



**Yorkshire
Housing**

Sign up pack redesign

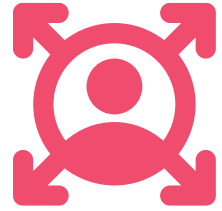
Impact report December 2023



Zara Sutcliffe-Baran

Customer insight and engagement advisor

Customer consultation



Our Aim

The sign up pack is provided to new customers when they sign their tenancy agreement. It's designed to give customers all the information they need about moving into their new home.

The contents of the sign up pack had not been updated for some time. It contained lots of separate documents that all looked different. We also had feedback from customers that the sign up pack wasn't easy to understand. Because of this, not many people found it useful.

Our aim was to update the sign up pack so that all the information looked and sounded the same using the Yorkshire Housing branding and colours. We also wanted to make sure that the information in the pack was useful to new customers and easy to read and use.



Survey

A survey was emailed on May 16th 2023 to 679 customers who had joined Yorkshire Housing in the last six months. We chose to survey customers who had recently joined Yorkshire Housing because the sign up process would still be fresh in their minds. We also included all the documents that customers receive in the sign up pack in case they wanted to look over them again.

We wanted to find out what customers were using in the pack and what information they found most useful so we asked the following questions:

- Have you used the sign up pack and if so, what did you use it for?
- If you haven't used it, why haven't you?
- Is there anything you feel needs adding or removing from the pack?
- Is the information in the pack easy to understand?
- How would you like to receive the pack?

Customer feedback



Reasons for using the sign up pack

Customers who had used the sign up pack had mostly done so to find out how to access the online self-service portal, for information on how to pay their rent and for questions about their gas and central heating. Customers who hadn't used the pack yet said this was because they hadn't needed to. Some customers didn't recall receiving the pack or preferred to call and speak to a person about their query.

Content of the documents

We asked customers what information they felt needed adding to the pack and what information could be removed.

Customers wanted to see more information about repairs, cost of living advice and our complaints process. They also felt that most of the information that had been included was helpful and the more information there was, the better.



“I think everything is helpful even if they don't all apply to your specific property.”

“Bullet point overview of important information i.e. emergency situations.”

Ease of understanding of the pack

88% of the customers who completed the survey felt that the pack was easy to understand. But they also felt that changes could be made to improve it such as:

- ✓ Making the pack shorter so the information isn't overwhelming
- ✓ Highlight key contact phone numbers
- ✓ Provide a paper copy of the pack or send it via email

“Who to contact for any immediate repairs that need to be made.”



“Make it into a booklet with sections of each category of help, it's easier to understand and find the right page with dedicated info on.”

“Too much info in the pack, could be overwhelming for some customers. Separate sheet for 'help' numbers.”

You said, we listened



9

Based on customer feedback, 9 changes have been made to the sign up pack.



You said...



We listened...

You wanted information on repairs included in the pack	We've included a full page on how to report repairs.
You wanted cost of living advice included in the pack	We've included an enhanced tenancy services page that has information about Leeds Credit Union and how you can contact them.
You wanted helplines to be included in the pack	We've made sure the telephone number for our customer experience centre has been listed in bold on 7 pages throughout the document. We've also included telephone numbers for the energy saving advice service, energy supplier comparison and Crimestoppers.
You'd prefer to have a paper copy of the pack or for it to be emailed to you	We've made a paper copy and a digital version of the pack. If you have an email address, we'll email you a digital copy on the day you sign your tenancy agreement. If you don't have an email address, or would rather have a paper copy, we'll send you a paper copy. The digital copy can also be found on our website.
You'd like the information to be provided as a booklet with a contents page so that you can easily find the information you're looking for	We've changed the format to one booklet that has a clear contents page listing each section and page number.

You'd like information on your bins included in the pack	We've included information on bins on the 'your moving in checklist' page.
You asked that we include QR codes for quick access to links	We haven't included QR codes as we wanted to make sure the pack wasn't too long and QR codes can take up a lot of space. Instead, on the digital version of the pack, we've included hyperlinks in the existing text so that you still have quick access to documents and webpages.
You said that too much information in the pack could be overwhelming for some customers	We've reduced the size of the pack from 91 pages to 24 pages.
You asked for information about gas, electric and water suppliers in the pack	We've included information on these suppliers on the 'your moving in checklist' page.
You wanted information on our complaints process to be included in the pack.	Details on how to make a complaint and contact the ombudsman have been added to the sign up pack.