

Using evidence to shape better services



Ministry
of Defence

DIO Ops Accommodation customer satisfaction tracker survey Q2 2013/14

Final report
January 2014

Wastes &
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management



Community
safety &
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policing



Sure Start
& Children's
Centres



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Local
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Measurement ♦ Evaluation ♦ Learning

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1) Project details and acknowledgements

Title	DIO Ops Accommodation customer satisfaction tracker survey Q2 2013/14
Client	DIO Ops Accommodation
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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), the survey would:

- ◆ Establish a baseline for current performance;
- ◆ Provide a firm basis for measuring future improvement; and
- ◆ Offer a valuable benchmark against performance in the wider social housing sector.

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 1,403 interviews being conducted since June 2013. Please note that in this report Q1 ran from June – August 2013 (with 603 interviews undertaken), while Q2 ran from September – December 2013 (with 800 interviews undertaken).

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.

About M·E·L Research

M·E·L Research is an independent market research company which stands for measurement, evaluation and learning – the three key qualities in using evidence to shape better, customer focused services.

M·E·L Research has been established since 1985, and as a Market Research Society (MRS) Company Partner is committed to delivering projects to the highest standards, in accordance with the MRS Code of Conduct.

3) Summary

This section provides a brief summary of the key findings from DIO Opps 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 Ops Accommodation and its contractors. Overall satisfaction with the service provided has declined slightly in Q2, with 68% of customers expressing satisfaction compared to 74% in Q1.
- ◆ 84% of customers are satisfied, and 10% dissatisfied, with the rules that govern entitlement to SFA. There is little variation in satisfaction expressed by customers in Q1 and Q2.
- ◆ 75% of customers express satisfaction with the overall quality of their home, while 18% express dissatisfaction. Satisfaction with the quality of home has dropped slightly with 73% of customers satisfied in Q2 compared to 78% in Q1.
- ◆ 88% of customers are satisfied, and 7% dissatisfied, with the SFA estate as place to live. Notably, as seen in the Q1 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 16% dissatisfied, with the upkeep of communal areas. There is little variation in satisfaction between Q1 and Q2 results.
- ◆ 87% of customers are satisfied, and 7% dissatisfied, with the value for money that daily occupancy charges provide.
- ◆ 74% of customers are satisfied, and 19% dissatisfied, with the arrangements for allocating SFA. There has been a slight decline in satisfaction for this aspect in Q2 with 72% of customers expressing satisfaction compared to 77% in Q1.
- ◆ 81% of customers are satisfied, and 14% dissatisfied, with the way the 'Move In' is dealt with.
- ◆ 61% of customers are satisfied, and 25% dissatisfied, with the way the contractor deals with repairs and maintenance issues. Notably, as seen in Q1, 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.
- ◆ Only 55% of customers are satisfied, and 22% dissatisfied, that DIO Ops 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. Satisfaction that DIO Ops Accommodation listens to views and acts upon them has also declined in Q2 with 53% expressing satisfaction compared to 57% in Q1.

Question	Satisfaction						
	Sep-13	Oct-13	Nov-13	Dec-13	Q2 Total	Q1 Total	Overall
Overall service provided	77%	67%	61%	68%	68%	74%	71%
Rules that govern entitlement	83%	84%	82%	88%	84%	83%	84%
Quality of home	80%	70%	73%	70%	73%	78%	75%
SFA estate as a place to live	88%	86%	88%	89%	88%	87%	88%
Upkeep of communal areas	77%	71%	71%	78%	74%	76%	75%
Value for money daily occupancy charges provide	85%	86%	87%	89%	87%	86%	87%
Arrangements for allocating SFA	69%	72%	70%	79%	72%	77%	74%
Move In was dealt with	78%	81%	79%	86%	81%	80%	81%
Repairs and maintenance	60%	60%	58%	65%	61%	62%	61%
Move Out was dealt with	81%	87%	86%	86%	85%	84%	85%
Listens to views and acts upon them	58%	49%	49%	57%	53%	57%	55%

Question	Dissatisfaction						
	Sep-13	Oct-13	Nov-13	Dec-13	Q2 Total	Q1 Total	Overall
Overall service provided	11%	17%	23%	15%	16%	14%	15%
Rules that govern entitlement	7%	9%	13%	8%	9%	11%	10%
Quality of home	16%	19%	22%	21%	20%	15%	18%
SFA estate as a place to live	5%	7%	9%	6%	7%	8%	7%
Upkeep of communal areas	10%	18%	20%	17%	16%	15%	16%
Value for money daily occupancy charges provide	6%	8%	8%	6%	7%	10%	8%
Arrangements for allocating SFA	19%	22%	21%	16%	19%	18%	19%
Move In was dealt with	15%	12%	18%	12%	14%	14%	14%
Repairs and maintenance	25%	23%	33%	25%	26%	24%	25%
Move Out was dealt with	11%	12%	11%	13%	12%	12%	12%
Listens to views and acts upon them	16%	30%	24%	23%	23%	21%	22%

