

Using evidence to shape better services



Ministry
of Defence

DIO Accommodation customer satisfaction tracker survey Q3 2013/14

Final Report
April 2014

Wastes &
resources
management



Community
safety &
neighbourhood
policing



Sure Start
& Children's
Centres



Healthy
communities



Affordable
housing

Active citizens
& customer
research



Local
Authority
research &
evaluation



Measurement ♦ Evaluation ♦ Learning

Contents Page

| | | |
|----|---|------------------------------|
| 1) | Project details and acknowledgements..... | 1 |
| 2) | Introduction | 2 |
| 3) | Summary | 3 |
| 4) | Survey Results..... | 5 |
| | Overall quality of home | 7 |
| | SFA estate as a place to live..... | 8 |
| | Upkeep of communal areas..... | 9 |
| | Value for money daily occupancy charges provide | 10 |
| | Allocating SFA | 11 |
| | Move In | 12 |
| | Repairs and maintenance | 13 |
| | Move Out..... | 14 |
| | Listen to views and act upon them | 15 |
| | SFA Priorities | Error! Bookmark not defined. |
| | Appendices | 16 |
| | Appendix 1 – Survey..... | 17 |

1) Project details and acknowledgements

| | |
|-------------------------|---|
| Title | DIO Accommodation customer satisfaction tracker survey Q3 2013/14 |
| Client | DIO Accommodation |
| Project number | 13076 |
| Client contact | Liam Wilson |
| Author | Jack Harper |
| Contract Manager | Jack Harper |

M·E·L Research
 8 Holt Court
 Aston Science Park
 Birmingham B7 4AX

Tel: 0121 604 4664
 Fax: 0121 604 6776
 Email: info@m-e-l.co.uk
 Web: www.m-e-l.co.uk



2) Introduction

DIO 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 2,003 interviews being conducted so far, with 600 interviews being conducted in Q3. Following the exception second quarter report (which covered 4 months), this report fell into line with normal quarterly reporting periods, and covered the period January 2014 to March 2014.

A revision to the questionnaire was made for Q3:

- ◆ To understand reasons for dissatisfaction with the arrangements for allocating SFA an extra question has been added to explore this.
- ◆ To understand reasons for dissatisfaction with the way the contractor deals with repairs and maintenance issues, two extra questions have been added to explore dissatisfaction and to understand when the last time a repair and maintenance issue was reported
- ◆ To understand reasons for dissatisfaction that DIO Accommodation listens to views and acts upon them four extra questions have been added to explore:
 - When the last time contact with DIO accommodation has been made,
 - When a customer has felt DIO accommodation did not listen to their views and act upon,
 - The preferred method of communication with DIO accommodation for customers,
 - The frequency of communication with DIO accommodation for customers,
- ◆ To understand priorities for customers a priority ranking question has been added.

As a consequence of these additions, the question on dissatisfaction with the overall quality of the home was removed.

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 Accommodation customer satisfaction survey. Detailed findings are presented in the subsequent sections of this report.

- ◆ Overall, 71% of customers are satisfied, and 15% dissatisfied, with the service provided by DIO Accommodation and its contractors. Overall satisfaction with the service provided has increased only slightly in Q3, with 70% of customers expressing satisfaction compared to 68% in Q2.
- ◆ 85% of customers are satisfied, and 9% dissatisfied, with the rules that govern entitlement to SFA. Satisfaction has increased gradually from 83% in Q1 to 87% in Q3.
- ◆ 75% of customers express satisfaction with the overall quality of their home, while 17% express dissatisfaction. There is little variation in the satisfaction with the quality of home from Q2 to Q3.
- ◆ 87% of customers are satisfied, and 8% dissatisfied, with the SFA estate as place to live. There is little variation in satisfaction between Q2 and Q3 results.
- ◆ 75% of customers are satisfied, and 15% dissatisfied, with the upkeep of communal areas. There is no variation in satisfaction between Q2 and Q3 results and little variation in dissatisfaction between Q2 and Q3 results.
- ◆ 87% of customers are satisfied, and 8% dissatisfied, with the value for money that daily occupancy charges provide. Notably, as seen in the Q3 results, this is the highest level of satisfaction and lowest level of dissatisfaction expressed for all of the eleven aspects rated in this survey.
- ◆ 75% of customers are satisfied, and 18% dissatisfied, with the arrangements for allocating SFA. There has been a slight increase in satisfaction for this aspect in Q3 with 77% of customers expressing satisfaction compared to 72% in Q2.
- ◆ 82% of customers are satisfied, and 13% dissatisfied, with the way the 'Move In' is dealt with. Satisfaction has increased gradually from 80% in Q1 to 86% in Q3.
- ◆ 61% of customers are satisfied, and 25% dissatisfied, with the way the contractor deals with repairs and maintenance issues. Notably, as seen in Q3, this is the highest level of dissatisfaction expressed for all of the eleven aspects rated in this survey.
- ◆ 85% of customers are satisfied, and 12% dissatisfied, with the way the 'Move Out' is dealt with. There is little variation in satisfaction between Q2 and Q3 results.
- ◆ Only 55% of customers are satisfied, and 21% dissatisfied, that DIO Accommodation listens to views and acts upon them. Notably, this is the lowest level of satisfaction expressed for all of the eleven aspects rated in this survey. However, dissatisfaction that DIO Accommodation listens to views and acts upon them has declined in Q3 with 17% expressing dissatisfaction compared to 23% in Q2.

| Question | Satisfaction | | | | | | |
|---|--------------|----------|--------|--------|--------|----------|---------|
| | Q1 Total | Q2 Total | Jan-14 | Feb-14 | Mar-14 | Q3 Total | Overall |
| Overall service provided | 74% | 68% | 71% | 72% | 69% | 70% | 71% |
| Rules that govern entitlement | 83% | 84% | 85% | 93% | 84% | 87% | 85% |
| Quality of home | 78% | 73% | 72% | 77% | 75% | 74% | 75% |
| SFA estate as a place to live | 87% | 88% | 89% | 86% | 87% | 87% | 87% |
| Upkeep of communal areas | 76% | 74% | 76% | 79% | 69% | 74% | 75% |
| Value for money daily occupancy charges provide | 86% | 87% | 88% | 87% | 89% | 88% | 87% |
| Arrangements for allocating SFA | 77% | 72% | 78% | 80% | 73% | 77% | 75% |
| Move In was dealt with | 80% | 81% | 85% | 88% | 84% | 86% | 82% |
| Repairs and maintenance | 62% | 61% | 53% | 69% | 59% | 60% | 61% |
| Move Out was dealt with | 84% | 85% | 88% | 84% | 88% | 87% | 85% |
| Listens to views and acts upon them | 57% | 53% | 58% | 61% | 47% | 55% | 55% |

| Question | Dissatisfaction | | | | | | |
|---|-----------------|----------|--------|--------|--------|----------|---------|
| | Q1 Total | Q2 Total | Jan-14 | Feb-14 | Mar-14 | Q3 Total | Overall |
| Overall service provided | 14% | 16% | 15% | 15% | 15% | 15% | 15% |
| Rules that govern entitlement | 11% | 9% | 10% | 5% | 7% | 7% | 9% |
| Quality of home | 15% | 20% | 19% | 11% | 18% | 16% | 17% |
| SFA estate as a place to live | 8% | 7% | 8% | 9% | 7% | 8% | 8% |
| Upkeep of communal areas | 15% | 16% | 15% | 10% | 19% | 15% | 15% |
| Value for money daily occupancy charges provide | 10% | 7% | 7% | 6% | 5% | 6% | 8% |
| Arrangements for allocating SFA | 18% | 19% | 15% | 15% | 20% | 16% | 18% |
| Move In was dealt with | 14% | 14% | 10% | 9% | 11% | 10% | 13% |
| Repairs and maintenance | 24% | 26% | 27% | 20% | 32% | 26% | 25% |
| Move Out was dealt with | 12% | 12% | 9% | 14% | 8% | 10% | 12% |
| Listens to views and acts upon them | 21% | 23% | 19% | 13% | 19% | 17% | 21% |

