

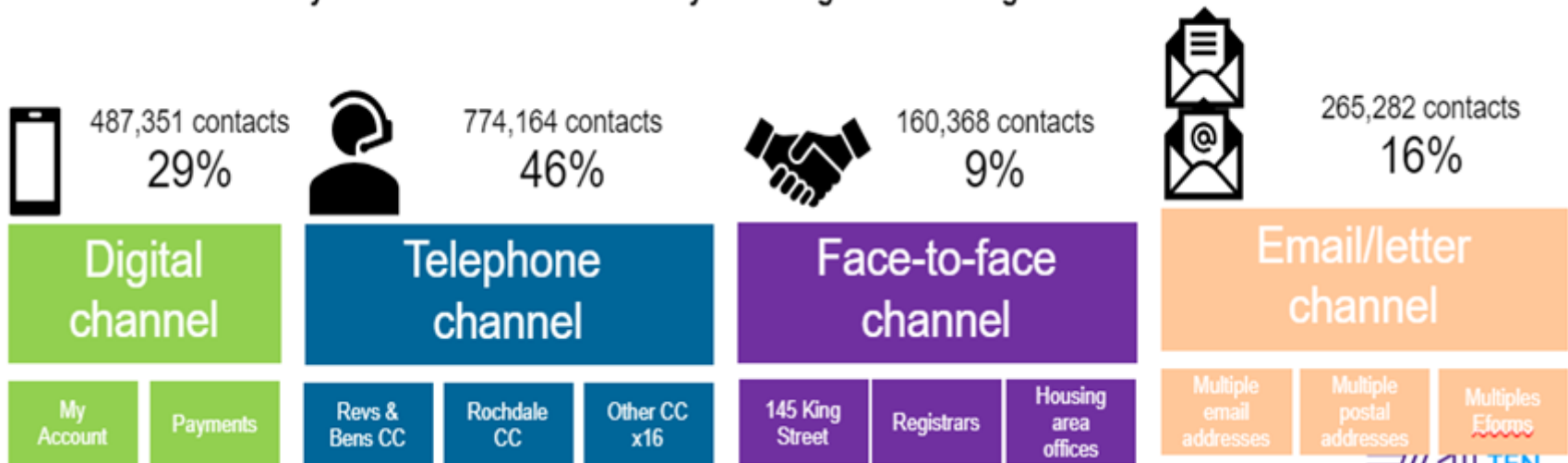
## The resident and customer experience at LBHF

- Volumes of contact via different channels
- Love Clean Street App overview
- Service channels overview
- Feedback for Digital Accessibility Group about customer expectations
- Customer expectations changing
- Customer service
- Six key priorities/Values and Behaviours
- Customer satisfaction overview
- Customer satisfaction in the Housing Repairs Contact Centre



## LBHF's multi-contact channels and delivery of services

The Council is currently contacted over 1.7m times a year through the following channels.



\* Libraries and Housing area office footfall data needs more investigation



The Love Clean Street App can be used on any smart phone and also via a website. Residents or anyone can report issues around, fly-tipping, missed bins, highways issues etc. You can upload photos and see if it's already been reported. You can receive an update on the resolution to the report.

Download the app now

- [Google / Android](#)
- [Apple / iOS](#)

[Guide to using H&F Love Clean Streets | London Borough of Hammersmith & Fulham \(lbhf.gov.uk\)](#)

Registered users – you do not have to register to use LCS, you can live in or out of the borough to report issues and make service requests.

Active users reports

Unique reports using LCS from Jan 2019 – Dec 2023 – 9205

Jan 23- Dec 23 - 2365

Jan 24 to July 24 1309 so far

In April 2023-March 2024 there were 37,271 reports made through LCS.

Alternatively, you can add a report through the [H&F Love Clean Streets \(H&FLCS\) website](#).