4) Survey Results

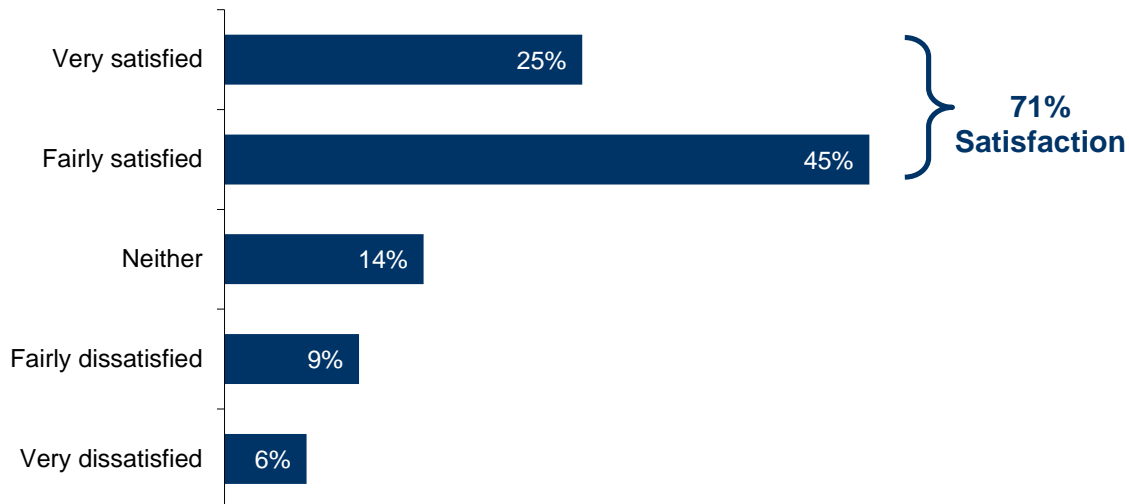
This section presents the overall findings for 2013/14

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

Taking everything into account, overall, 71% of customers living in Service Family Accommodation are; very (25%), or fairly (45%), satisfied with the service provided by DIO Ops 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 Ops Accommodation and its contractors.

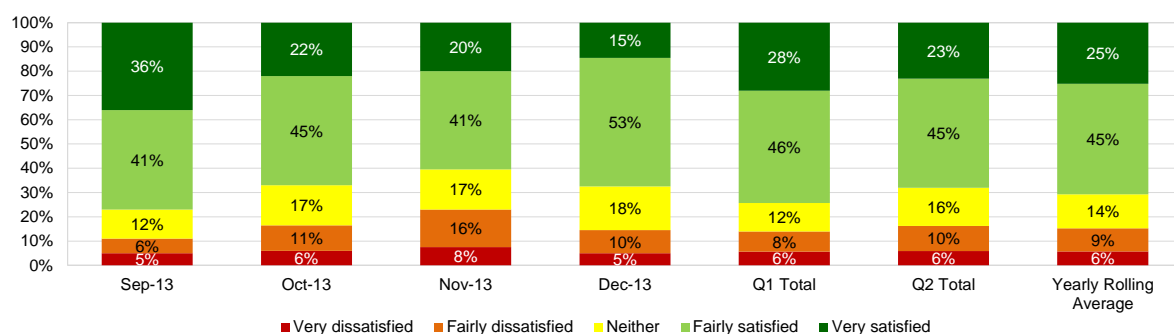
Percentage of respondents- base size 1403



As figure 2 below shows, when looking at the results for overall satisfaction for the last four months; there has been a high degree of variation in satisfaction with the lowest level of satisfaction, at 61%, being expressed during November 2013, and the highest, at 77%, being expressed during September 2013. When comparing Q1 and Q2 results it shows that a slightly higher proportion of customers were satisfied with the overall service provided in Q1 (74%) than in Q2 (68%).