4) Survey Results

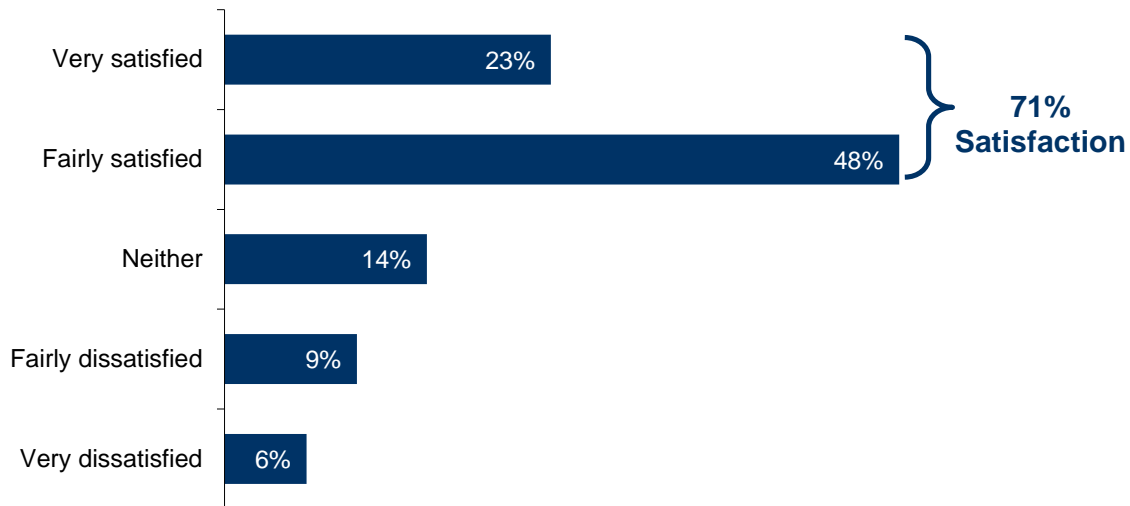
This section presents the overall findings for 2013/14

Satisfaction with the service provided by DIO Accommodation and its contractors

Taking everything into account, overall, 71% of customers living in Service Family Accommodation are; very (23%), or fairly (48%), satisfied with the service provided by DIO Accommodation and its contractors. 14% of customers state they are neither satisfied nor dissatisfied, while 15% indicate some degree of dissatisfaction with the overall service provided.

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

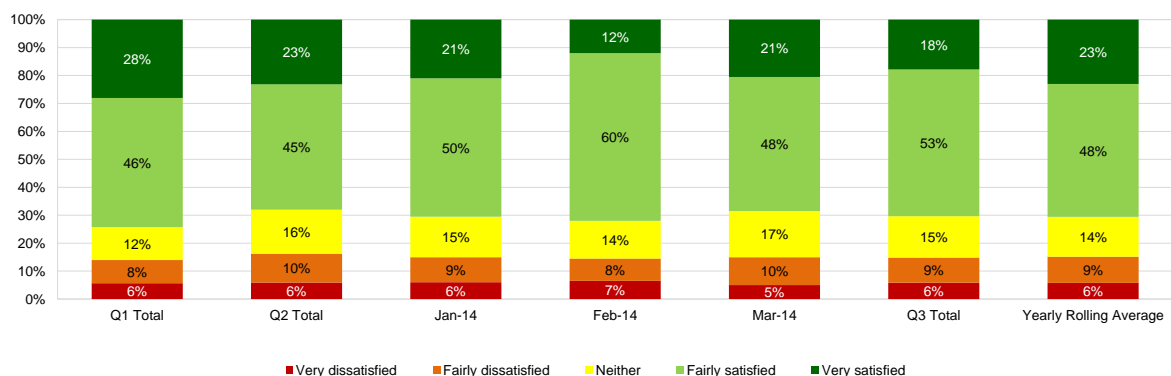
Percentage of respondents- base size 2003



As figure 2 below shows, when looking at the results for overall satisfaction for the last quarter; there has been some minor variation in satisfaction with the lowest level of satisfaction, at 69%, being expressed during March 2014, and the highest, at 72%, being expressed during February 2014. The result for Q3 (68%) is marginally higher than Q2 (70%) and slightly lower than Q1 (74%).

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

Percentage of respondents- base size 2003

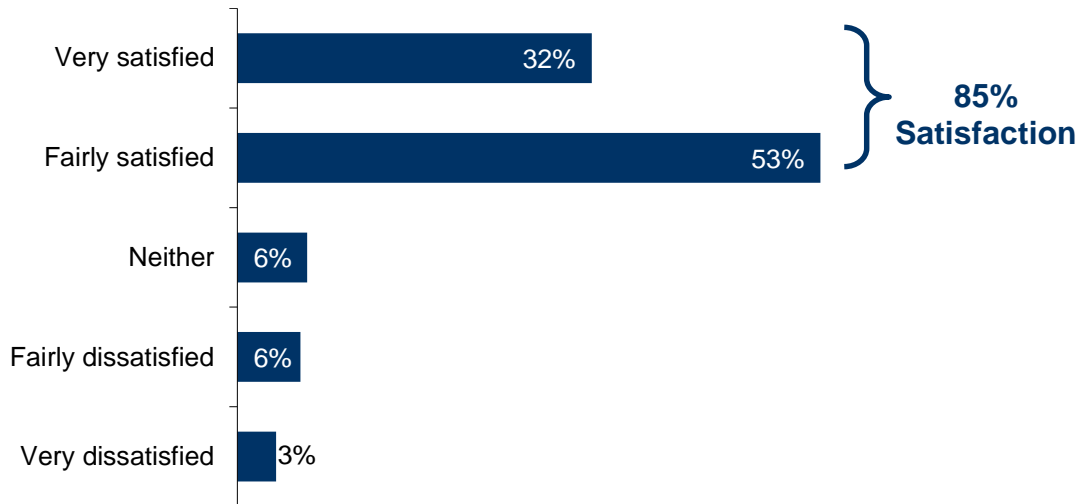


Satisfaction with the rules that govern entitlement to SFA

Just over eight out of ten (85%) customers are satisfied with the rules that govern customer entitlement to SFA, with 32% very satisfied. Just less than one in ten customers are dissatisfied with the rules that govern customer entitlements to SFA.

