

Using evidence to shape better services



Ministry
of Defence

DIO Ops Accommodation customer satisfaction tracker survey Q1 2013/14

Final report
September 2013

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Contents Page

1)	Project details and acknowledgements.....	1
2)	Introduction	2
3)	Summary	3
4)	Survey Results.....	4
	Satisfaction with the service provided by DIO Ops Accommodation and its contractors	4
	Overall quality of home	6
	SFA estate as a place to live.....	7
	Upkeep of communal areas.....	8
	Value for money daily occupancy charges provide	9
	Allocating SFA	10
	Move In	11
	Repairs and maintenance	12
	Move Out.....	13
	Listen to views and act upon them	14
	Appendices	15
	Appendix 1 – Survey.....	16

1) Project details and acknowledgements

Title	DIO Ops Accommodation customer satisfaction tracker survey Q1 2013/14
Client	DIO Ops Accommodation
Project number	13076
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2) Introduction

DIO Ops Accommodation commissioned M-E-L Research to undertake a monthly customer satisfaction survey for customers living in service family accommodation (SFA).

Methodology

The monthly customer tracker survey started in June 2013. Data collection took place by telephone during the first two weeks of each month with a randomly selected sample of customers. Each month a minimum of 200 interviews were conducted with a total of 603 interviews being conducted in the first quarter.

Reporting conventions

We report decimal places rounded to the nearest whole number. If specific response options are then totalled, this can result in slight rounding differences in the figures reported. Owing to the rounding of numbers, percentages displayed visually on graphs may not always add up to 100%; this may also apply to some of the percentages reported for 'total satisfaction'. For example, 51.4% plus 44.2% equals 95.6%. Rounded to the nearest whole number this total would be reported as 96%. But in the report this would be shown as 51% plus 44% equalling 96%, giving the appearance that the reported total is incorrect.

3) Summary

This section provides a brief summary of the key findings from DIO Opps Accommodation customer satisfaction survey Q1 2013/14. Detailed findings are presented in the subsequent sections of this report.

- ◆ Overall, 74% of customers are satisfied, and 14% dissatisfied, with the service provided by DIO Ops Accommodation and its contractors.
- ◆ 83% of customers are satisfied, and 11% dissatisfied, with the rules that govern entitlement to SFA.
- ◆ 78% of customers express satisfaction with the overall quality of their home, while 15% express dissatisfaction.
- ◆ 87% of customers are satisfied, and 8% dissatisfied, with the SFA estate as place to live. Notably, this is the highest level of satisfaction and lowest level of dissatisfaction expressed for all of the eleven aspects rated in this survey.
- ◆ 76% of customers are satisfied, and 15% dissatisfied, with the upkeep of communal areas.
- ◆ 86% of customers are satisfied, and 10% dissatisfied, with the value for money that daily occupancy charges provide.
- ◆ 77% of customers are satisfied, and 18% dissatisfied, with the arrangements for allocating SFA
- ◆ 80% of customers are satisfied, and 14% dissatisfied, with the way the 'Move In' is dealt with
- ◆ 62% of customers are satisfied, and 24% dissatisfied, with the way the contractor deals with repairs and maintenance issues. Notably, this is the highest level of dissatisfaction expressed for all of the eleven aspects rated in this survey.
- ◆ 84% of customers are satisfied, and 12% dissatisfied, with the way the 'Move Out' is dealt with.
- ◆ Only 57% of customers are satisfied, and 21% dissatisfied, that DIO Ops Accommodation listens to views and acts upon them. Notably, this is the lowest level of satisfaction express for all of the eleven aspects rated in this survey.

Question	Satisfaction				Dissatisfaction			
	Jun-13	Jul-13	Aug-13	Q1 Total	Jun-13	Jul-13	Aug-13	Q1 Total
Overall service provided	75%	73%	75%	74%	16%	13%	12%	14%
Rules that govern entitlement	81%	85%	83%	83%	13%	8%	12%	11%
Quality of home	77%	75%	82%	78%	17%	17%	13%	15%
SFA estate as a place to live	85%	91%	86%	87%	9%	6%	11%	8%
Upkeep of communal areas	77%	78%	74%	76%	16%	13%	17%	15%
Value for money daily occupancy charges provide	85%	89%	85%	86%	10%	9%	11%	10%
Arrangements for allocating SFA	72%	79%	80%	77%	21%	16%	16%	18%
Move In was dealt with	82%	79%	81%	80%	12%	15%	14%	14%
Repairs and maintenance	63%	60%	62%	62%	21%	26%	24%	24%
Move Out was dealt with	87%	79%	88%	84%	11%	16%	9%	12%
Listens to views and acts upon them	53%	51%	68%	57%	19%	24%	20%	21%

4) Survey Results

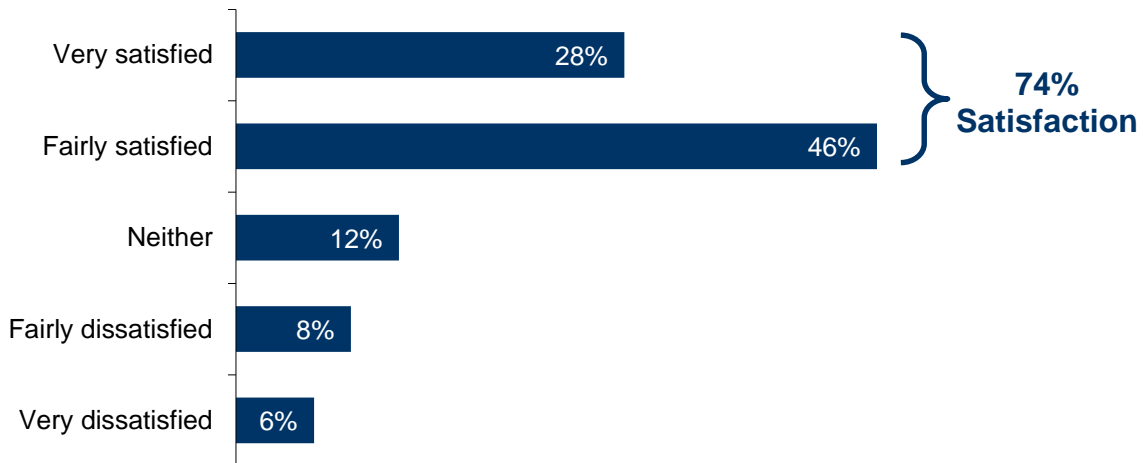
This section presents the findings from the Q1 2013/14

Satisfaction with the service provided by DIO Ops Accommodation and its contractors

Taking everything into account, overall, 74% of customers living in Service Family Accommodation are; very (28%), or fairly (46%), satisfied with the service provided by DIO Ops Accommodation and its contractors. 12% of customers state they are neither satisfied nor dissatisfied, while 14% indicate some degree of dissatisfaction with the overall service provided.

Figure 1 Overall satisfaction with the service provided by DIO Ops Accommodation and its contractors.