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

Percentage of respondents- base size 1403

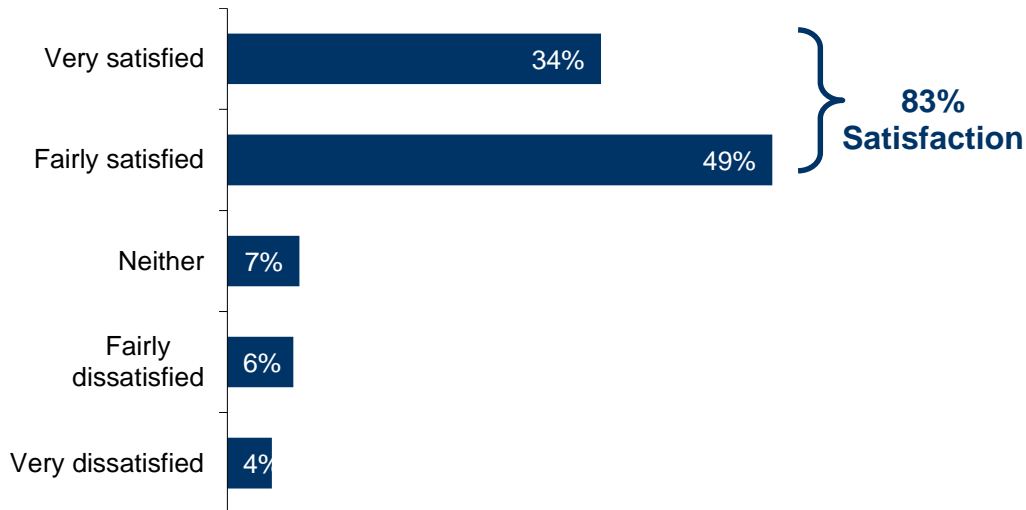


Satisfaction with the rules that govern entitlement to SFA

Just over eight out of ten (83%) customers are satisfied with the rules that govern customer entitlement to SFA, with 34% very satisfied. Only 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

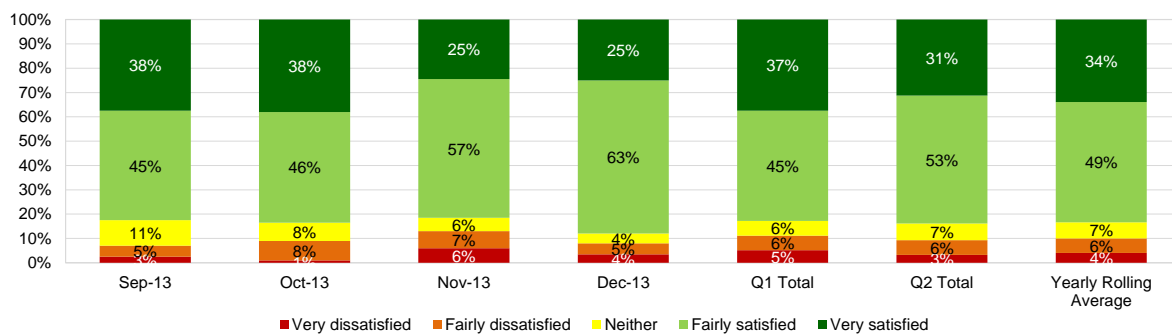
Percentage of respondents- base size 1403



When looking at satisfaction with the rules that govern customer entitlement to SFA for each month, it shows that there is little variation in satisfaction with the highest level of satisfaction in December being 89%, and the lowest level of satisfaction in November being 82%.

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

Percentage of respondents- base size 1403

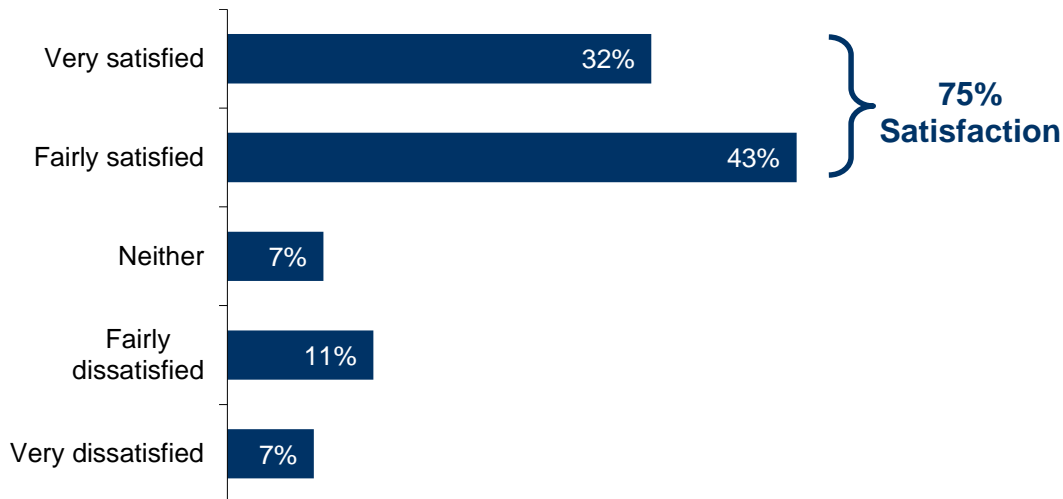


Overall quality of home

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 (32%) expressing that they are very satisfied. 7% are neither satisfied nor dissatisfied. 18% indicate some degree of dissatisfaction.

