

Panel members were asked to feedback on whether the name of the panel should be updated to better reflect what the panel does. Customers were also asked to feedback on how satisfied they are with the way their feedback has been used and what they would want to see covered in future customer panel surveys.

Survey End date: 18th September 2019 Total number of participants: 105

Summary:

- A third of customers felt the name “Voice iCommunity” was better compared to the current name “online customer panel”.
- Half of the panel members felt that the name “Voice iCommunity” clearly reflected what customers are signing up for.
- Although panel members commented positively about the name “Voice iCommunity” feeling it better reflected being involved and feeling your voice would be heard; other panel members found the name confusing and that it didn’t reflect what the panel is. Panel members in particular commented on the “i” in the, finding it confusing and that the use of this language may not be suited for all customers.
- 79% of panel members were aware of the Riverside Customer Voice; an increase from a survey undertaken in December 2018 where 56% of panel members were aware.
- The majority of panel members became aware of the Riverside Customer Voice through a previous customer panel survey, through the website or through a Riverside event.
- Just half of panel members were satisfied that their feedback from previous surveys had been acted upon. Although some panel members stated they were happy with the feedback received; panel members also commented that they felt they weren’t kept informed and that there was a lack of evidence that their feedback had been acted upon.
- Panel members suggested topics they would like to see covered in future surveys. The most popular topics highlighted by customers was repairs, complaints, online services, the website, ASB and communication.

What we will do following your feedback:

- The name of the panel has changed to the Voice iCommunity and it will remain as an online feedback service. We have reviewed your feedback and we are working with our Riverside Marketing team to improve how the Voice iCommunity is shown. Once this is done, we will update you in our new Quarterly email to you.
- To make sure Voice iCommunity members are kept more informed of how their feedback has been used; from December 2019 we will review all feedback from previous surveys and update you with any actions or changes to what we promised to improve. It is planned that updates will be sent out to Voice iCommunity members every 3 months.
- Thank you for putting forward your suggestions of topics. The last survey we sent out in October was on repairs, a topic Voice iCommunity members were keen to be covered in future surveys. Currently improvements are being made to the website and customers have been involved in some online testing. Our Riverside Customer Voice Scrutiny Working Group (a group of customers who closely examine an underperforming service) has recently completed a scrutiny exercise on Complaints and highlights are in the Riverside Annual report to customers [here](#). Riverside are working on various improvement plans for the repairs service so we will review with you as the need arise. We have noted the other recommendations made for future survey topics.

Results

Do you think the name "Voice iCommunity" is better or worse compared to the current name ("online customer panel")?	No.	%
Much better	19	18%
Somewhat better	17	16%
About the same	30	29%
Much worse	19	18%
Somewhat worse	20	19%

Panel members were asked to comment on their response. Panel members who felt the name was worse commented on the name being confusing, not clearly reflecting what it is and preferring the current name. Panel members who thought it was "about the same" commented that changing the name will not change anything. Panel members who felt it was better commented on that they felt it better reflected being involved and a feeling like a community/ less formal.

Do you feel that the name Voice iCommunity clearly reflects what customers are signing up for?	No.	%
No	53	50%
Yes	52	50%

Panel members were asked to comment on their response. Where panel members did not feel the name reflected what the panel was they commented on the name not being clear and finding the "i" in the name confusing and that the use of this language may not be suited for all customer types. Panel members who felt the name reflected what the panel did commented on the name highlighting that it is an opportunity for their voice to be listening too; however these panel members also commented that it may need further explanation.

Are you aware of what the Riverside Customer Voice is?	No.	%
No	22	21%
Yes	83	79%

How did you hear about the Riverside Customer Voice?	No.	%
Previous survey	29	36%
Website	20	25%
Event	15	19%
Staff member	5	6%
Social media	4	5%
I am an RCV member/ previous member	3	4%
Through my work as a Scrutiny panel member	2	2%
Discussed with an RCV member	1	1%
Resident meeting	1	1%
Through my work as a Tenant Inspector	1	1%

Results

How satisfied or dissatisfied are you that your previous customer panel survey responses have been acted upon?

	No.	%
<i>N/A - I have not previously completed any customer panel surveys</i>	21	
Very satisfied	10	12%
Fairly satisfied	31	37%
Neither	27	32%
Fairly dissatisfied	10	12%
Very dissatisfied	6	7%

Panel members were asked to comment on their response. Where members were not satisfied they commented on not receiving any feedback/ not being kept informed and feeling that no action had been taken following their feedback. Where customers were satisfied they commented that they felt the feedback was important and they were happy with the feedback received; but also commented about a lack of evidence that the recommendations made are acted upon.

What topics would you like to see covered in future customer panel surveys (name your top three)? Top 10 topics raised as listed below

	No.	%
Repairs	41	39%
Complaints	19	18%
Online services	17	16%
Website	10	10%
ASB	10	10%
Communication	9	9%
Communal areas/ gardens	7	7%
Rent/ service charges	6	6%
Upgrades to property	5	5%
Involvement	5	5%