

Customer Research (Last updated June 2009)

Key Themes: Customer satisfaction and Best Value

Project No	Project Title	Partner/Contractor
	2009/2010 Programme	
09/2.1	Continuous Tenant Omnibus Survey	Mori MRC
09/2.2	Neighbourhood Renewal Surveys	Research Unit
09/2.3	Exit Polls	Research Unit
09/2.4	Grants Customer Surveys	Research Unit
09/2.5	Grants Satisfaction	Millward Brown Ulster
09/2.6	Adaptations Survey	TBA

PROJECT NO	09/2.1
PROJECT TITLE	Continuous Tenant Omnibus Survey
CLIENT	Corporate Services/Housing and Regeneration

BACKGROUND

This major survey will continue to provide extensive and up to date information on the Housing Executive's tenant population and a valuable insight into attitudes to and satisfaction levels with the Housing Executive's services. It is a vital source of information not only for guiding the development of public sector housing policy, but also for providing source information for performance statistics and quality assessments. Each quarter 25 tenants are drawn at random from each district and are led through the detailed questionnaire by the interviewer. In this way more than 3,000 tenants are interviewed each year. This year again the approach to gathering this information is being reviewed in the light of modernising services.

METHODOLOGY

In preparation for each quarter's fieldwork the Continuous Tenant Omnibus Survey Project Team carries out a random sample of Housing Executive tenants in each District. The target of 25 interviews for each District is achieved by providing the contractor with both a main and a reserve list of addresses, thus allowing for cases where tenants either have refused to participate or have been inaccessible. Tenants are sent a letter at least two weeks before interviewers call with them. Interviewers conduct the Survey using a Computer Assisted Personal Interviewing (CAPI) system. Analysis for the annual report will be based on the calendar year (Q1 – Q4 2009).

CONTRACTOR
MORI MRC

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PROJECT NO 09/2.2
PROJECT TITLE Neighbourhood Renewal Surveys
CLIENT Housing and Regeneration

BACKGROUND

This is a rolling programme of surveys undertaken in Housing Executive estates at the request of District Managers. This year it is proposed to carry out 6 surveys. They are a key source of information for Districts trying to address the complex web of problems which characterise many of these estates.

In 2007/08 the Research Unit began a rolling three year programme of surveys on 36 Neighbourhood Renewal Areas for the Department for Social Development. Four NRA surveys were completed in 2008/09 and a further 8 will be completed in the Spring of 2009. Further DSD funding is available to undertake additional surveys during the course of 2009/10. These surveys provide a wealth of attitudinal information to support the DSD's NRA programme.

METHODOLOGY

Structured questionnaire and production of tabular and written reports

CONTRACTOR

Research Unit

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PROJECT NO 09/2.3
PROJECT TITLE District Office Exit Polls
CLIENT Housing and Regeneration

BACKGROUND

This survey takes the form of face to face interviews with customers calling in person at the District Office. It examines levels of customer satisfaction with the District Office Service. a new rolling programme has been agreed with Housing and Regeneration for the next three year period.

METHODOLOGY

Face-to-face interviews are conducted with customers after they have been seen at the counter.

CONTRACTOR

Research Unit

TIMETABLE

Three-year rolling programme

	2009/10 Programme	
District	Date	Status
Shankhill	April 2009	Complete
Belfast	June 2009	Complete
Ballycastle	August 2009	
Dungannon	August 2009	
Ballymoney	August 2009	
Carrickfergus	September 2009	
Strabane	October 2009	
Portadown	November 2009	
Lurgan/Brownlow	January 2010	
Armagh	February 2010	
Banbridge	March 2010	

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PROJECT NO 09/2.4
PROJECT TITLE Grants Customer Surveys
CLIENT Design Services

BACKGROUND

These surveys form part of a rolling programme of telephone surveys agreed with Design and Property Services to assess levels of customer satisfaction with the grants process. An achieved sample of 100 telephone interviews for each Grants Office ensures a robust basis for analysis. This is a continuation of a rolling programme developed with Design and Property Services.

METHODOLOGY

Telephone survey with customers who have applied and received their grants and their satisfaction with the service they received at every stage of the grant process. A sample of customers will be drawn from each Grants Office and will cover all grant types.

CONTRACTOR

Research Unit

TIMETABLE

Three-year rolling programme

Grants Office	Date	Status
Craigavon	May 2007	Completed
Derry	September 2007	Completed
Dundonald	January 2008	Completed
Omagh	May 2008	Completed
Fermanagh	August 2008	Completed
Belfast S&E	October 2008	Completed
Belfast N&W	Nov 2008	Completed
Lisburn	January 2009	Completed
Newry	March 2009	Completed
Ballyclare	May 2009	Underway
Ballymena	June 2009	Underway
HMO East	TBA	
HMO West	TBA	

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PROJECT NO 09/2.5
PROJECT TITLE Home Improvement Grants Satisfaction Survey
CLIENT Design Services

BACKGROUND

This project will undertake an evaluation of customer satisfaction with the Grants Scheme since the introduction of the Discretionary Scheme under the Housing Order (NI) 2003. It will look at the levels of satisfaction with the overall scheme, each stage of the process, aspects of the grants forms and associated literature and levels of satisfaction for individual Grants offices. Comparison of findings from similar research completed in 2005 for the Grants Scheme prior to the introduction of the discretionary scheme will be provided.

METHODOLOGY

The fieldwork for this survey will be administered using Computer Assisted Telephone Interviewing (CATI). Interviews will be held with households whose grant has been completed within the previous 12 month period. A quota sample of 100 completed cases will be achieved for each grant office.

CONTRACTOR

Millward Brown Ulster

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PROJECT NO 09/2.6
PROJECT TITLE Adaptations Survey
CLIENT Design Services

BACKGROUND

This survey is to be undertaken in partnership with the Public Health Agency. It will look at the benefits and design issues surrounding adaptation of existing dwellings for older people or people with a disability in the context of the current constraints on resources. The hypothesis that adaptations undertaken to modern standards provide a viable more cost effective alternative to the construction of new specially designed homes will be tested.

METHODOLOGY

TBA

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