Figure 5 Satisfaction with the overall quality of home

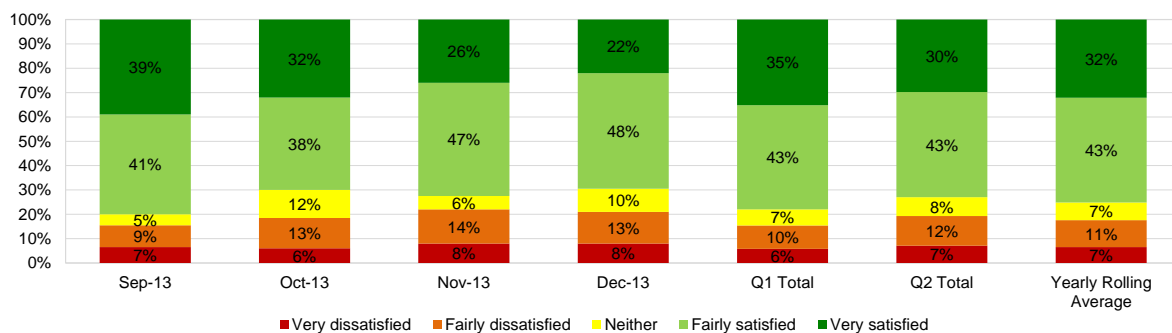
Percentage of respondents- base size 1403



When analysing the results for each month it shows that the highest level of satisfaction (80%) and the lowest level of dissatisfaction (16%) was in September. While the lowest level of satisfaction expressed by customers for the overall quality of their home was in October and December (70%).

Figure 6 Satisfaction with the overall quality of home

Percentage of respondents- base size 1403

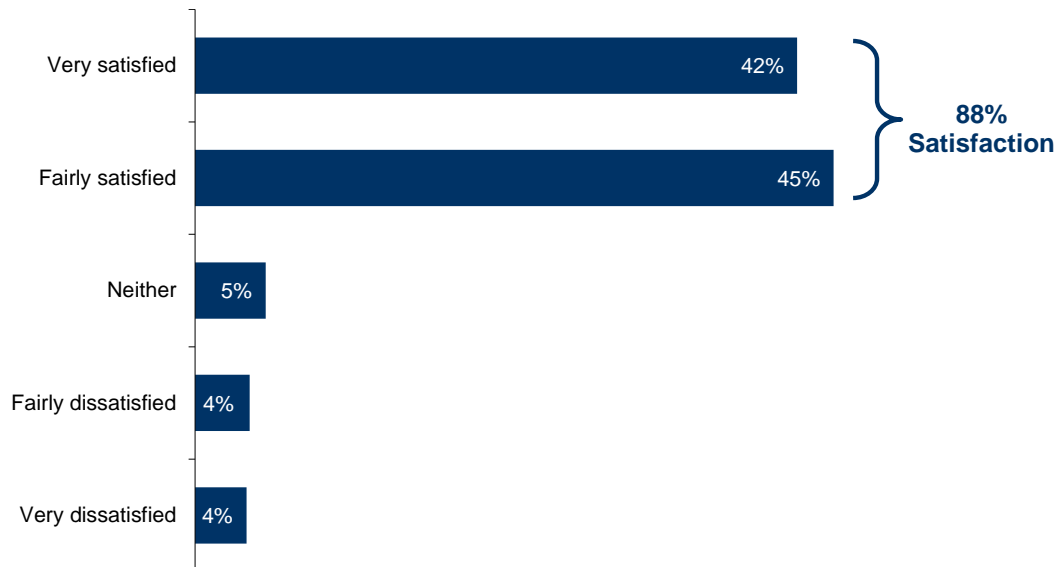


SFA estate as a place to live

88% of customers are satisfied with the SFA estate as a place to live, with just over four in ten (42%) of customers expressing they are very satisfied. Only 7% of customers express dissatisfaction with the SFA estate as a place to live. It is worth noting, as seen in Q1, 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

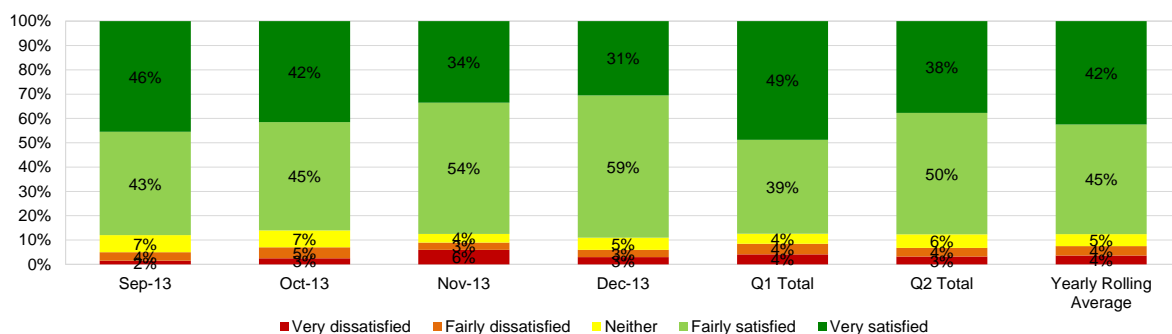
Percentage of respondents- base size 1403



When analysing the results by month it shows that satisfaction with the SFA estate as a place to live showed little variation over the period.

