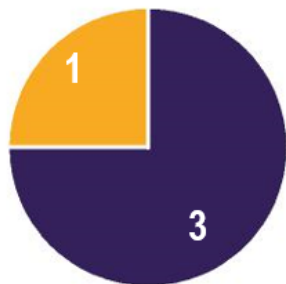
We held a workshop where customers listened in to one of our calls. Customers learned about how we critique our advisors' calls and suggested ways we can help advisors improve their performance. The customer experience experts took these away and made changes to the marking criteria based on our customers' feedback. This included, being more empathetic and building trust with customers.

So what?

We went back to our customer experience experts and asked if the changes had made any impact... here's what they told us.

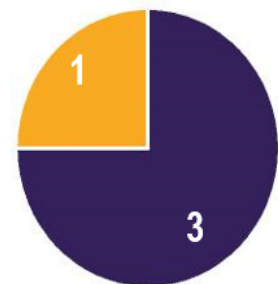
Do you think the changes to the marking criteria have helped advisors provide a great customer experience?

- Yes
- No
- Somewhat



Have the changes created more opportunities for advisor coaching around empathy and building trust?

- Yes
- No
- Somewhat



I noticed a big drop in scores once the changes were made, we're having collaborative meetings to see where we can improve the customer experience.

* nb the drop in scores shows the changes coming into effect and aligning the service more with customer expectations

It's always good to know what customers are expecting from us so we can use this in our regular coaching sessions.

Advisors are thinking more about their tone and empathy on calls than they were previously.

Here's what customers told us about their involvement...

- 100% of customers felt listened to
- 100% of customers felt we had taken their views into account when making decisions
- Customers felt it had improved the relationship between YH and its customers
- 2 customers told us the project had helped improve their confidence and general wellbeing which adds social value

Interested in our views

Showed an interest in customer voice.

Customers also told us there are things we can improve...

- Customers only felt we “partly” improved the service, so this is something we’ll look to improve as we move forward.

Have not really had enough time to see any improvements. However on a recent call I made the action taken was successful with my problem dealt with

And finally, here's some numbers from the project...

customers engaged (survey & workshop)	hours engaged	social value added
21	12.5	£18,322