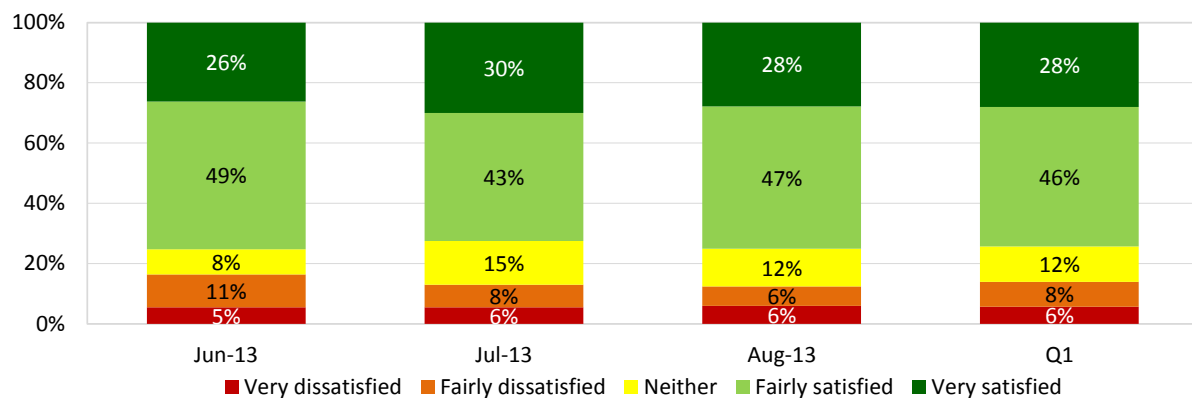
Percentage of respondents- base size 603



As figure 2 below shows, when looking at the results for overall satisfaction for each month; there has been little variation in satisfaction with the lowest level of satisfaction, at 73%, being expressed during July 2013. Although it should be noted that this lower level of satisfaction could be accounted for by a higher proportion of tenants expressing they are neither satisfied nor dissatisfied.

Figure 2 Overall satisfaction with the service provided by DIO Ops Accommodation and its contractors

Percentage of respondents- base size 603

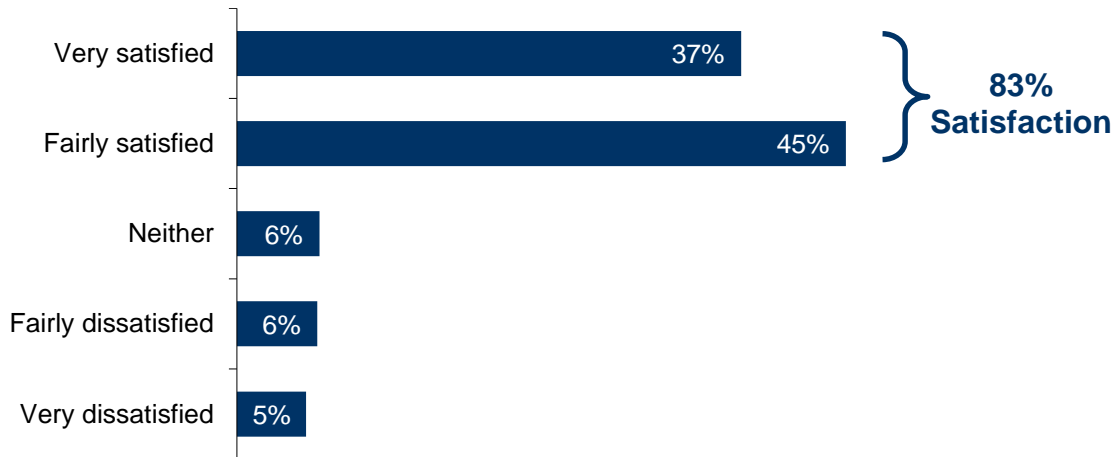


Satisfaction with the rules that govern entitlement to SFA

Just over eight out of ten (83%) customers are satisfied with the rules that govern customer entitlement to SFA, with 37% very satisfied. Only 11% of customers are dissatisfied with the rules that govern customer entitlements to SFA.

Figure 3 Satisfaction with the rules that govern customer entitlement to SFA

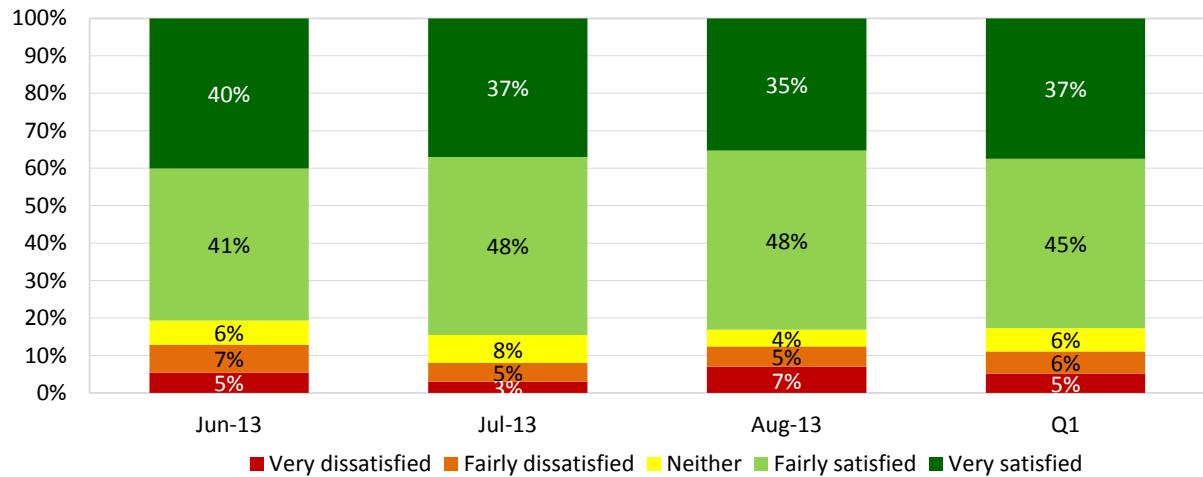
Percentage of respondents- base size 603



When looking at satisfaction with the rules that govern customer entitlement to SFA for each month, it shows that again there is little variation in satisfaction with the highest level of satisfaction in July being 85%, and the lowest level of satisfaction in June being 81%.