Figure 8 Satisfaction with SFA estate as a place to live

Percentage of respondents- base size 1403

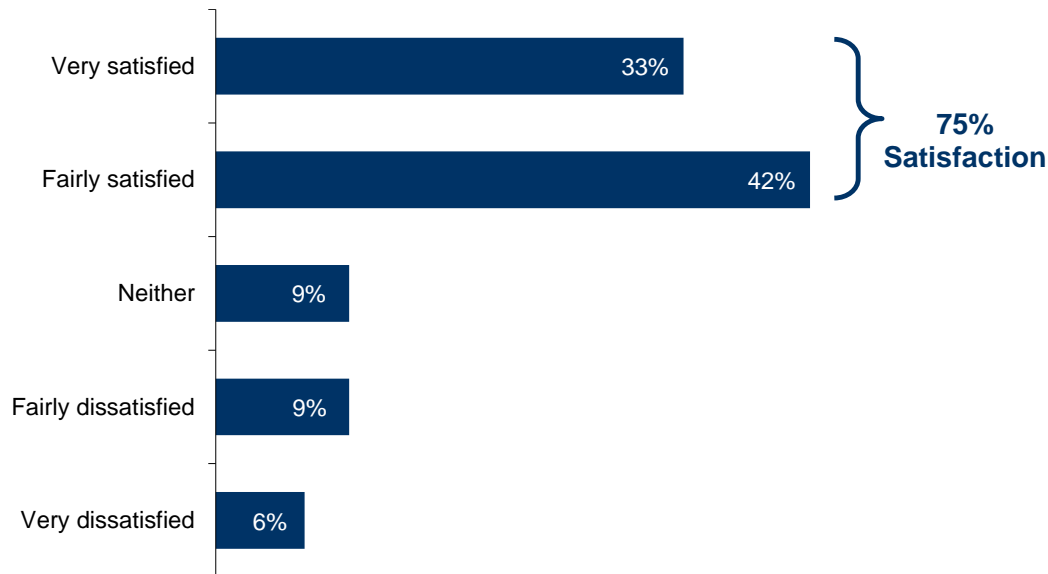


Upkeep of communal areas

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 33% expressing they are very satisfied. 16% of customers indicate some degree of dissatisfaction, while 9% state they are neither satisfied nor dissatisfied.

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

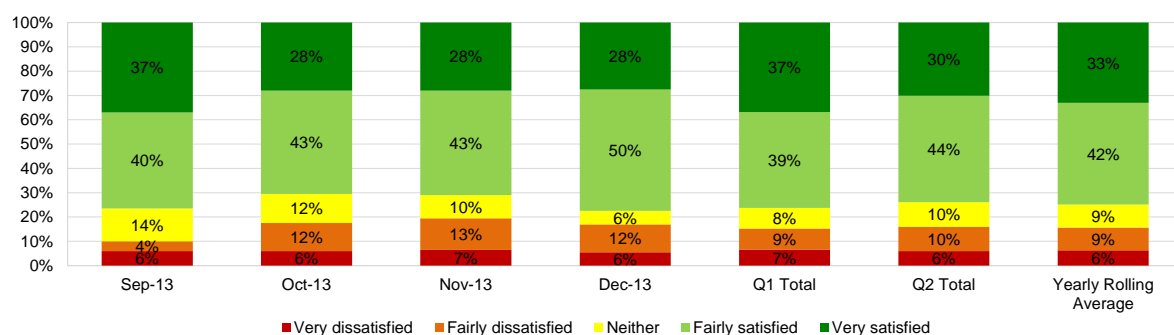
Percentage of respondents- base size 1403



When analysing the same results by each month's data collection it shows that satisfaction expressed by customers varied from 71% (October & November) to 78% (December).