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

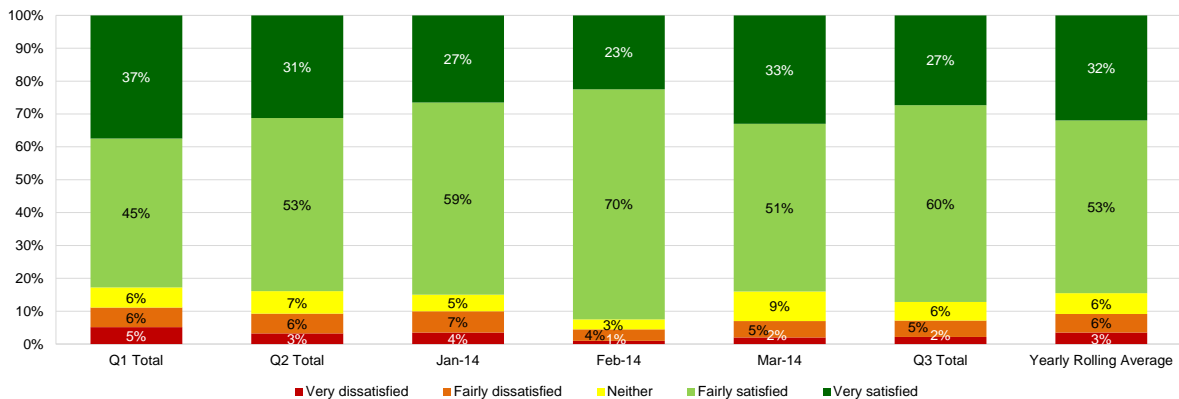
Percentage of respondents- base size 2003



When looking at satisfaction with the rules that govern customer entitlement to SFA for each month, it shows that there is notable variation in satisfaction, with the highest level of satisfaction in February 2014 being 93%, and the lowest level of satisfaction in March 2014 being 84%. At 87%, satisfaction with the rules that govern customer entitlement to SFA in Q3 are the highest expressed since the survey started in June 2013, with a gradual increase being shown each quarter (Q1 – 83%, Q2 – 84%).

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

Percentage of respondents- base size 2003

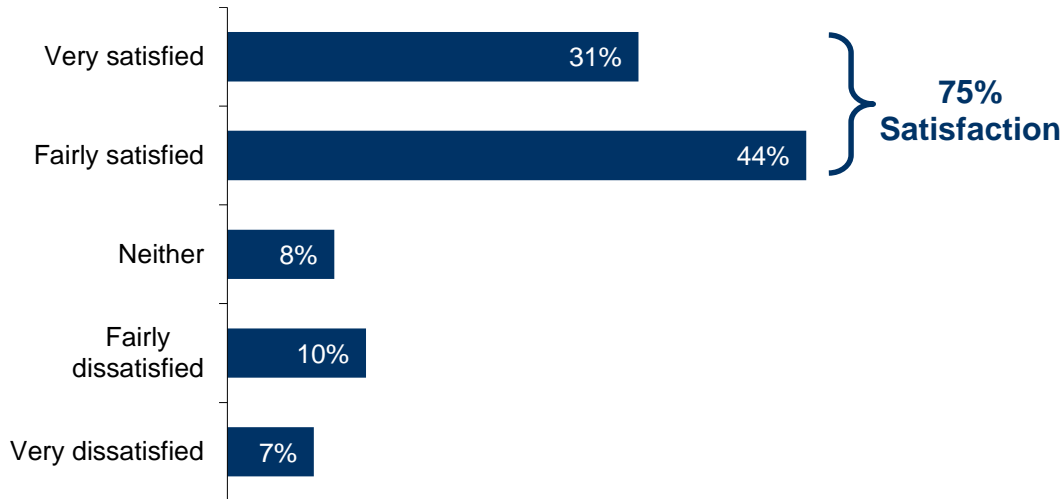


Overall quality of home

All respondents were asked how satisfied they are with the overall quality of home. As shown below three quarters (75%) of customers are satisfied with the overall quality of their home, with just over one out of three (31%) expressing that they are very satisfied. 8% are neither satisfied nor dissatisfied. 17% indicate some degree of dissatisfaction.

Figure 5 Satisfaction with the overall quality of home

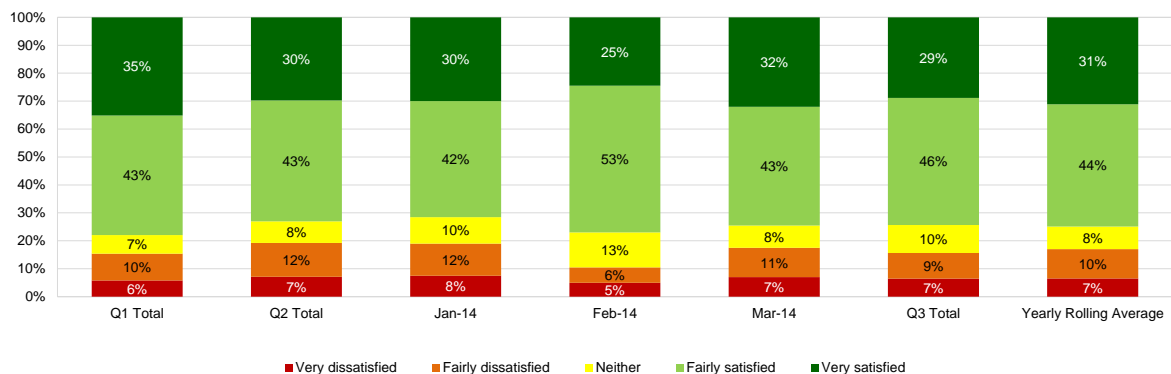
Percentage of respondents- base size 2003



When analysing the results for each month it shows that the highest level of satisfaction (77%) and the lowest level of dissatisfaction (11%) was in February 2014, while the lowest level of satisfaction expressed by customers for the overall quality of their home was in January 2014 (72%). Dissatisfaction levels were also highest in January at 19%.