Figure 4 Satisfaction with the rules that govern customer entitlement to SFA

Percentage of respondents- base size 603

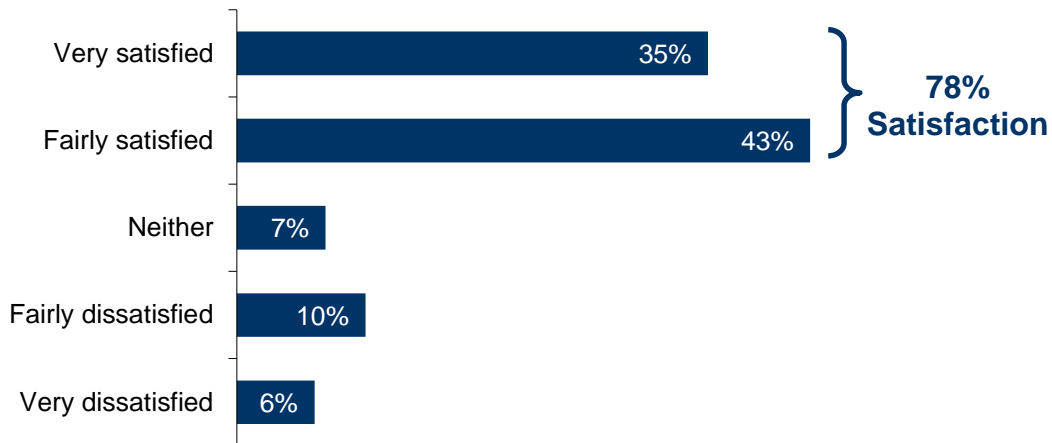


Overall quality of home

All respondents were asked how satisfied they are with the overall quality of home. As shown below just over three out of four (78%) customers are satisfied with the overall quality of their home, with just over one out of three (35%) expressing that they are very satisfied. 7% are neither satisfied nor dissatisfied. 15% indicate some degree of dissatisfaction.

Figure 5 Satisfaction with the overall quality of home

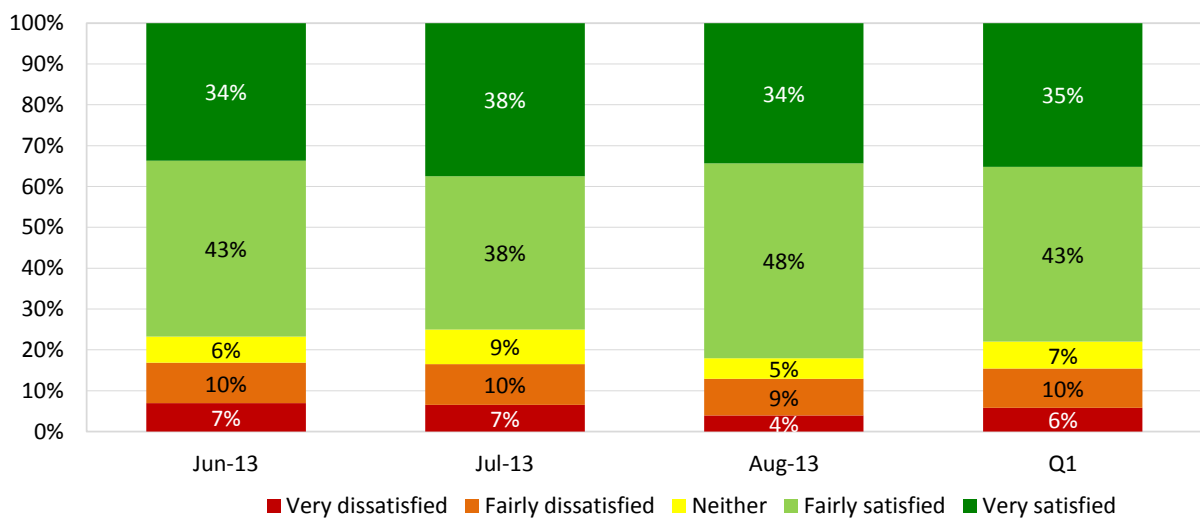
Percentage of respondents- base size 603



When analysing the results for each month it shows that the highest level of satisfaction (82%) and the lowest level of dissatisfaction (13%) was in August. While, the lowest level of satisfaction expressed by customers for the overall quality of their home was in July (75%).

Figure 6 Satisfaction with the overall quality of home

Percentage of respondents- base size 603

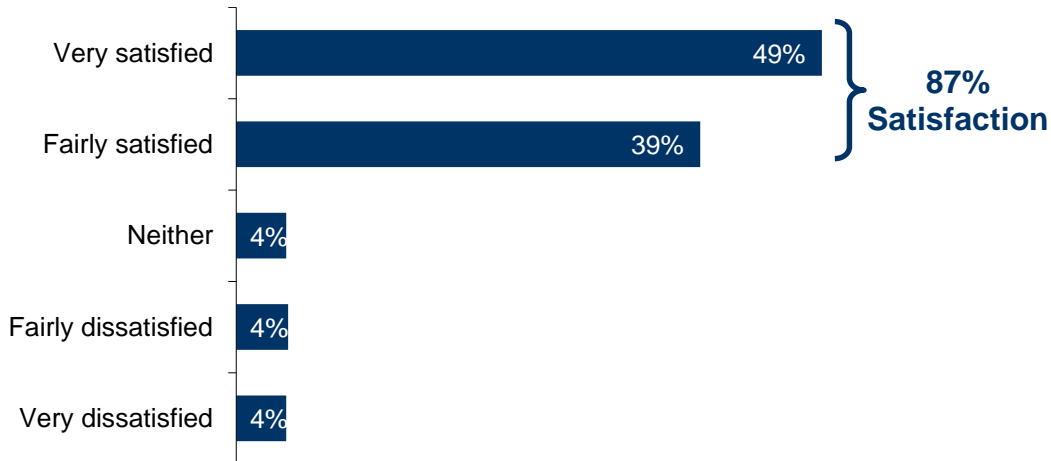


SFA estate as a place to live

87% of customers are satisfied with the SFA estate as a place to live, with nearly half (49%) of customers expressing they are very satisfied. Only 8% of customers express dissatisfaction with the SFA estate as a place to live. It is worth noting that this is the highest level of satisfaction and lowest level of dissatisfaction expressed for all of the eleven aspects rated in this survey.

Figure 7 Satisfaction with SFA estate as a place to live

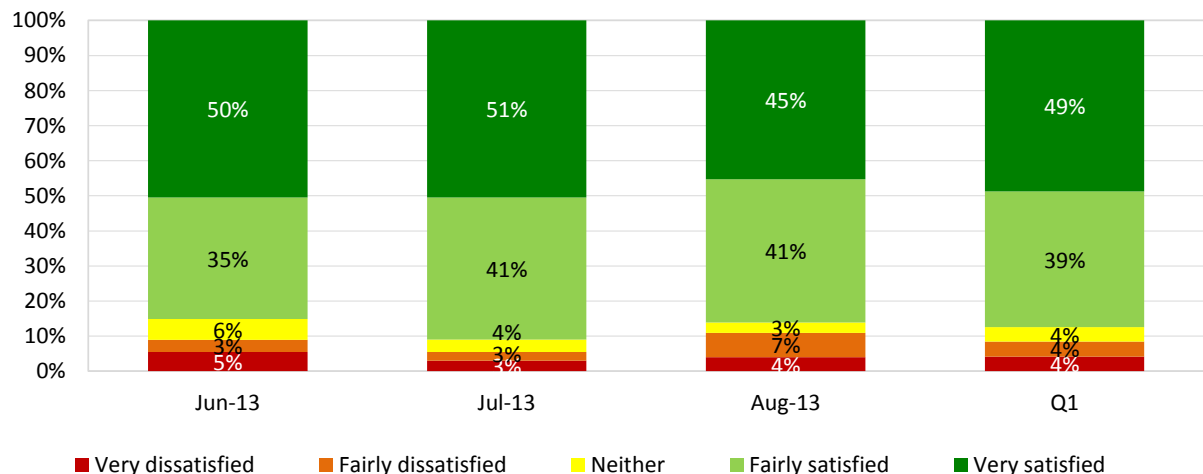
Percentage of respondents- base size 603



When analysing the results by each month's data collection it shows that satisfaction with the SFA estate as a place to live rose to 91% in July 2013.

