

# INVOLVEMENT INSIGHT ACTION

MAR.2018



**TPAS Engaging Communities**

**Eve Blezard & Lucy Cheetham**

# SESSION AIMS

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WHO ARE WE?  
USING QUAL RESEARCH  
OUR STORY  
TOOLS TO USE  
THE CUSTOMER STORY  
INSIGHT INTO ACTION



@LucyCProgress

LUCY



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EVE

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# WHERE ARE WE FROM?

"Have a positive impact on people and communities by providing high quality homes, supporting independence and creating opportunities."

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APPROX 10,000 RENTAL HOMES

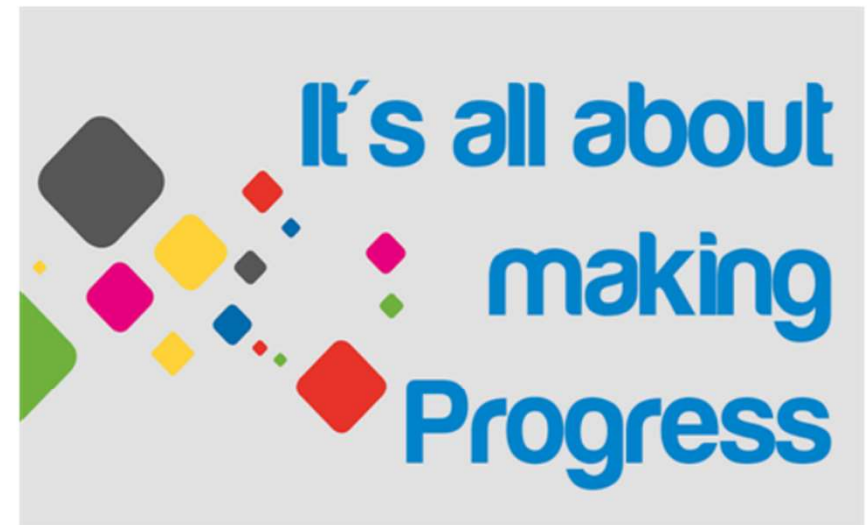
DIVERSE STOCK

NATIONWIDE – LANCASHIRE, LEEDS & LINCOLNSHIRE

SUPPORTED LIVING

SUPPORTED HOUSING

TELECARE

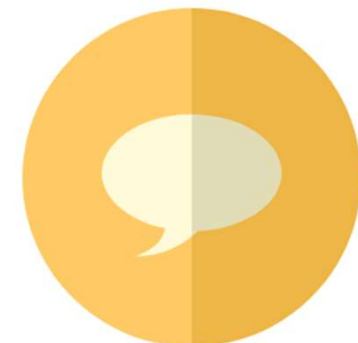
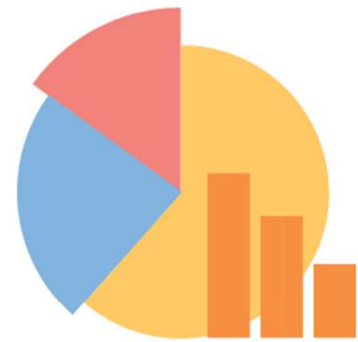
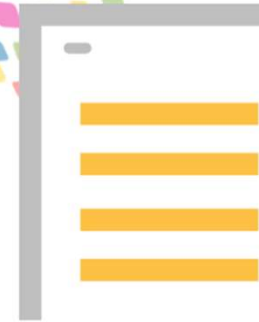


# A NEW APPROACH

## SERVICE REVIEW

## BUSINESS INTELLIGENCE ANALYSIS TEAM

## INSIGHT AND INVOLVEMENT



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# WHY USE QUAL RESEARCH?

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# DEBUNKING QUAL RESEARCH MYTHS



- 01 The satisfaction myth**  
That satisfaction percentages and surveys are the only ways to understand our customers

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- 02 The assumption myth**  
Making assumptions about customers creates stereotypes; rather than personas based in real life, qualitative evidence

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- 03 The loyalty myth**  
Social housing customers don't have free market choice like traditional customers, so need to be heard through qual

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- 04 The one or the other myth**  
Qualitative methods complement existing quantitative methods, they can and should be used together

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- 05 The academic myth**  
Qualitative methods are accessible and can be adapted for use in business; they can be learnt and taught