Figure 6 Satisfaction with the overall quality of home

Percentage of respondents- base size 2003

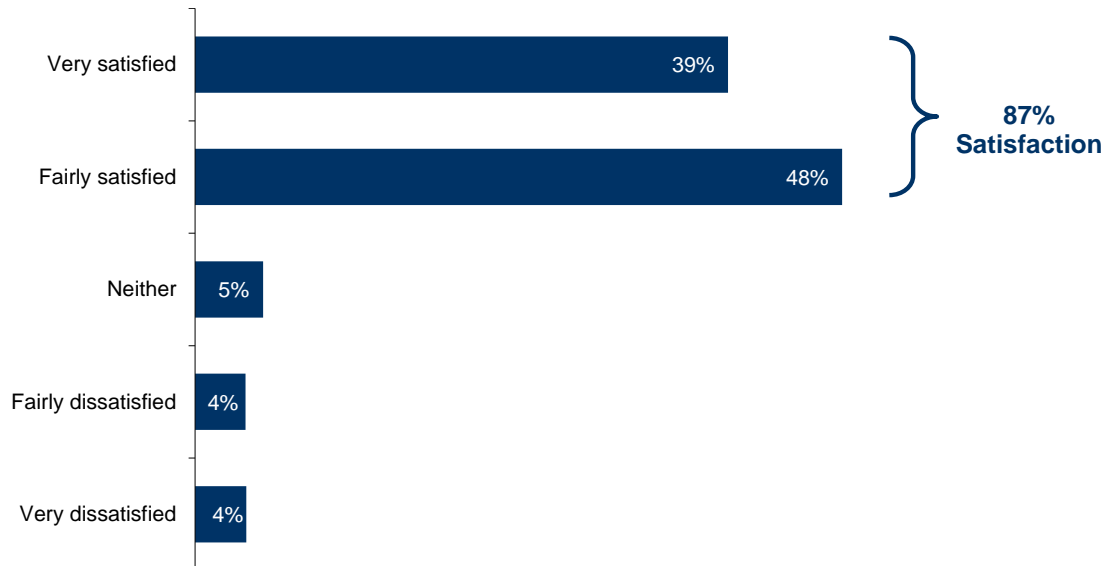


SFA estate as a place to live

87% of customers are satisfied with the SFA estate as a place to live, with just under four in ten (39%) of customers expressing they are very satisfied. Only 8% of customers express dissatisfaction with the SFA estate as a place to live.

Figure 7 Satisfaction with SFA estate as a place to live

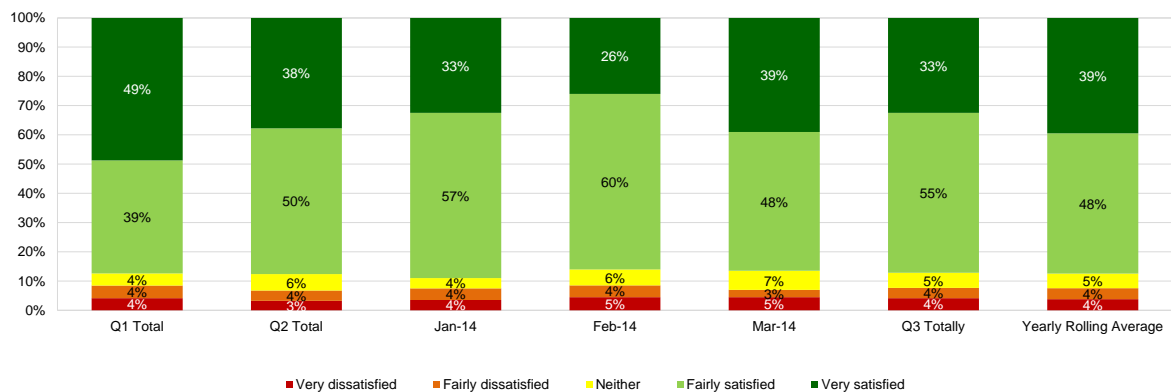
Percentage of respondents- base size 2003



When analysing the results by month and by quarter it shows that satisfaction with the SFA estate as a place to live has shown little fluctuation, with the lowest level of satisfaction in February 2014, at 86%, and the highest in January 2014, at 89%.

Figure 8 Satisfaction with SFA estate as a place to live

Percentage of respondents- base size 2003

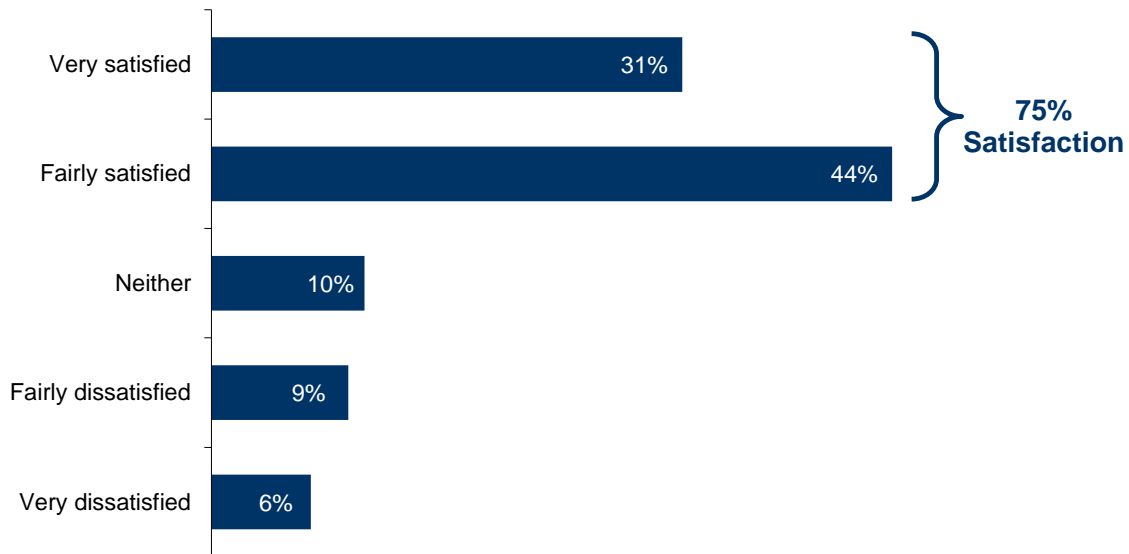


Upkeep of communal areas

All respondents were asked how satisfied they are with the upkeep of communal areas, including grounds maintenance. As shown below, three out of four (75%) customers are satisfied with the upkeep of communal areas, with 31% expressing they are very satisfied. 15% of customers indicate some degree of dissatisfaction, while 10% state they are neither satisfied nor dissatisfied.

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

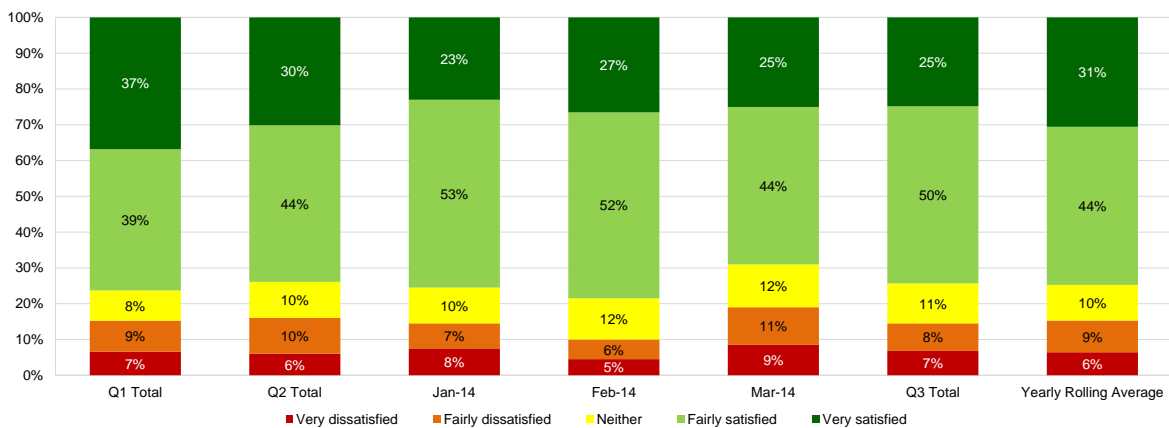
Percentage of respondents- base size 2003



When analysing the same results by each month's data collection it shows that satisfaction expressed by customers with the upkeep of communal areas varies greatly from 79% in February 2014 to 69% in March 2014. Dissatisfaction levels also increased by a similar level from 10% in February 2014 to 19% in March 2014.