Figure 8 Satisfaction with SFA estate as a place to live

Percentage of respondents- base size 603

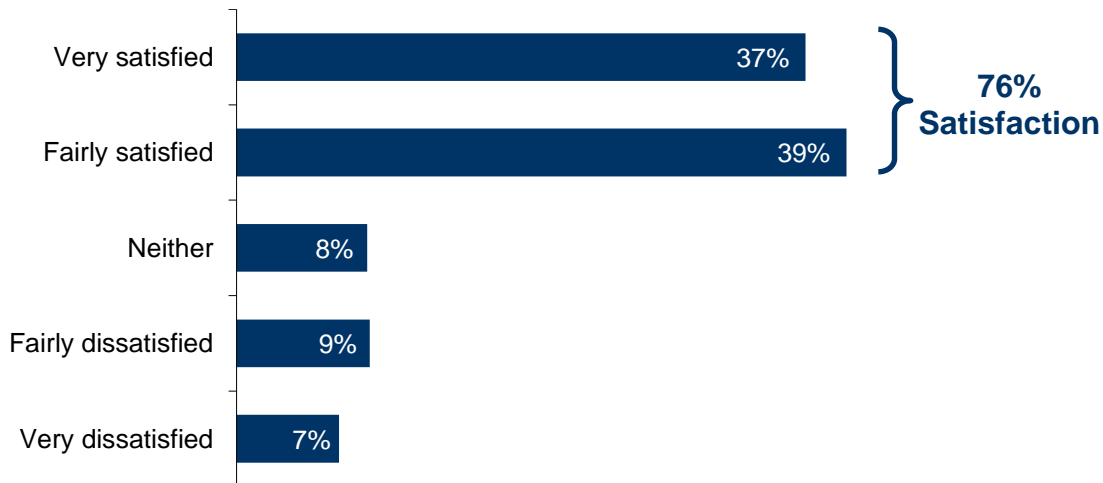


Upkeep of communal areas

All respondents were asked how satisfied they are with the upkeep of communal areas, including grounds maintenance. As shown below, around three out of four (76%) customers are satisfied with the upkeep of communal areas, with 37% expressing they are very satisfied. 15% of customers indicate some degree of dissatisfaction, while 8% state they are neither satisfied nor dissatisfied.

Figure 9 Satisfaction with the upkeep of communal areas, including grounds maintenance

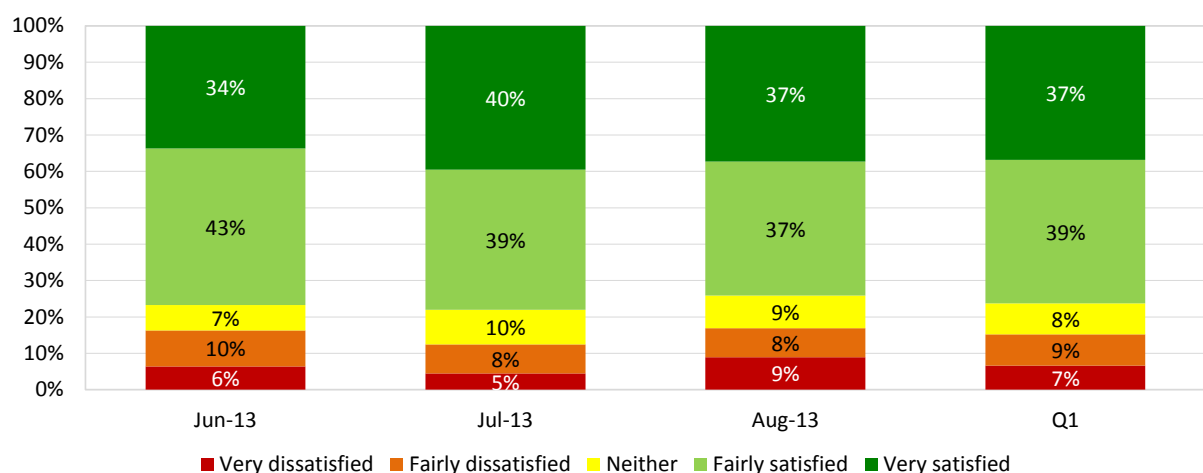
Percentage of respondents- base size 603



When analysing the same results by each month's data collection it shows that there has been little variation in satisfaction expressed by customers in quarter one.

Figure 10 Satisfaction with the upkeep of communal areas, including grounds maintenance

Percentage of respondents- base size 603

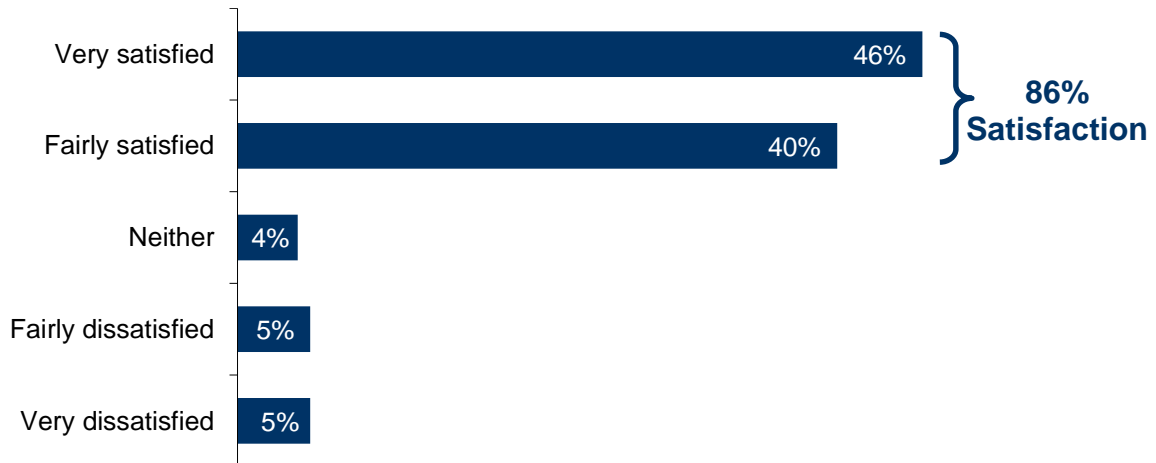


Value for money daily occupancy charges provide

A high proportion (86%) of customers are satisfied that their daily occupancy charge provides value for money, with nearly half (46%) expressing that they are very satisfied. Only one out of ten (10%) customers express they are dissatisfied that their daily occupancy charge provides value for money.