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

Percentage of respondents- base size 1403

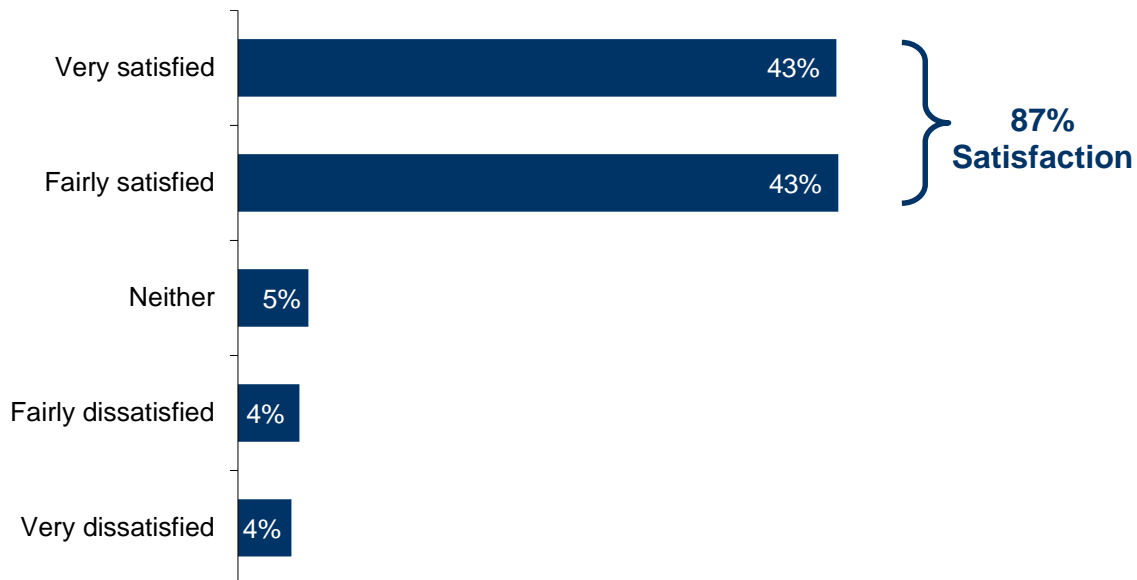


Value for money daily occupancy charges provide

A high proportion (87%) of customers are satisfied that their daily occupancy charge provides value for money, with 43% 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

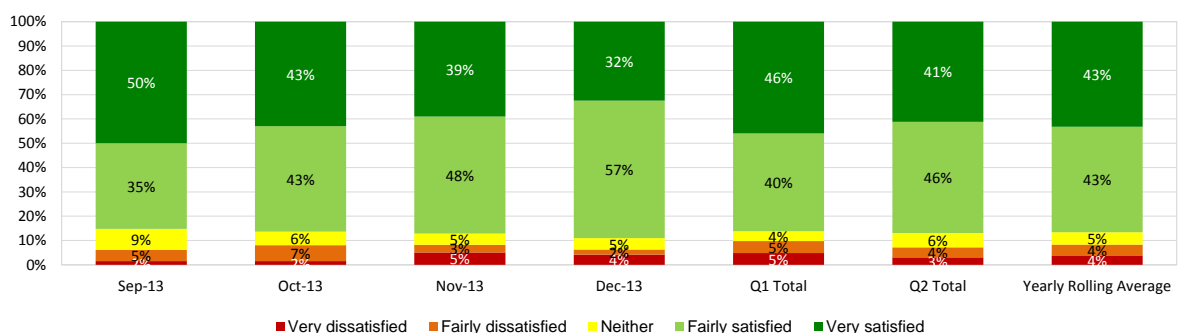
Percentage of respondents- base size 1374 – non applicable removed



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

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

Percentage of respondents- base size 1374 – non applicable removed

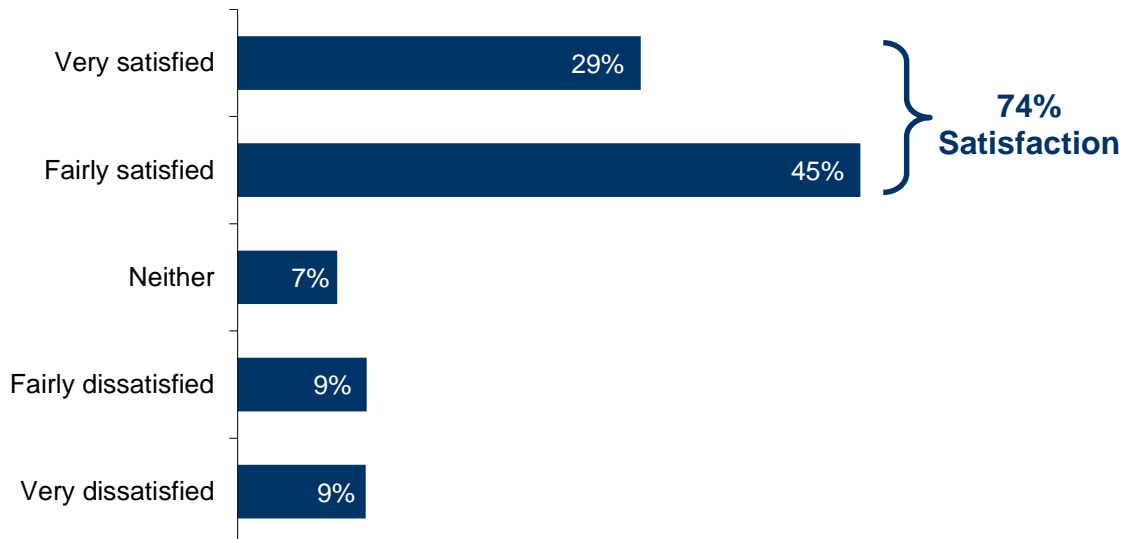


Allocating SFA

All respondents were asked how satisfied they are with the arrangements for allocating SFA. As shown below, 74% of customers are satisfied with the arrangements for allocating SFA, with nearly one in three (29%) very satisfied. 19% of customers express some degree of dissatisfaction with the arrangements for allocating SFA.