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

Percentage of respondents- base size 2003

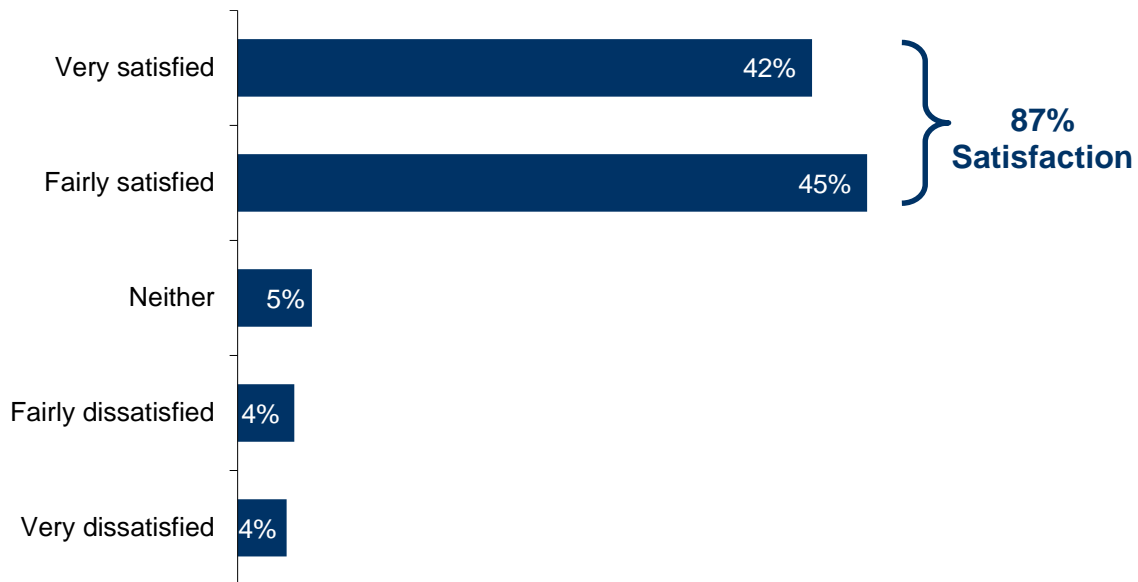


Value for money daily occupancy charges provide

A high proportion (87%) of customers are satisfied that their daily occupancy charge provides value for money, with 42% expressing that they are very satisfied. Less than one out of ten (8%) 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

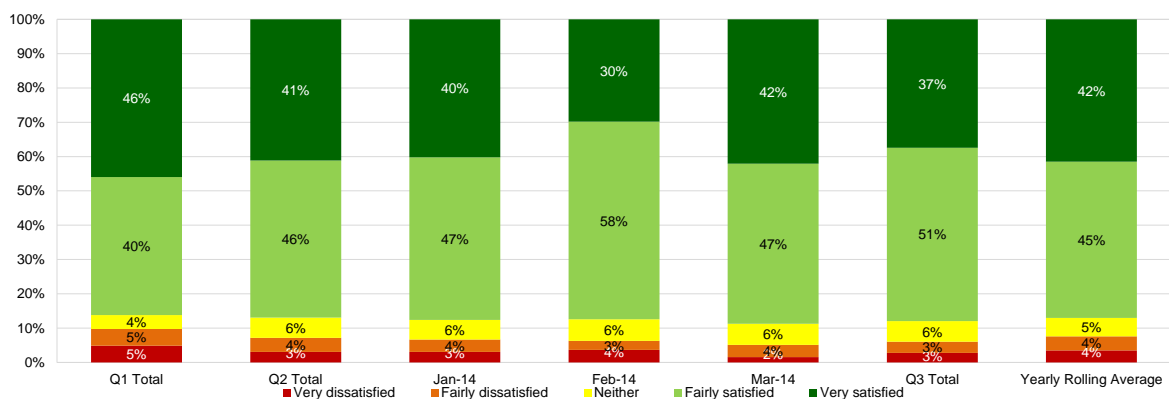
Percentage of respondents- base size 1954 – non applicable removed



There has been very little variation in satisfaction when analysing the same result by each month's data collection; 88% of customers express satisfaction in January 2014, while 89% expressed satisfaction in March 2014.

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

Percentage of respondents- base size 1954 – non applicable removed

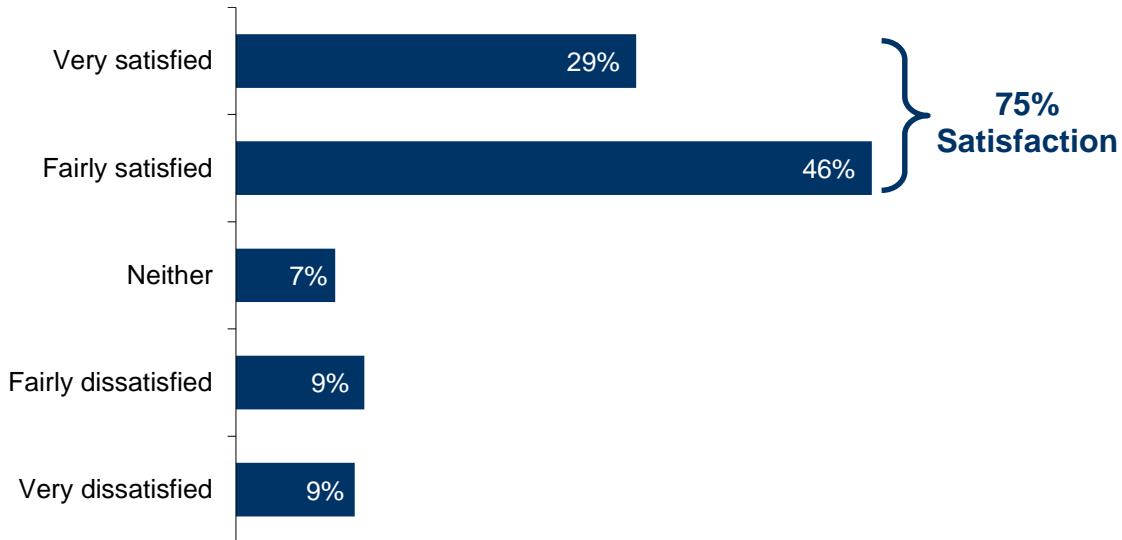


Allocating SFA

All respondents were asked how satisfied they are with the arrangements for allocating SFA. As shown below, 75% of customers are satisfied with the arrangements for allocating SFA, with nearly one in three (29%) 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