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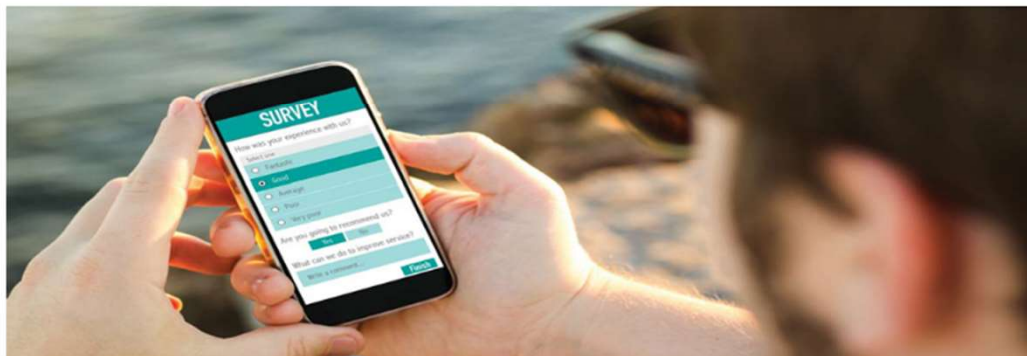
# THE RESEARCH PROBLEM

STAR 2017 – 2,652 RESPONSES

4 IMPROVEMENT THEMES

INFORMATION & COMMUNICATION

EXPLORE IN DETAIL – RESIDENT INVOLVEMENT



**Reaching for  
the STARs**

# INTRODUCING KETSO

## ACTION IN LESOTHO



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INTERACTIVE

COLLABORATIVE

SOLUTION FOCUSED

FLEXIBLE TIMES





# HANDS ON 1:KETS0

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# KETSO BOARDS

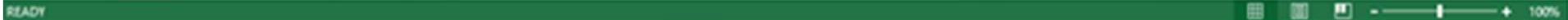
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GROUP ONE

GROUP TWO



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# THEMATIC ANALYSIS

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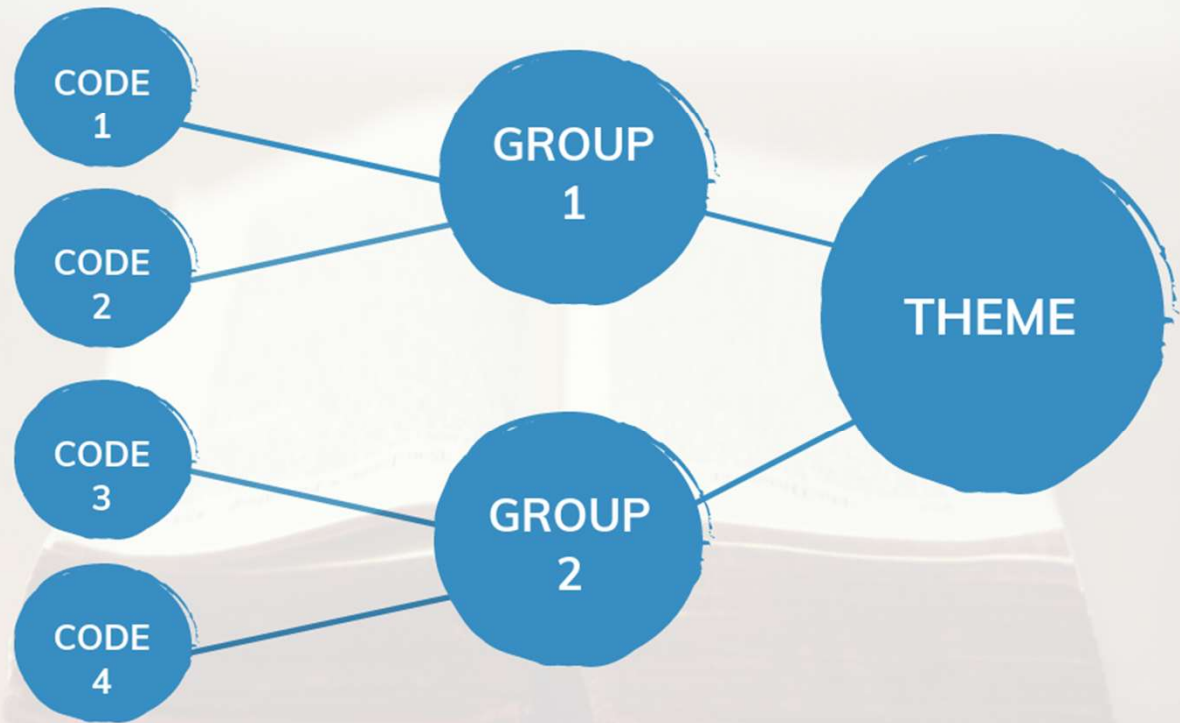
CODES