# Love Clean Street – analysis of reports and data

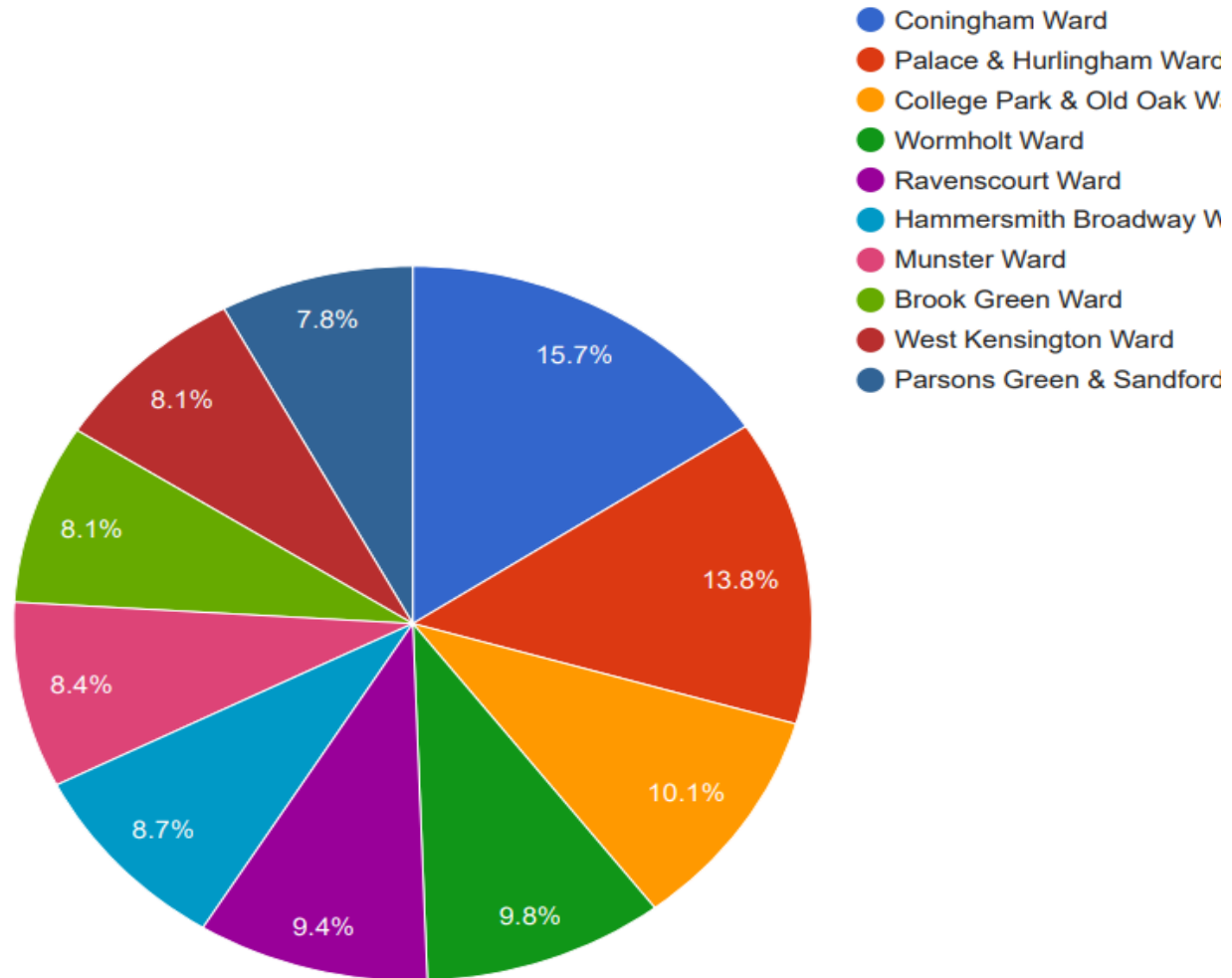
Month 2024	Report volumes
April	2842
May	2010
June	3421
July	3548