Figure 11 Satisfaction with that daily occupancy charges provide value for money

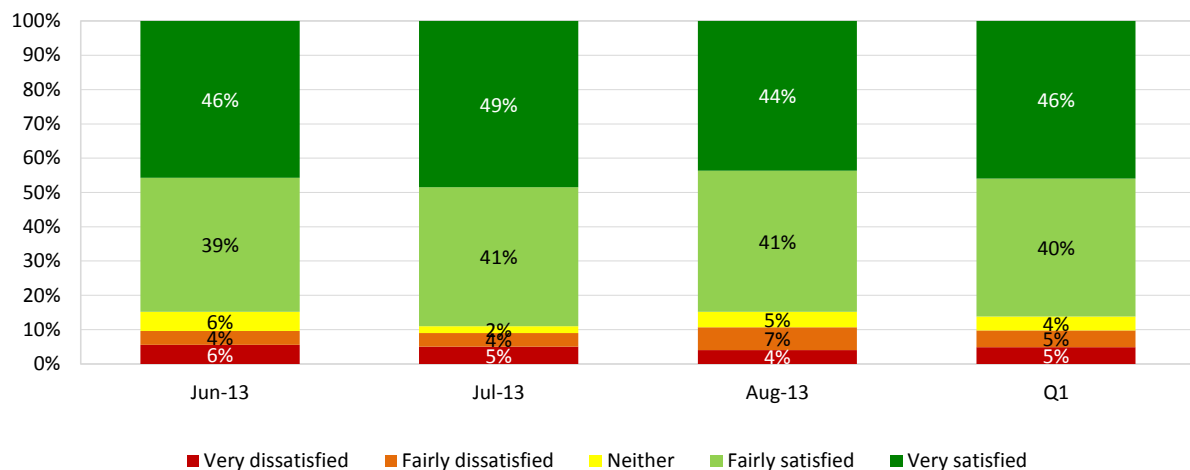
Percentage of respondents- base size 594 – non applicable removed



There has been little variation in satisfaction when analysing the same result by each months data collection; 85% of customers express satisfaction in June and August, while 89% expressed satisfaction in July.

Figure 12 Satisfaction with that daily occupancy charges provide value for money

Percentage of respondents- base size 594 – non applicable removed

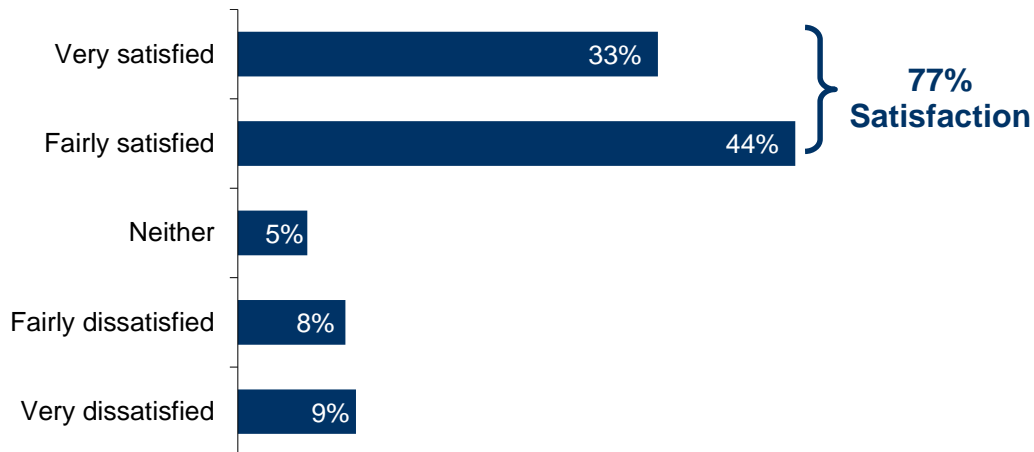


Allocating SFA

All respondents were asked how satisfied they are with the arrangements for allocating SFA. As shown below, 77% of customers are satisfied with the arrangements for allocating SFA, with one third (33%) very satisfied. 18% of customers express some degree of dissatisfaction with the arrangements for allocating SFA.

Figure 13 Satisfaction with the arrangements for allocating SFA

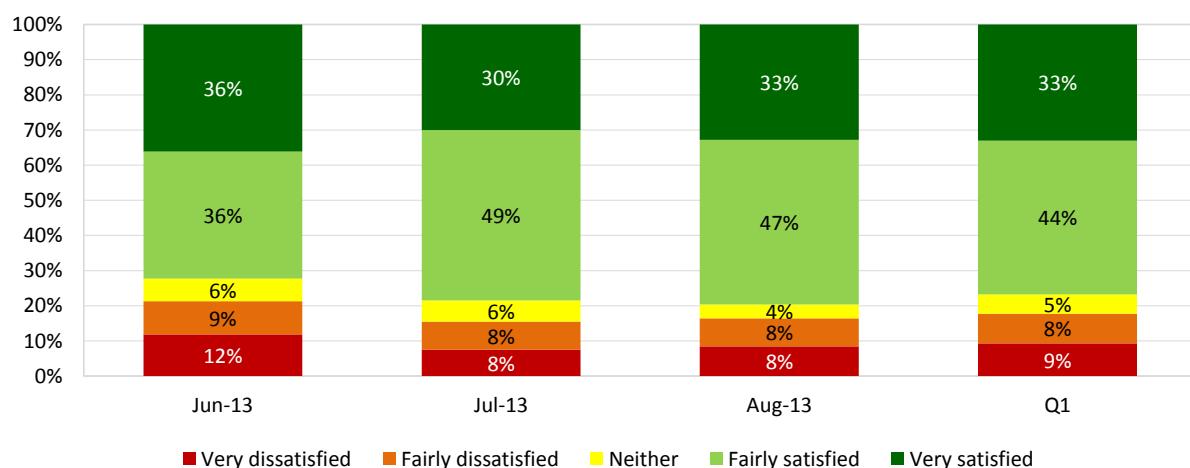
Percentage of respondents- base size 603



When analysing the results by each month's data collection it shows that satisfaction was lowest (72%) while dissatisfaction was highest (21%) in June. Satisfaction levels then rose to 89% and 90%, and dissatisfaction levels dropped to 16% in July and August (respectively).

