

## Improving Customer Contact - September 2016

### Scrutiny Panel recommendations, their reasons and Newlon responses

	<b>Recommendation and reason</b>	<b>Staff response and ownership</b>
<b>1</b>	<p>That Newlon consider adding a request to the voicemail message that residents hear when they call the Service Centre and they ask for a call back when phone lines are busy - as follows:</p> <ul style="list-style-type: none"> <li>• that they tell us what is the best number to call them back on e.g. their mobile, landline or other number.</li> </ul> <p><b>Reason:</b> The Panel recognised that when residents ask for a call back, they probably then get on with other tasks. Requesting they let us know the best number to call them back on should reduce the number of missed call backs to them and improve efficiency.</p>	<p><b>This has been agreed and implemented.</b></p> <p>The Head of Customer Services, Matt Phillips, reported that the voicemail script has been changed to reflect this recommendation. This has been live for a few weeks.</p>
<b>2</b>	<p>That Newlon consider adding the facility to their telephony for residents to say why they are calling us when they ask for a call back.</p> <p><b>Reason:</b> So that Service Centre staff are aware of why a resident has initially called us before they are called back.</p>	<p><b>This has not been implemented.</b></p> <p>After investigation, the Head of Customer Services has reported that the system does not have enough capacity for a message to be left as part of this call back software. (There is only a 14 second window). This cannot be implemented.</p>

## Improving Customer Contact - September 2016

### Scrutiny Panel recommendations, their reasons and Newlon responses

	<b>Recommendation and reason</b>	<b>Staff response and ownership</b>
<b>3</b>	<p>That Newlon investigate whether Microsoft Dynamics CRM has the capability to automatically use residents' communication preferences, including social media, to send out messages and updates about communal repairs/outages. If it does have this capability, to consider implementing its use.</p> <p><b>Reason:</b> We currently send out this type of message via SMS text. The Panel recognised that some residents and their household members are more likely to use social media. If they could select their preferred platform for receiving messages from us, we could ensure reaching a wider audience.</p>	<p><b>This will be partially implemented.</b></p> <p>The Head of Customer Services met with the Head of Communications, Joe Molloson, and our Applications Manager, Marcus Fernandes, to investigate and consider this recommendation.</p> <p>In relation to communal repairs and outages, they reported back that this will be done as part of our self-service portal work and has now been included in the specification. This will allow customers to choose and control different communication preferences to different household members to suit their needs. This will not be via social media though.</p> <p>We do not want to do this because we have no practical way of knowing which social media followers are residents and which are not. If we needed to start creating specific groups and subdividing down into specific schemes this would be less effective than what we should be able to do via CRM by sending alerts or in due course through our CRM portal. We wouldn't want to send information about a specific scheme to our whole twitter group, because it wouldn't be appropriate for all of the audience.</p>

## Improving Customer Contact - September 2016

### Scrutiny Panel recommendations, their reasons and Newlon responses

	Recommendation and reason	Staff response and ownership
4	<p>That Newlon consider adding information to the Service Centre's voicemail message, informing residents what position they are in the queue.</p> <p><b>Reason for recommendation:</b> The Panel recognised that this would allow residents to have an informed choice about whether to hold on or not.</p>	<p><b>We had already identified this improvement and were in the process of implementing it when the Panel suggested it.</b></p> <p>The Head of Customer Services has reported this has been actioned and has now been live for a number of weeks. At this time it does not appear to have had an adverse effect on abandoned calls.</p>
5	<p>That Newlon consider just offering a call back when the Service Centre is busy and then after a certain number of rings we end the call.</p> <p><b>Reason for recommendation:</b> So that residents don't have to hold on for a long time when they call the Service Centre at busy times.</p>	<p><b>This has not been agreed.</b></p> <p>In our experience, residents will continue to call and call us until we answer. We still want to offer them the choice of holding on until the Service Centre can answer.</p>
6	<p>That Newlon consider automating certain service request that residents call the Service Centre about, e.g. asking for a replacement fob.</p> <p><b>Reason for recommendation:</b> To reduce the number of calls that our Service Centre staff have to answer.</p>	<p><b>This has not been agreed.</b></p> <p>As we are in the process of making this available through self-service for residents using the website portal "My Newlon".</p>