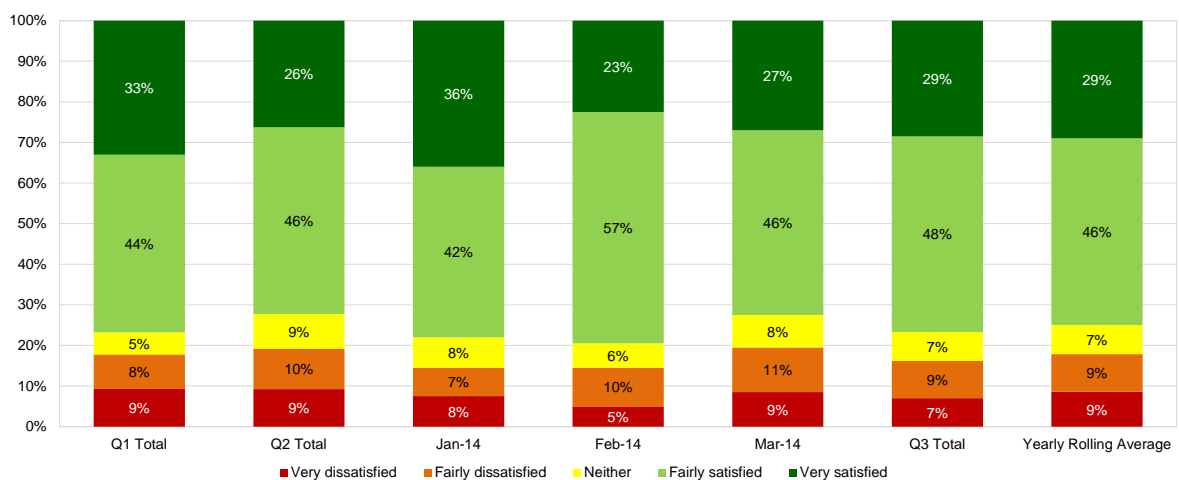
Percentage of respondents- base size 2003



When analysing the results by each month's data collection it shows that satisfaction levels were highest (80%) and dissatisfaction levels were lowest (15%) in February. While in March, satisfaction levels were lowest (73%) and dissatisfaction levels were highest (20%).

Figure 14 Satisfaction with the arrangements for allocating SFA

Percentage of respondents- base size 2003

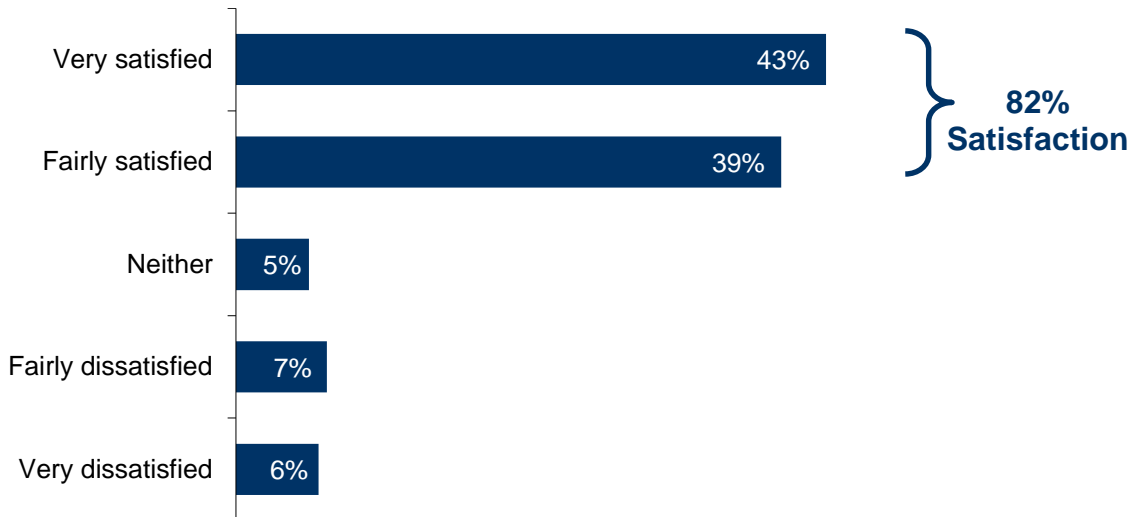


Move In

All respondents were asked how satisfied they are with the way their Move In was dealt with. As shown below, over eight out of ten (82%) customers express satisfaction with the way their Move In was dealt with, with 43% indicating that they are very satisfied. Only 13% express some degree of dissatisfaction.

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

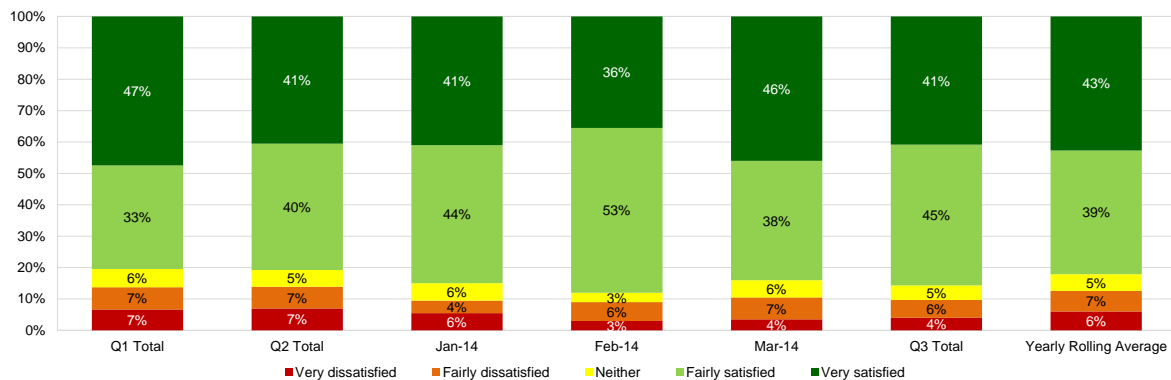
Percentage of respondents- base size 2003



As shown below, when comparing satisfaction levels with the way the Move In was dealt with by each month's data collection in Q3 there has been little variation in satisfaction and dissatisfaction.

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

Percentage of respondents- base size 2003

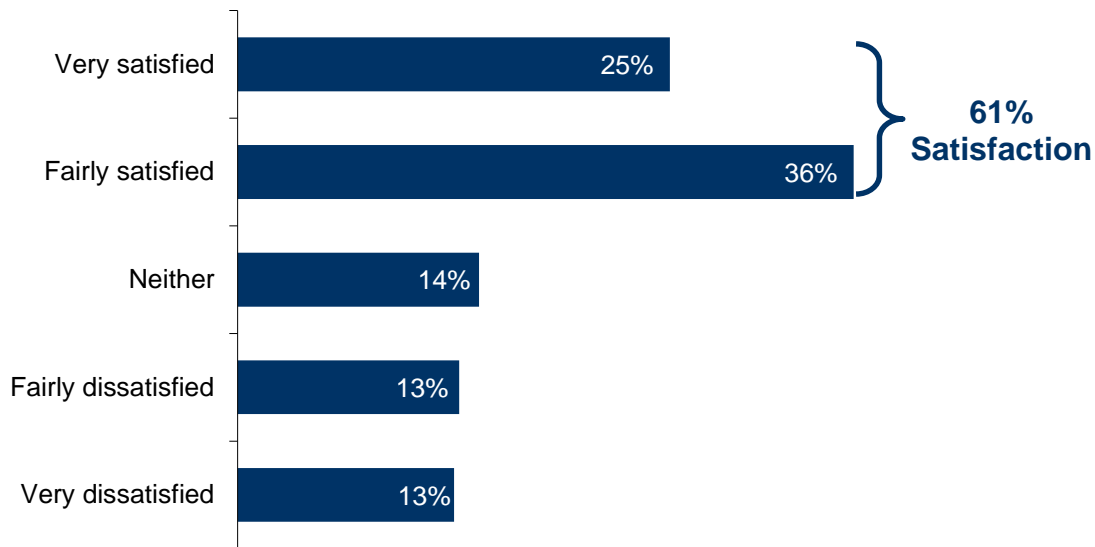


Repairs and maintenance

Only 61% of customers express satisfaction with the way the contractor deals with repairs and maintenance issues, with just over a quarter (25%) of customers expressing they are very satisfied. One out of four customers indicate that they are; fairly (13%) or very (13%), 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