THEMES

GROUPS

DATA RINSING

CONNECTIONS



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# HANDS ON 2: THEMING

# OUR RESULTS

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## EMPATHY

Listening, understanding and responding to customer needs



## PERSONALISATION

Treating each customer as an individual



## BEING HEARD

Ensuring customer viewpoints are heard and understood



## EFFORT

Minimum effort for maximum customer service



## CONVERSATIONS

Reciprocal dialogues with customers to resolve issues



## EXPECTATIONS

Being informed about service delivery and standards



## THE CUSTOMER EXPERIENCE

Using customer stories to develop and improve



# TELLING CUSTOMER STORIES

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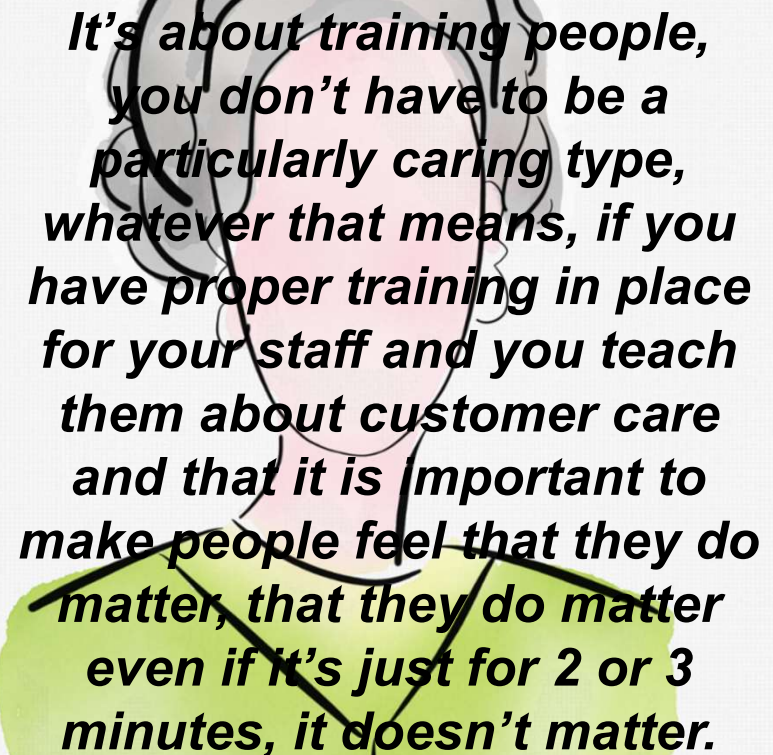
NARRATIVE ANALYSIS

QUOTES

CASE STUDIES

AUDIO AND VISUAL

PERSONA'S



*It's about training people, you don't have to be a particularly caring type, whatever that means, if you have proper training in place for your staff and you teach them about customer care and that it is important to make people feel that they do matter, that they do matter even if it's just for 2 or 3 minutes, it doesn't matter.*



# PICTUREBOOKS

## KNOWLEDGE IS BEAUTIFUL

### ENGAGING

### INFOGRAPHICS

### DATA VISUALISATION

### GET CREATIVE

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STAR 2017  
Engagement  
Series

1

Progress

Customer Insight Briefing Paper

## Information and Communication in 7 Quotes

EFFECTIVE : EMPATHETIC : PERSONALISED : TRUSTING : RECIPROCAL



EMPATHY

"TIME IS VERY PRECIOUS, BUT THERE ARE A LOT OF PEOPLE WHO NEED IT"

Although in basic communication customers are looking for low effort ways to gain information they are also expecting empathetic responses from PHG. This is particularly so in terms of dealing with complex, personal or sensitive issues where customers need to feel their views are being listened to and understood.

Customers want to speak to "friendly" staff who have a "positive attitude" regardless of the customer inquiry. Customers felt that PHG should offer a "person centered" and "holistic" approach to communicating with customers about their homes and services.



PERSONALISATION

"ASKING INDIVIDUALS FOR THEIR PREFERENCES"

Customers are looking for a more personalised communication offer that offers channel choice and can "respond to individual needs". Customers would like more choice about both the type of information they receive and how they receive it. They are also seeking information that is relevant to them, their home and their local area.

Customers are also seeking more personalised services and responses to problems and would like to see staff "think outside the box" to enable them to respond to their individual situations.



BEING HEARD

"I FEEL LIKE ONCE YOU HAVE GOT US YOU ARE NOT INTERESTED"