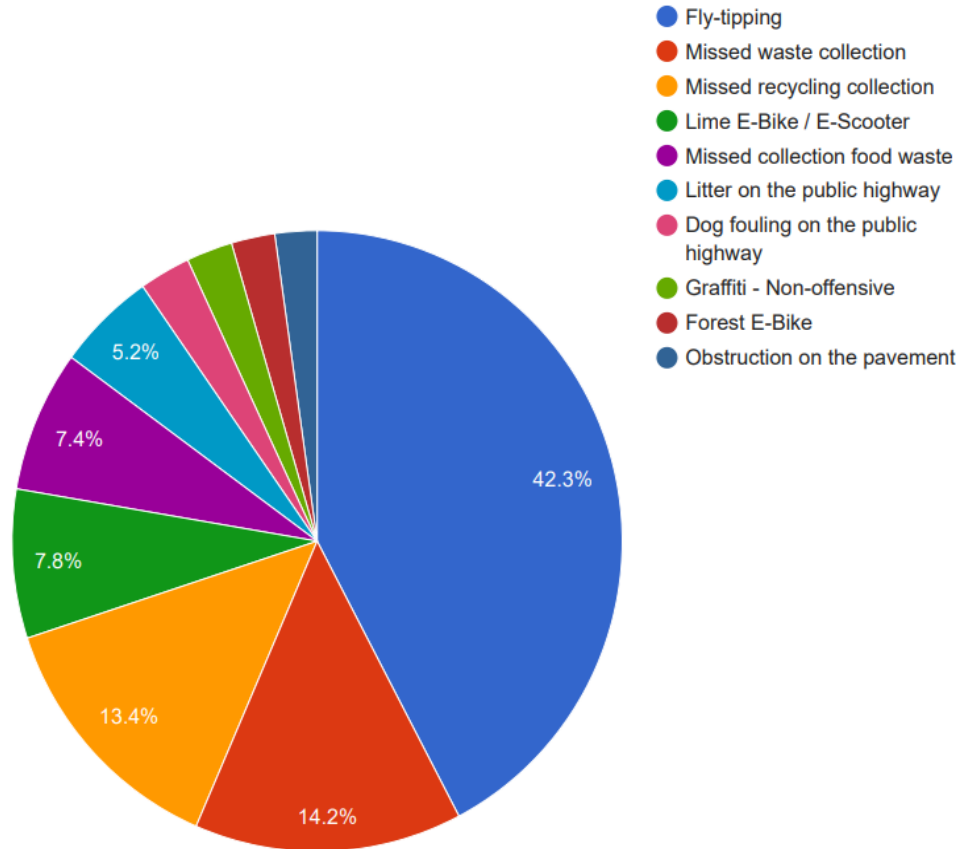
The data shows an increase month on month this year with reports made via the app.

The table for reports by day show in July that Monday was the busiest day for reporting. This is similar for all months since April except May when Friday was the busiest reporting day

## Reports by Ward between 01/04/2024 - 31/07/2024



Top 10 Categories Pie Chart between 01/04/2024 - 31/07/2024



Over 42.3% of reports are for fly-tipping. Followed by 14.2% for missed waste collections and 13.4% for missed recycling collections. With 7.8% for E-bike/scooters abandoned.

Reporting times show the most common reporting times daily are 8am-9am and 9am-10am, followed by 10am-11am. There is also a peak again between 2pm-3pm and 3pm – 4pm.

# Service channels and access choices at LBHF



**Face 2 Face services** – services delivered mainly at 145 King Street, providing a walk in service for all council enquiries and other support needs. Working collaboratively with the Housing Needs Team and providing access to free online services. Borough wide there are also Family Hubs, Libraries and Housing Offices.

**Contact Centres – phone** – offering a wide range of services for all including environment, housing, council tax, benefits, welfare, social care, planning and building control, housing repairs and all housing services. These are either in multi service contact centres or individual contact centres. They also incorporate some email and webchat (chatbots and live chat).

**Contact Centres** – Call back functionality, proactive texting and a comprehensive Out of Hours emergency Service offer covering Housing, Repairs, Social Care, Anti-Social Behaviour and many more.

**Online LBHF website** - with recent news and updates, providing service contact details, access to multiple forms and self-service options council wide. An accessible website with an aim to provide accessible services for all through multiple languages and screen read options for example. Ensuring access to self-service options are available 24/7.

**Social Media** – with seven social media channels managed by the Communications Team. Including Nextdoor, X, Instagram and more.

**Communication forums** – through Resident Voice you can join different forums and get involved and ensure your voice is heard.

## What do you think are your priorities when accessing LBHF services?

We spoke to members of the Digital Accessibility Group on 28<sup>th</sup> August 2024. They spoke about the kind of behaviours that defined a positive resident experience when using the services of other organisations

Polite  
Attentive  
Helpful  
Pro-active  
Responsive  
Accountable  
Good  
communication  
Understanding  
Empathy  
Flexibility



### Design Museum

"She was just kind of like, she was quite friendly but not too overbearing, ...she was sort of like welcome, you know, what are you looking to see today? ...she just sort of listened to us and we could sort of, you know, chat with her sort of like as little or as long as we wanted.

### Octopus Energy

"I really struggle with online forms and I said look I'm really having problems you know, I'm disabled. She asked how can I help you? Do you want me to help you populate it shall we share the screen? She shared the screen with me and actually helped me to complete the form."