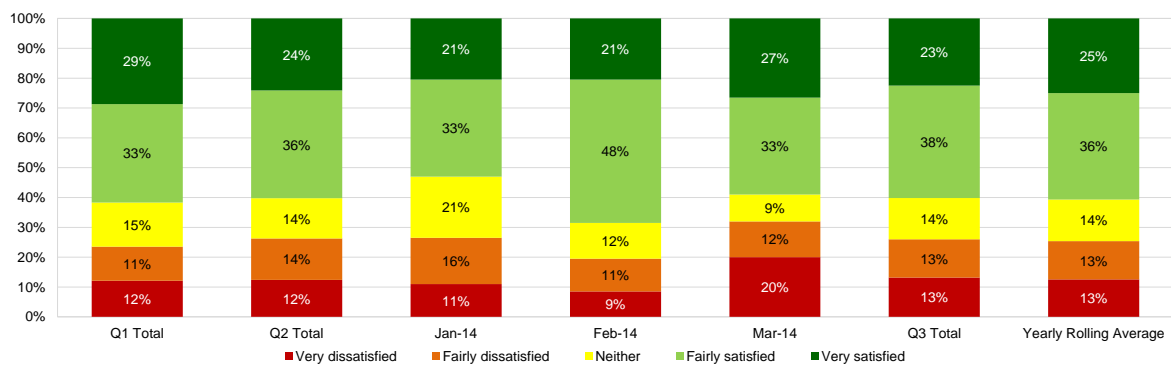
Percentage of respondents- base size 2003



Satisfaction has varied significantly for each month of Q3's data collection; the highest level of satisfaction was in February 2014 (69%) with the lowest levels of satisfaction being in January 2014 (53%). The highest levels of dissatisfaction occurred in March (32%) and the lowest levels of dissatisfaction was in February (20%).

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

Percentage of respondents- base size 2003

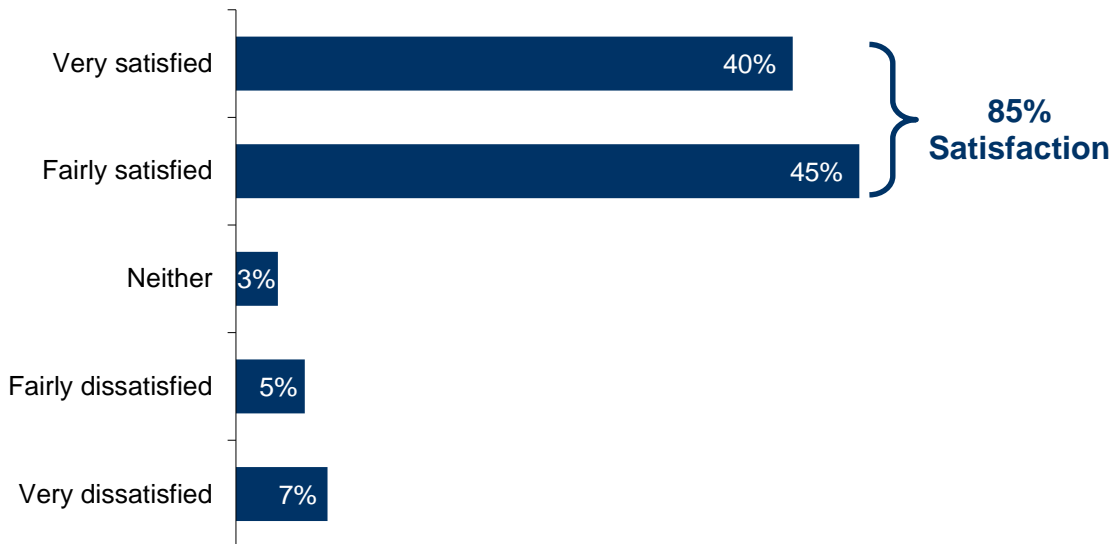


Move Out

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, 85% of customers express satisfaction with the way the Move Out was dealt with, with 40% 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

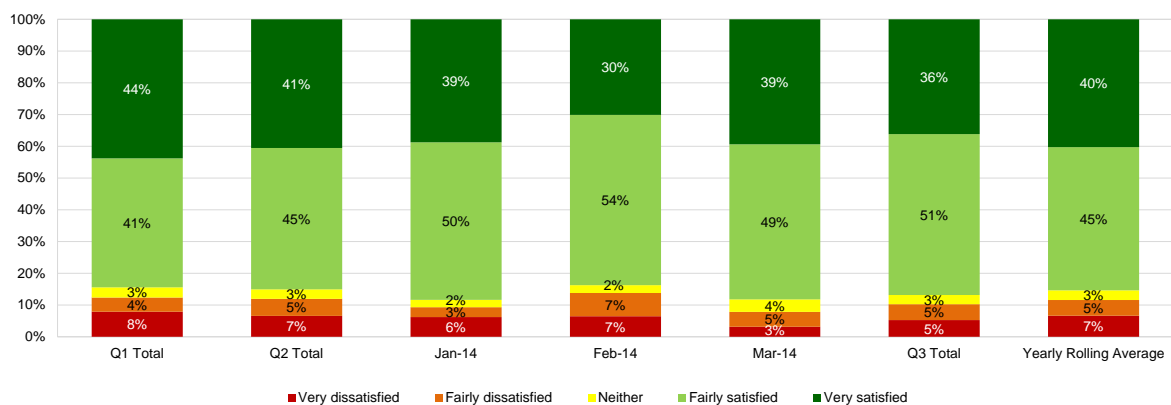
Percentage of respondents - base size 1284 – non applicable removed



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 January 2014 and March 2014 (88%), although there was little variation between each month.