Figure 13 Satisfaction with the arrangements for allocating SFA

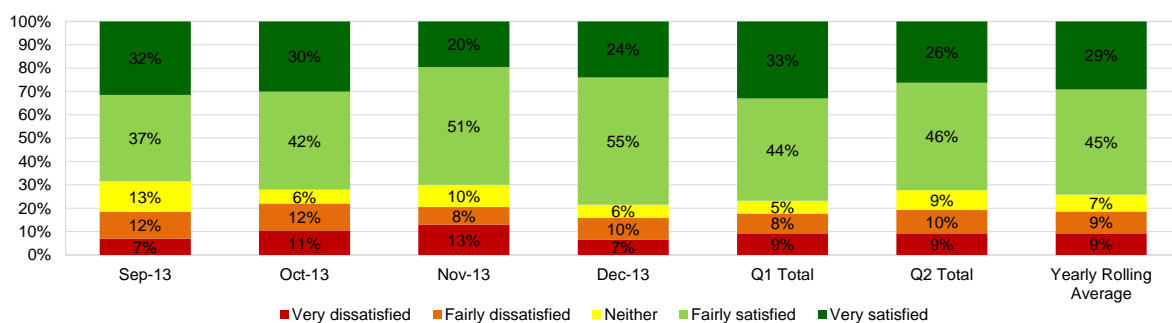
Percentage of respondents- base size 1403



When analysing the results by each month's data collection it shows that satisfaction was highest (79%) while dissatisfaction was lowest (16%) in December. Satisfaction levels were lowest in September (69%) and dissatisfaction levels were highest in October (22%).

Figure 14 Satisfaction with the arrangements for allocating SFA

Percentage of respondents- base size 1403

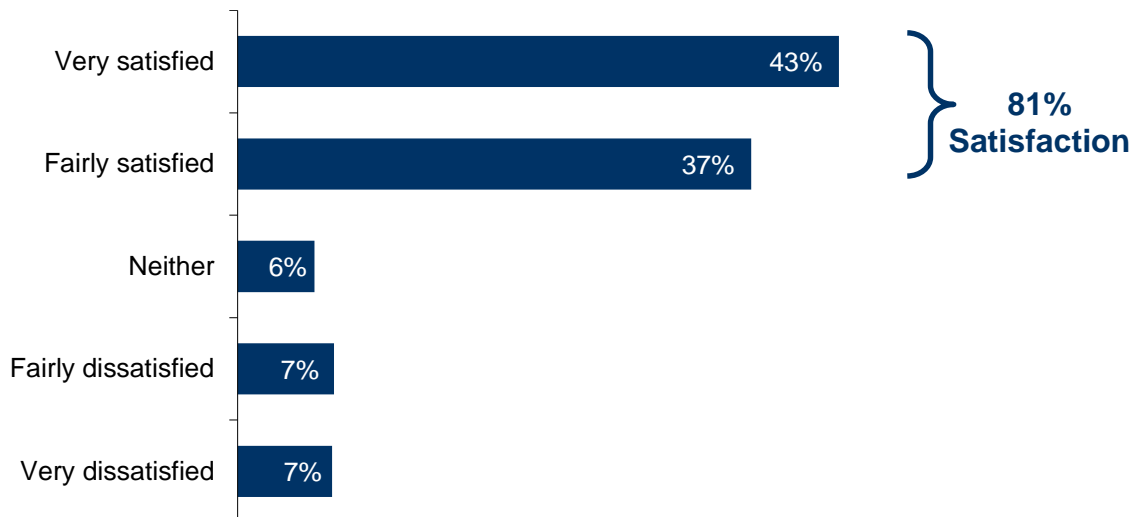


Move In

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 (81%) customers express satisfaction with the way their Move In was dealt with, with 43% 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

