



**Yorkshire  
Housing**

# **Website Consultation - Customer Engagement Outcomes report**

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# **Yorkshire Housing customers were involved in every stage of our developing our new website. Here's more about how we did it and how our customers helped shape what everyone can access online.**

## Let's go back...

Our journey with customers on the website project started in July 2021.

Yorkshire Housing customers from our Your Voice Matters Group and our Customer Voice and Review Committee were invited to a workshop to give feedback about the website. They were asked 5 key questions:.

- ✓ **What do you like or dislike about our current website?**
- ✓ **Do you use it? And if so, what for?**
- ✓ **What takes your interest when you first land on our page?**
- ✓ **What would like to see on there? (think about tenancy management and looking for a home)**
- ✓ **Do you have a favourite website you use regularly? Why do you like it? What's good about it?**

Customers had mixed feedback about the old website. They felt it had everything they needed but didn't look great. Also, the way customers moved around the site was really "clunky". We took these comments along with more detailed feedback into the procurement part of the project.

## Procurement...

After working with us to make sure we had all the right requirements for the website, customers were then invited to a session where they were shown how to score each of the potential suppliers. They then spent time scoring the interested suppliers and narrowed them down to the top 3.

Customers were then invited to interviews with each of the suppliers to offer their thoughts on who'd be the best company to work with. They also wanted to make sure they'd understood what was important to customers from their initial requirements.

We then chose our preferred supplier with all the valuable feedback provided by customers!

## Then what happened?

Once the chosen supplier completed a test version of the website, we wasted no time in getting our customers' feedback on the test site.

We held two sessions with customers to work through a list of tasks. This helped customers to test the how easy it was to move around the website and get their feedback on its look, its feel and what they thought might need adding or taking out.

## You said, we did

We asked for feedback on using the "find a home page", here's what customers told us...and what we did to fix it.

"Easy to use, but I couldn't find my local authority"

"There's a large blank space between the local authority section and the one before."  
(doesn't look right)

We sorted the links out and closed the gaps on the page to make it easier to navigate around the page

Here's what customers told us about raising a repair...and what we did to fix it.

"fairly easy"

"I want to get this stuff fast, less clicks"

We made the "I need a repair" tab more central and changed "online" to "use our portal" to make it clearer.

Here’s what customers told us about raising an anti-social behaviour problem...and what we did to fix it.

“Easy to navigate”

“Where do I put my email?”

We’ve made changes to the form to make it easier for customers to complete raising an anti-social behaviour problem online.

Customers told us that the cost of living crisis was really important to them so we added and new page full of useful content [Cost of Living Support | Yorkshire Housing](#).

To develop our new website:

- ✓ We worked with a team of **10** customers
- ✓ In **7** workshops
- ✓ Over for a total of **43.5** hours engagement
- ✓ Over an **18** month period

Workshops	Customers attending	Hours of engagement
Session 1 – What customers want from our new website	6	1.5
Session 2 – Procurement shortlisting – “how to guide”	6	2
Session 3 – interview with potential supplier (1)	2	0.5
Session 4 – interview with potential supplier (2)	3	0.5
Session 5 – interview with potential supplier (3)	2	0.5
Session 6 – Customer testing (1)	5	1
Session 7 – Customer testing (2)	5	1
Total hours engagement		43.5