Figure 14 Satisfaction with the arrangements for allocating SFA

Percentage of respondents- base size 603

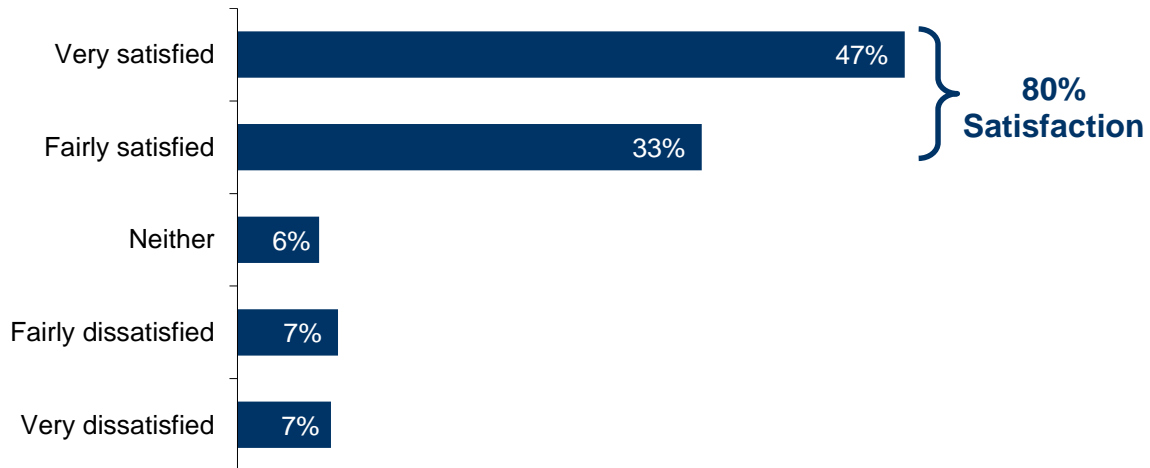


Move In

All respondents were asked how satisfied they are with the way their Move In was dealt with. As shown below, eight out of ten (80%) customers express satisfaction with the way their Move In was dealt with, with nearly half (47%) indicating that they are very satisfied. Only 14% express some degree of dissatisfaction.

Figure 15 Satisfaction with the way the Move In was dealt with

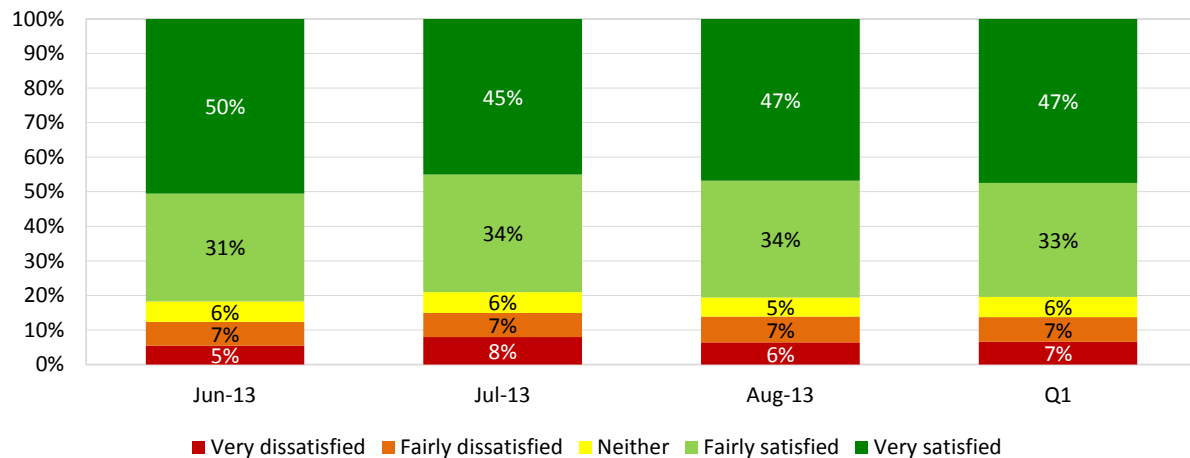
Percentage of respondents- base size 603



As shown below, there has little variation in satisfaction and dissatisfaction for each month of quarter one's data collection.

Figure 16 Satisfaction with the way the Move In was dealt with

Percentage of respondents- base size 603

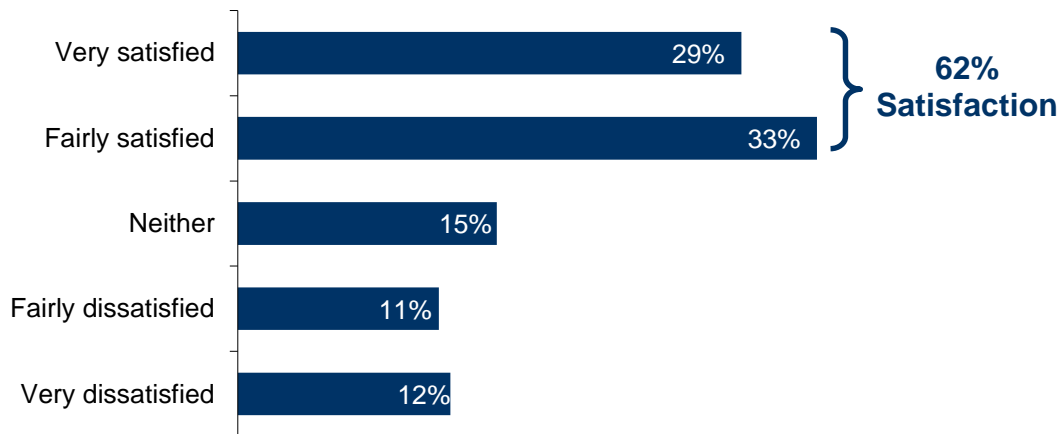


Repairs and maintenance

Only 62% of customers express satisfaction with the way the contractor deals with repairs and maintenance issues, with less than three out of ten (29%) customers expressing they are very satisfied. Nearly one out of four customers indicate that they are; fairly (11%) or very (12%), dissatisfied with the way the contractor deals with repairs and maintenance issues. It is worth noting that this is the highest level of dissatisfaction expressed for all of the eleven aspects rated in this survey.

Figure 17 Satisfaction with the way the contractor deals with repairs and maintenance issues

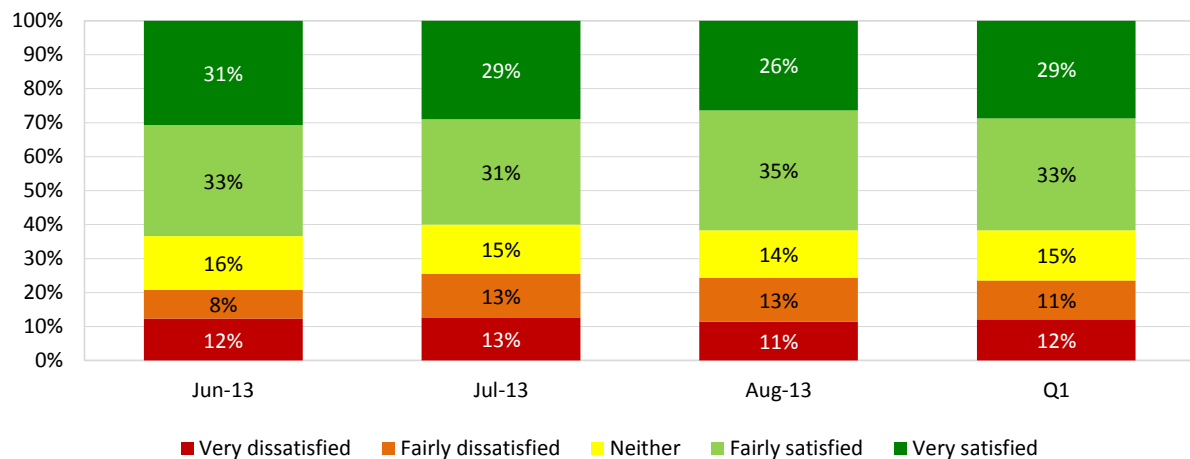
Percentage of respondents- base size 603



Satisfaction has remained low, and dissatisfaction has remained high for each month of quarter one's data collection; 63% of customers expressed satisfaction in June, 60% in July, and 62% in August.