## What do you think are your priorities when accessing LBHF services?

We spoke to members of the Digital Accessibility Group on 28<sup>th</sup> August 2024. They spoke about the kind of behaviours that defined a negative resident experience when using the services of the Council other organisations

Rudeness  
Indifference  
Disrespect  
Complexity  
Inaccessibility  
Lack of  
accountability  
Confusing  
processes  
Not valued



### **LBHF Housing**

"you speak to somebody on the phone or you send them an email, which some departments prefer, it should be about what I prefer. Maybe one person needs taking accountability for that. Maybe this is the problem. You know, too many cooks."

### **Thurrock Council Waste**

"...they didn't empty the bin because it was too heavy, they said, even though he's physically disabled he would have to take all the bags out and drive half an hour to the nearest dump and dispose of bin himself or pay the council extra to remove the waste."

## What do you think are your priorities when accessing LBHF services?



What do residents want from the Council when they get in touch?

I want them to make me feel valued, be attentive and good listeners

I need digital information and forms that are always available and easy to use, with the option to speak to someone if I want to

Council should take ownership, be professional empathetic and understanding,

Staff and online information that helps us understand the process, manage our expectations, tells us how long something will take and when the council will be in touch again

I want them to know what I last got in touch about

Staff should be lively and interested in my query

I should be able to find out information on the website easily, without clicking on too many pages

**How has the customer expectation changed in recent years and what type of service do our resident and customer expect?**