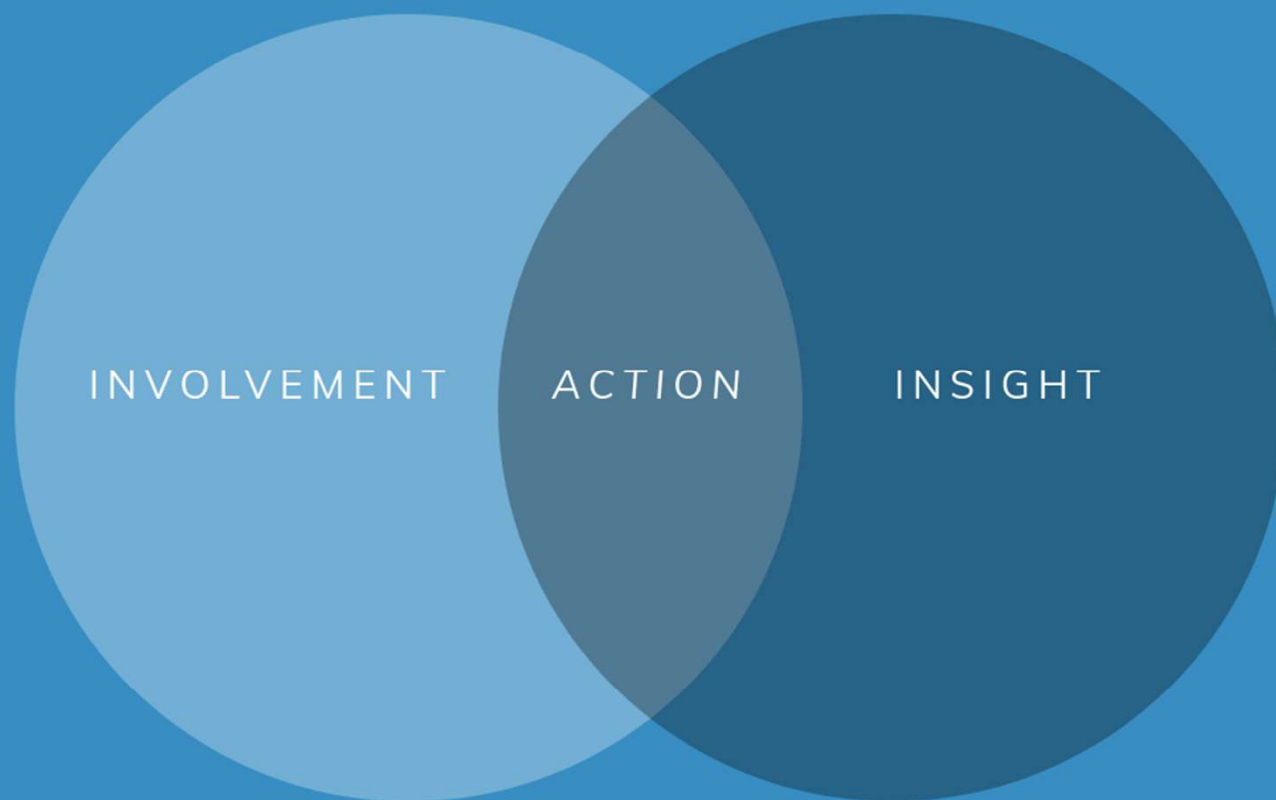
It is important to customers to feel that their views and opinions are heard. Some customer communication experiences had left customers feeling dismissed and concerned that PHG "don't listen".

Customers wanted to see a more "positive" approach to their feedback. An important element of this is receiving timely and appropriate responses to their inquiries as part of early resolution to issues. Empathy is also central to customers feeling that their views are acknowledged and recognised so they can feel staff understand what they are experiencing.

# HANDS ON 3: ON THE COVER







"NO MATTER WHAT PEOPLE TELL  
YOU, WORDS AND IDEAS CAN  
CHANGE THE WORLD"

ROBIN WILLIAMS







# HANDS ON 4: CREATING ACTION



# INVOLVEMENT



# INSIGHT



# ACTION





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# THANK YOU!

THAT'S ALL FROM US

... AT LEAST  
FOR NOW.

# USEFUL LINKS

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## INTRODUCTION TO QUALITATIVE RESEARCH

[https://www.rds-yh.nihr.ac.uk/wp-content/uploads/2013/05/5\\_Introduction-to-qualitative-research-2009.pdf](https://www.rds-yh.nihr.ac.uk/wp-content/uploads/2013/05/5_Introduction-to-qualitative-research-2009.pdf)

Silverman, D. (Ed.). (2016). *Qualitative research*. Sage.

## CODING AND THEMEING

Saldaña, J. (2015). *The coding manual for qualitative researchers*. Sage.

[https://en.wikipedia.org/wiki/Thematic\\_analysis](https://en.wikipedia.org/wiki/Thematic_analysis)

## KETSO

<http://www.ketso.com/>

## WORD CLOUDS

<http://www.wordle.net/>

<https://www.wordclouds.com/>

## INFOGRAPHICS

<https://piktochart.com/>

<http://www.creativebloq.com/infographic/tools-2131971>

## COMPUTER ASSISTED QUALITATIVE DATA ANALYSIS SOFTWARE (CAQDAS)

<https://www.predictiveanalyticstoday.com/top-qualitative-data-analysis-software/>

## PERSONAS IN HOUSING

<http://www.bromfordlab.com/labblogcontent/2017/8/3/how-we-are-using-personas>

## QUALITATIVE RESEARCH TRAINING

<https://www.ncrm.ac.uk/training/>