Figure 18 Satisfaction with the way the contractor deals with repairs and maintenance issues

Percentage of respondents- base size 603

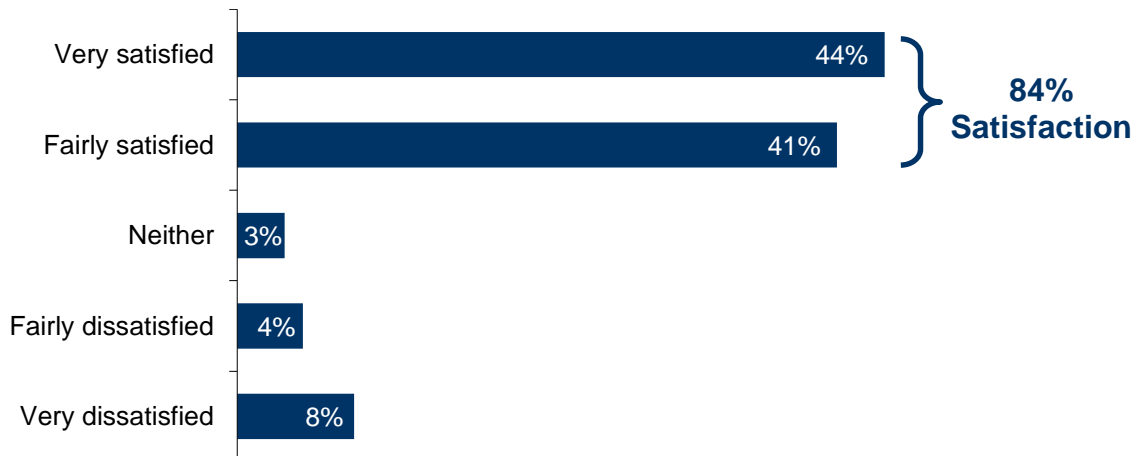


Move Out

All respondents who have experienced a Move Out were asked how satisfied they are with the way the Move Out was dealt with. As shown below, 84% of customers express satisfaction with the way the Move Out was dealt with, with 44% very satisfied. 12% indicate some degree of dissatisfaction, while 3% state they are neither satisfied nor dissatisfied.

Figure 19 Satisfaction with the way the Move Out was dealt with

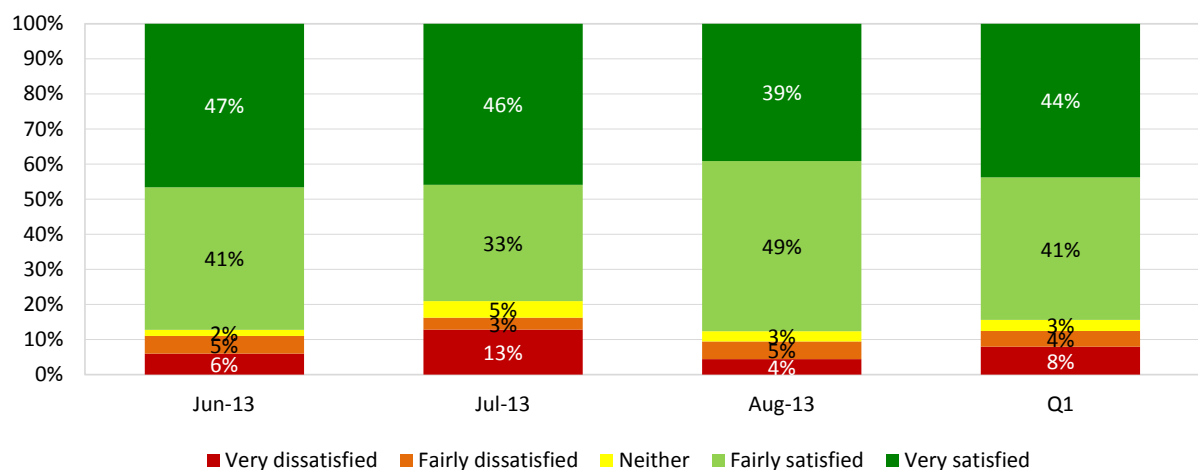
Percentage of respondents - base size 404 – non applicable removed



When analysing the results by each month's data collection it shows that the highest levels of satisfaction for the way the Move Out was dealt with was in; June (87%) and August (88%), while the lowest level of satisfaction was expressed by customers in July (79%).

Figure 20 Satisfaction with the way the Move Out was dealt with

Percentage of respondents - base size 404 – non applicable removed

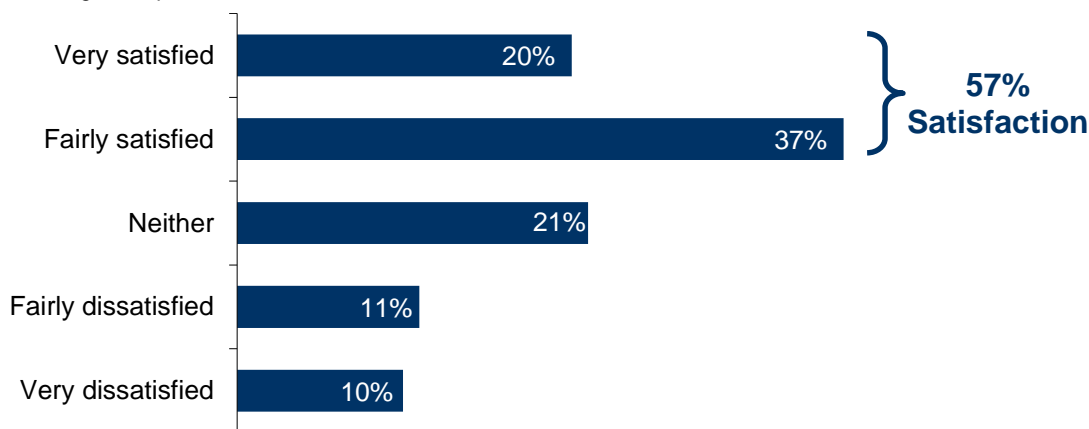


Listen to views and act upon them

All respondents were asked how satisfied they are that DIO Ops Accommodation listens to views and acts upon them. As the results below show, only 57% of customers express they are satisfied that DIO Ops Accommodation listen to views and act upon them, with only two out of ten expressing they are very satisfied. 21% of customers indicate they are; fairly (11%), or very (10%), dissatisfied that DIO Ops Accommodation listen to views and act upon them. It is worth noting that a high proportion of customers (21%) express they are neither satisfied nor dissatisfied. This is the lowest level of satisfaction expressed by customers for all eleven aspects rated in this survey.