**Seamless and Quick Transactions**

**Connected Experiences Across Digital Channels**

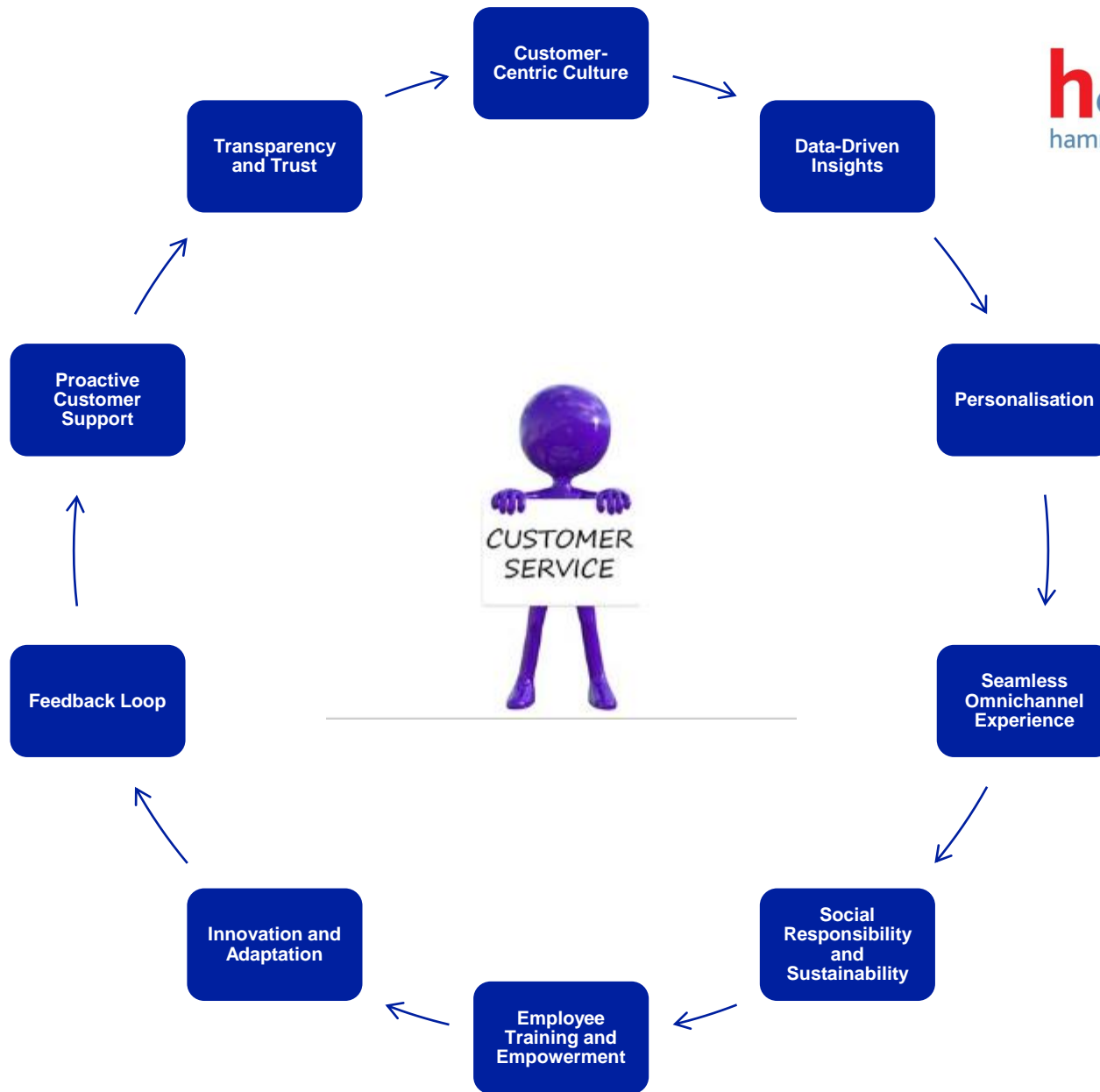
**Alignment of Values**

**Personalisation**

**Data Protection and Privacy**

**Higher Expectations Driven by Innovation**

**Adaptation During the Pandemic**





Remember the six key priorities for H&F



The Resident Experience and Access Programme (REAP) is transforming service delivery and improving the resident and customer experience.



At H&F we want to ensure accessibility, equality and fairness for all. Offering services to meet all needs and having flexibility in service delivery.



Ensuring complaints are resolved fully at the first opportunity and aim to stop further escalation. At H&F we want you to take ownership of a complaint or request for information, ensure you provide a quality response and in time.



Resident and customer focused behaviours. (more to follow)



Doing things with residents, not to them. Co production with our residents is underway and a focus for H&F.

Driving change from the start at induction and delivering training and support to LBHF staff to be empowered to deliver an excellent service every time.

Driving a customer centric culture - no matter which way a resident or customer contacts us.

- Provide a consistent, professional, fair and honest approach when dealing with our residents and customers
- Consider the impacts of all our actions on residents and customers
- Deliver an accessible, reliable, efficient and flexible service
- Aim to accurately resolve enquiries at the first point of contact
- Take ownership of any enquiry, aiming to fully resolve the enquiry to the residents' satisfaction
- Take the time to understand our residents' and customer needs
- Learn from our residents and customers and utilise feedback to inform our service delivery
- Ensure all our residents and customers are treated fairly, recognising diversity and promoting inclusivity and equality

## LBHF's resident and customer focused behaviours



# Customer Satisfaction Surveys

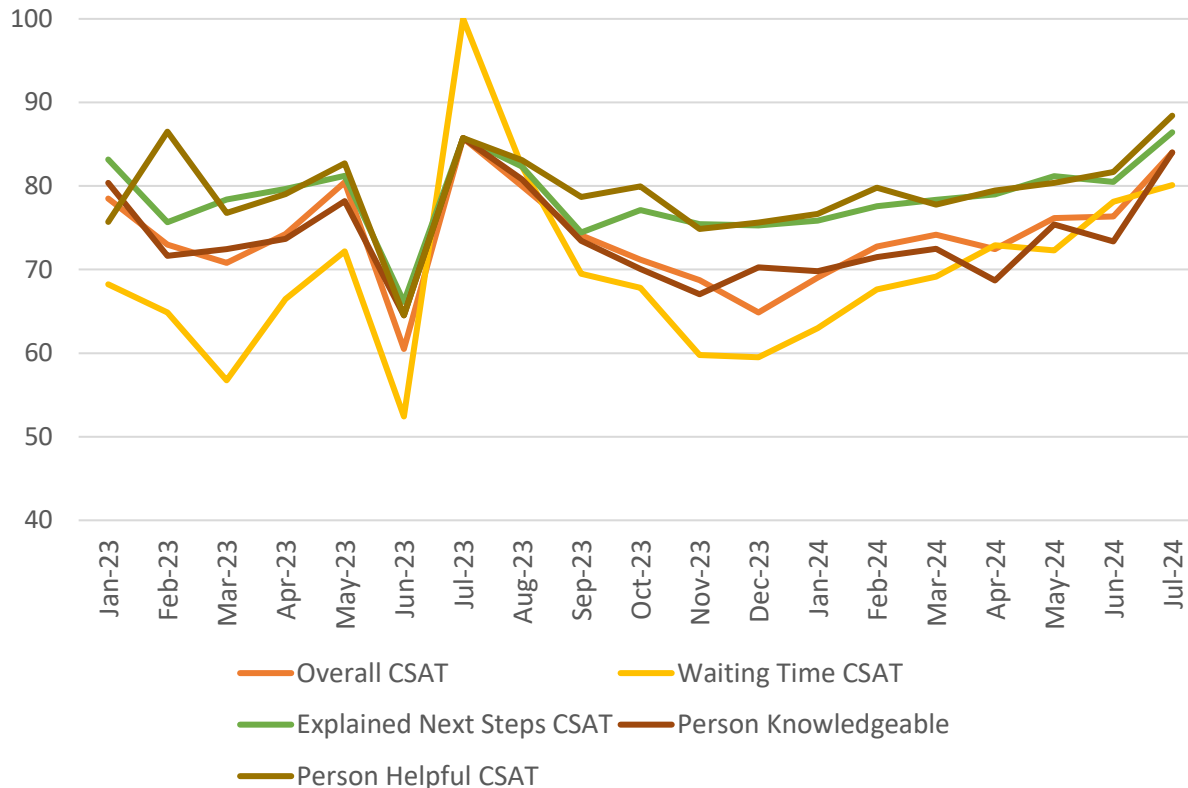
The REAP workstream aims to enhance customer satisfaction and provide better insights across the council.

