

## **Estates Customer Feedback Survey Recommendations**

### Understanding who our customers are

The comments in the survey indicated that customers felt Estates need to identify and acknowledge who their customers are. The responses in the survey showed that some areas are better at this than others.

#### **Progress:**

- Customer Services training has been undertaken by a large number of staff, however there are still a small number of front line staff who need to complete this. These have been identified and will be captured within the new financial year from August 2019.
- We have defined who our customers are and displayed this on the Customer Services website.
- We have created a strategy of how we engage with our customers.
- We continue to embed our values – CHOICE throughout the department. A key element of our values is the importance of being ‘Customer focused’.
- We reward areas of great customer service through our monthly Customer Services Award. Examples of this are displayed on our website.

### Improve communication

The survey responses showed we needed to reflect on how we communicate with the wider University to inform them of work being conducted by the Estates Department and how we operate.

#### **Progress:**

- We have adopted a more standardised approach to communicating our messages to the wider University. The majority of customer-faced communication is channelled via the Head of Customer Services & Engagement and the Customer Services team.
- More Estates articles have appeared on Campus News online and in the main University staff e-newsletter. This helps to raise the profile of the department and inform our customers of work we are carrying out.
- The Estates news blog is updated more frequently.
- Service Update Notifications have become a more positive way of sending information out to staff when we need to let them know what we are doing, and endeavour to provide at least one week’s notice in advance of work being undertaken.
- Exploration of adopting a ‘mobile app’ which customers could use to report defects or to receive updates across campus. This is work in progress.

### Transparency in our operations

The survey showed that our customers were not always clear what Estates were working on and how transparent we are in our operations.

#### **Progress:**

- Publication of the 'Who we are, what we do, where we are going' booklet, highlighting the various sections of the Estates Department, our road to cultural change as well as our key objectives. This is available to read on our website.
- Our explanation of how we calculate the hourly rates charged by our staff has been published on our website. Customers are able to see what is included within our charges and how we benchmark ourselves against external competitors to demonstrate that we are providing value for money.
- The organisational charts for all sections of the department are available for viewing on our website. These clearly show who is responsible for which area and their reporting lines.
- Customer Services statistics are published on our web page. This demonstrates the types of methods used to contact Customer Services, how many defects are handled as well as displaying the number of calls taken and if the service level is being met.
- Customer Services are now holding pop-up style events. This is to increase accessibility to the services of the Estates Department by us going to the customer. Customers are encouraged to visit the stand and ask any Estates-related question as well as being able to make suggestions on how we can continue to improve our services.
- Attendance at Staff Induction Fairs is a useful way of introducing the Estates Department to newer members of the University. We have now adopted a more general Estates approach to these events.

### Standardisation

The survey showed that some areas performed higher than others in customer satisfaction. Staff indicated that they would prefer a single point of contact when dealing with Estates, and didn't want to be passed to other sections to be dealt with.

#### **Progress:**

- The launch of the Customer Services Centre is aimed at addressing this. A key objective of the Customer Services Advisers is to take ownership on an enquiry. The benefit of this is that they will source the information required and relay this to the customer and act as the liaison. This will also help to strengthen relationships between Customer Services and the customers.
- Improved visibility of Estates Customer Services on our website.