Figure 21 Satisfaction that DIO Ops Accommodation listens to views and acts upon them

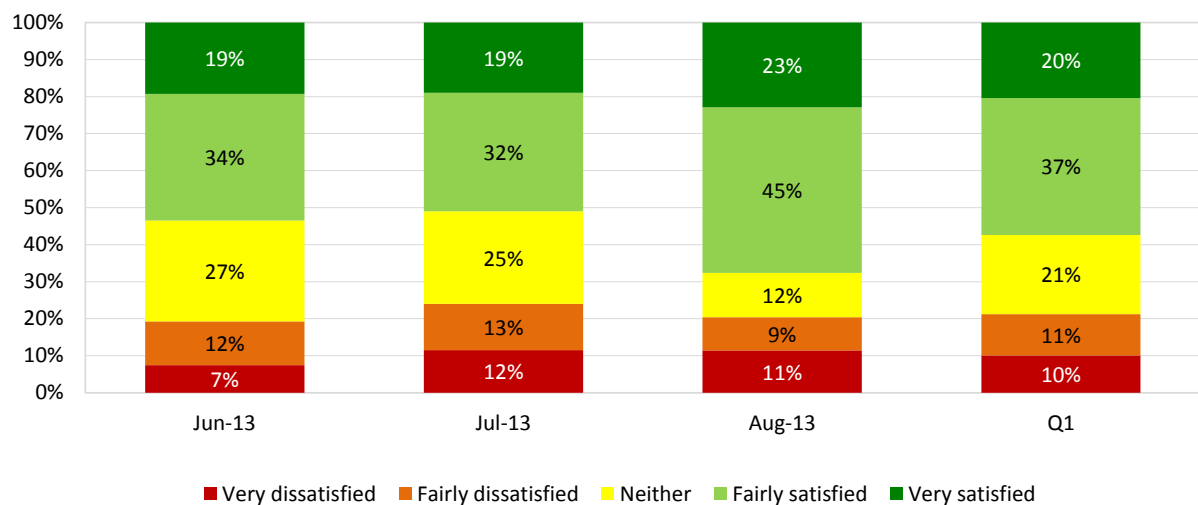
Percentage of respondents- base size 603



There is high degree of variation for each month’s data collection in quarter one, with; 51% of customers satisfied that DIO Ops Accommodation listen to views and act upon them in July, and 68% of customers satisfied in August.

Figure 22 Satisfaction that DIO Ops Accommodation listens to views and acts upon them

Percentage of respondents- base size 603



Appendices

Appendix 1 – Survey

13076 DIO Ops Accommodation Customer Satisfaction Tracker Survey

Good morning/afternoon/evening. Please can I speak to [CUSTOMER'S NAME]? My name is and I am calling from M·E·L Research, on behalf of the Ministry of Defence. We are talking to customers living in Service Family Accommodation to gather feedback and identify ways of making further improvements to the housing service.

Would you have a few minutes spare to answer some questions?

If respondent wants to check the validity of the survey direct to website (<https://www.gov.uk/defence-infrastructure-organisation-service-family-accommodation#points-of-contact>) or call Jack Harper on Freephone (0800 0730 348)

M·E·L is an independent market research company that undertakes surveys on behalf of clients nationally. More details about M·E·L can be found here www.m-e-l.co.uk

- Q1 Taking everything into account, how satisfied or dissatisfied are you with the service provided by DIO Ops Accommodation and its Contractors?**
- Very Satisfied
 - Fairly Satisfied
 - Neither
 - Fairly Dissatisfied
 - Very Dissatisfied
- Q2 How satisfied or dissatisfied are you with the rules that govern your entitlement to SFA?**
- Very Satisfied
 - Fairly Satisfied
 - Neither
 - Fairly Dissatisfied
 - Very Dissatisfied
- Q3 How satisfied or dissatisfied are you with the overall quality of your home?**
- Very Satisfied
 - Fairly Satisfied
 - Neither
 - Fairly Dissatisfied
 - Very Dissatisfied

- Q3a If dissatisfied - Which aspect of your home are you most dissatisfied with?**
- Overall size of property
 - State of décor (interior and exterior)
 - Location of property
 - State of fixtures and fittings, including kitchen and bathroom
- Q4 How satisfied or dissatisfied are you with your SFA estate as a place to live?**
- Very Satisfied
 - Fairly Satisfied
 - Neither
 - Fairly Dissatisfied
 - Very Dissatisfied
- Q5 How satisfied or dissatisfied are you with the upkeep of communal areas, including grounds maintenance?**
- Very Satisfied
 - Fairly Satisfied
 - Neither
 - Fairly Dissatisfied
 - Very Dissatisfied
- Q6 How satisfied or dissatisfied are you that your daily occupancy charges provide value for money?**
- Very Satisfied
 - Fairly Satisfied
 - Neither
 - Fairly Dissatisfied
 - Very Dissatisfied
 - Not Applicable
- Q7 How satisfied or dissatisfied are you with the arrangements for allocating SFA to you?**
- Very Satisfied
 - Fairly Satisfied
 - Neither
 - Fairly Dissatisfied
 - Very Dissatisfied

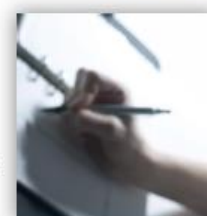
- Q8 How satisfied or dissatisfied are you with the way your Move In was dealt with?**
- Very Satisfied
 - Fairly Satisfied
 - Neither
 - Fairly Dissatisfied
 - Very Dissatisfied
- Q9 How satisfied or dissatisfied are you with the way the contractor deals with repairs and maintenance issues?**
- Very Satisfied
 - Fairly Satisfied
 - Neither
 - Fairly Dissatisfied
 - Very Dissatisfied
- Q10 How satisfied or dissatisfied are you with the way your Move Out was dealt with?**
- Very Satisfied
 - Fairly Satisfied
 - Neither
 - Fairly Dissatisfied
 - Very Dissatisfied
 - Not Applicable
- Q11 How satisfied or dissatisfied are you that DIO Ops Accommodation listens to your views and acts upon them?**
- Very Satisfied
 - Fairly Satisfied
 - Neither
 - Fairly Dissatisfied
 - Very Dissatisfied

Thank you for your time, Your feedback is extremely valuable to the Ministry of Defence and will help improve the housing services provided.

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Research



Public Consultation



Evaluation



Surveys



Consultancy Evaluation



Skillbuilding



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