- In 2021 LBHF had a primary survey on the website, capturing feedback about the online experience.
- We are currently developing the customer satisfaction tools as there are various system in place and not all functionality is being used.
- We have introduced a customer satisfaction survey across the Netcall groups over the last 6 months. This is currently being embedded and we are working on the implementation of a customer satisfaction dashboard to have oversight of all the Contact Centre's feedback. We are also embedding a QR code satisfaction survey for face-to-face services.
- The Housing Repairs contact centre surveys are also in place and have been for some time. The summary of the feedback we capture is shared over the next 2 slides.
- We are using multiple customer satisfaction tools council wide and the focus of the REAP workstream is to create the Customer Satisfaction Dashboard.

# Customer Satisfaction Scores – Housing Repairs Contact Centre



## Customer Satisfaction Scores



The graph shows increases in customer satisfaction since January 2024.

Slight dips in satisfaction sometimes coincide with new starters.

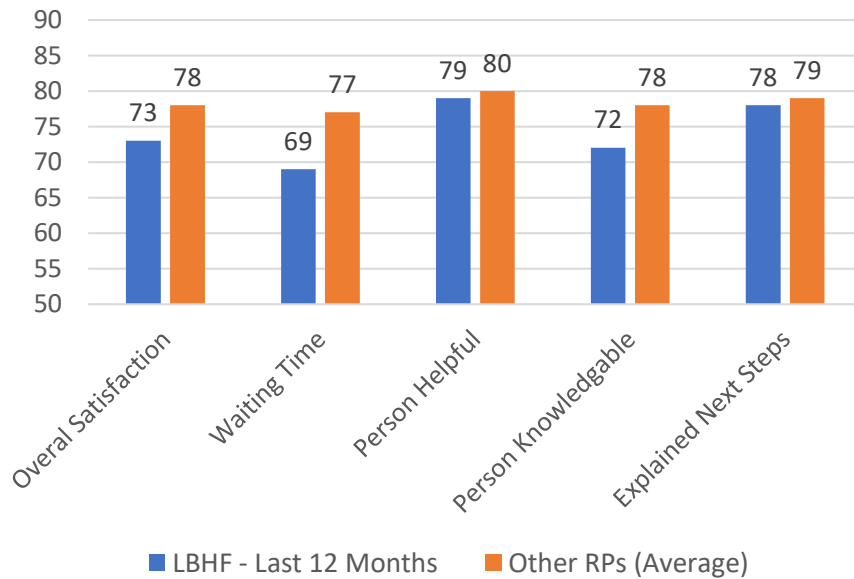
\* Please note, the dip in performance figures in June 2023 was due to the surveys and NEC Northgate system having a disrupted link causing issues in connectivity.



# Housing Repairs Contact Centre – customer satisfaction with benchmarking comparisons

- The response rate for surveys completed related to the customer service centre is at 16%
- Benchmarking on CX Feed allows us to compare to similar organisation asking similar questions. This is slightly above average for this survey type in CX-Feedback where the average response rate is 14%. The graph shows LBHF customer satisfaction and improvements over the last 3 months.

**Benchmarking - Last 12 Months**



**Benchmarking - Last 3 Months**