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

Percentage of respondents - base size 1284 – non applicable removed

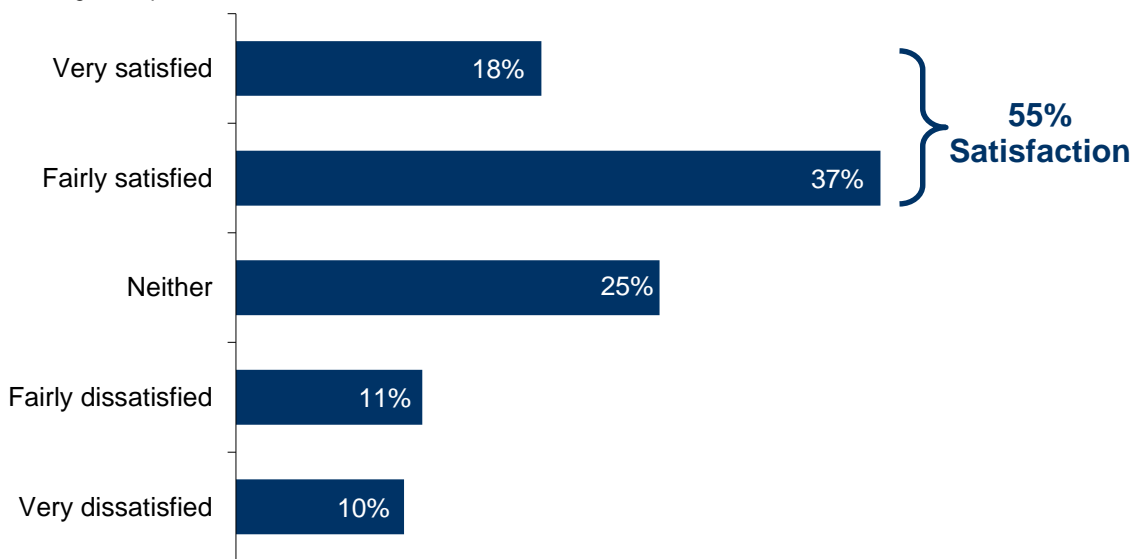


Listen to views and act upon them

All respondents were asked how satisfied they are that DIO Accommodation listens to views and acts upon them. As the results below show, only 55% of customers express they are satisfied that DIO Accommodation listen to views and act upon them, with fewer than two out of ten expressing they are very satisfied (18%). This is the lowest level of satisfaction expressed by customers for all eleven aspects rated in this survey. 21% of customers indicate they are; fairly (11%), or very (10%), dissatisfied that DIO Accommodation listen to views and act upon them. It is worth noting that a high proportion of customers (25%) express they are neither satisfied nor dissatisfied.

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

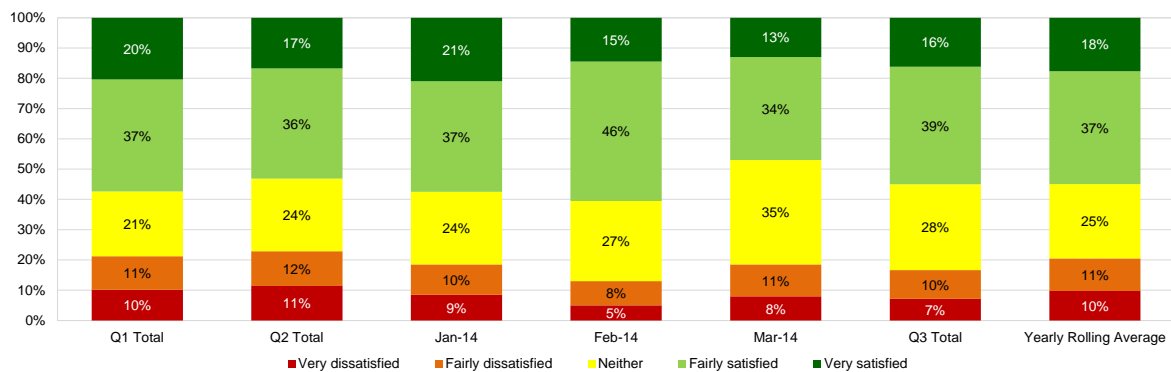
Percentage of respondents- base size 2003



There is a relatively high degree of variation for each month's data collection in Q3, with 61% of customers satisfied that DIO Accommodation listen to views and act upon them in February 2014, and only 47% of customers satisfied in March 2014.

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

Percentage of respondents- base size 2003



Appendices

Appendix 1 – Survey

13076 Ministry of Defence 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 YES, READ: Before we start I need to inform you that this call is being recorded for monitoring and training purposes. Are you happy to continue?**

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 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

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

Q7a Why are you most dissatisfied with the arrangements for allocating SFA?

- I was not offered any of my three preferences
- There were issues about non-availability of SFA
- I did not want to be housed in the location offered
- The date offered for occupation did not meet my requirements
- Other

(please specify)

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

Q9a When did you last call a HelpDesk to report a repair and maintenance issue?

- Within the last month
- 2 - 6 months ago
- 6 -12 months ago
- Over 1 year ago
- Never reported a repair

Q9b Why are you dissatisfied with the way the contractor deals with repairs and maintenance issues?

- The HelpDesk did not appear to understand my problem
- The scheduling of the appointment to fix my problem was inconvenient
- The contractor did not turn up on time, or not at all, without pre-warning me
- The attitude of the contractor was unhelpful
- The overall quality of the repair was not to my satisfaction

- It took longer to repair than I was expecting
 Other
(please specify)

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

Q11a When was the last time you contacted DIO accommodation or heard from them?

- Within the last month
 2 - 6 months ago
 6 - 12 months ago
 Over 1 year ago
 Never contacted DIO accommodation

Q11b Thinking about the time you contacted DIO accommodation, why do you think they did not listen to your views, nor act upon them?

Q11c How would you prefer DIO accommodation to communicate with you?

- Email

- Telephone
- In writing
- Visit to your home by staff
- Open meetings
- Text / SMS
- Newsletter
- Social media
- Website
- Other

(please specify)

Q11d How often should DIO accommodation communicate directly to you?

- Weekly
- Fortnightly
- Monthly
- Once every 2 - 3 months
- Once every 3 - 6 months
- Once every 6 months - 1 year
- 1 year +

Q12a Thinking about Service Family Accommodation overall, which of the following list would be your top, second and third service priority:

[TOP PRIORITY]

- Modernised kitchen and bathroom
- Below private rental market rates
- Value for money (balancing quality against cost)
- The choice of lower quality or smaller properties to reduce costs
- Better decoration, carpets and curtains
- Choice of paying additional charges for a larger property
- Ability to extend your choice of location
- Energy efficient (well insulated with modern central heating system)

Q12b Thinking about Service Family Accommodation overall, which of the following list would be your top, second and third service priority:

[SECOND PRIORITY]

- Modernised kitchen and bathroom
- Below private rental market rates
- Value for money (balancing quality against cost)
- The choice of lower quality or smaller properties to reduce costs
- Better decoration, carpets and curtains
- Choice of paying additional charges for a larger property

- Ability to extend your choice of location
- Energy efficient (well insulated with modern central heating system)

**Q12c Thinking about Service Family Accommodation overall, which of the following list would be your top, second and third service priority:
[THIRD PRIORITY]**

- Modernised kitchen and bathroom
- Below private rental market rates
- Value for money (balancing quality against cost)
- The choice of lower quality or smaller properties to reduce costs
- Better decoration, carpets and curtains
- Choice of paying additional charges for a larger property
- Ability to extend your choice of location
- Energy efficient (well insulated with modern central heating system)

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

Using evidence to shape better services



Research



Public Consultation



Evaluation



Surveys



Consultancy Evaluation



Skillbuilding



M·E·L Research Ltd
8 Holt Court Aston Science Park Birmingham B7 4AX
T: 0121 604 4664 F: 0121 604 6776 W: www.m-e-l.co.uk

Measurement ♦ Evaluation ♦ Learning