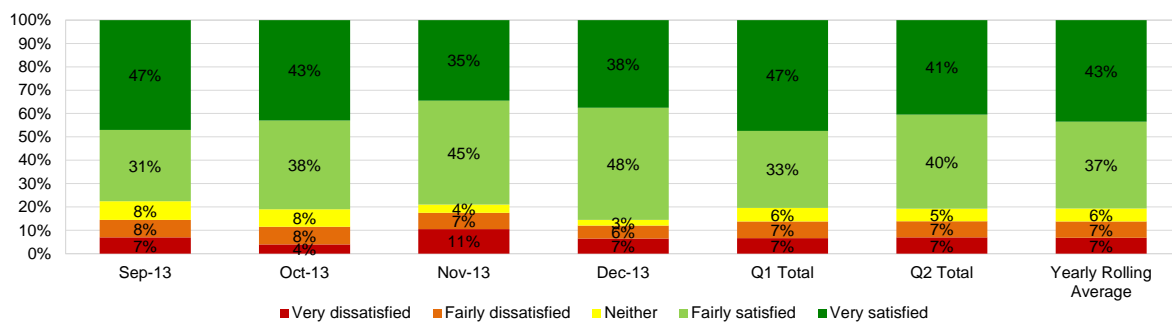
Percentage of respondents- base size 1403



As shown below, there has been little variation in satisfaction and dissatisfaction for each month of Q2.

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

Percentage of respondents- base size 1403

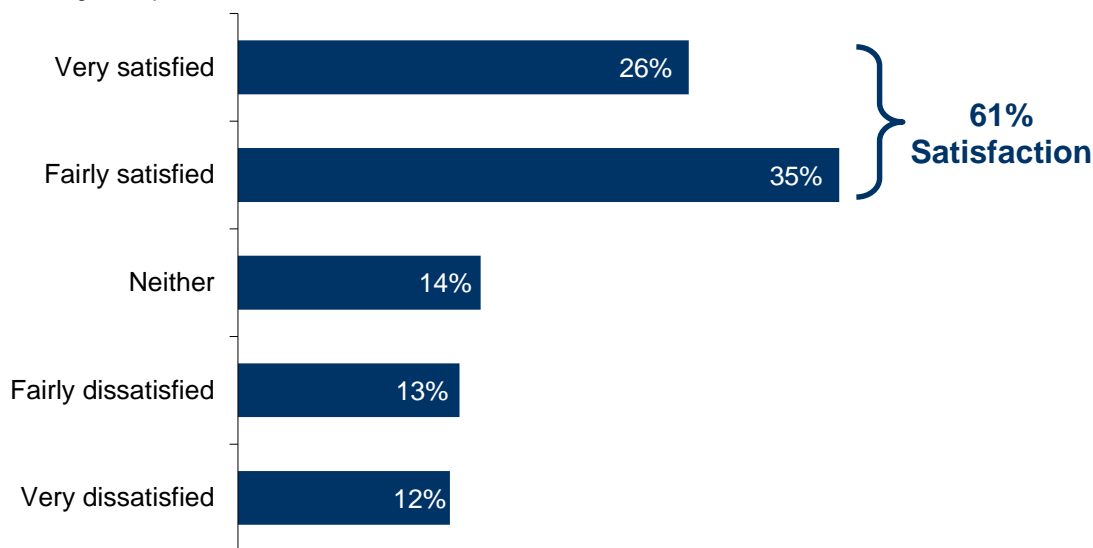


Repairs and maintenance

Only 61% of customers express satisfaction with the way the contractor deals with repairs and maintenance issues, with just over a quarter (26%) of customers expressing they are very satisfied. One out of four customers indicate that they are; fairly (13%) 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

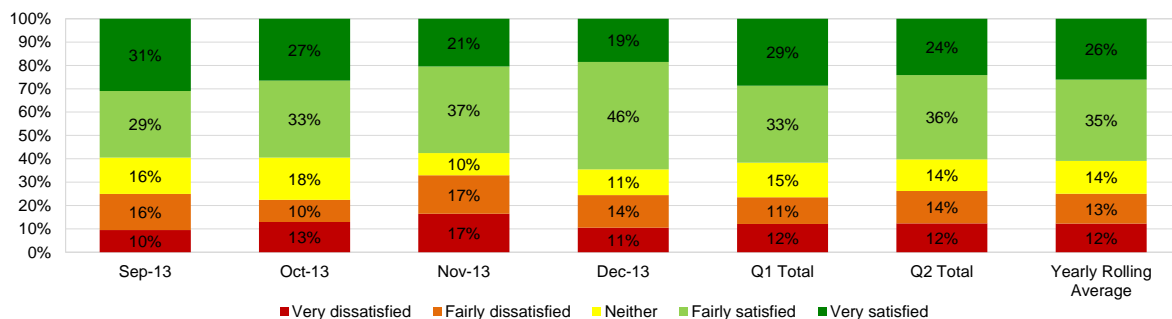
Percentage of respondents- base size 1403



Satisfaction has remained low, and dissatisfaction has remained high for each month of Q2's data collection; the highest level of satisfaction was in December (65%) whereas levels of dissatisfaction peaked in November (33%).

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

Percentage of respondents- base size 1403

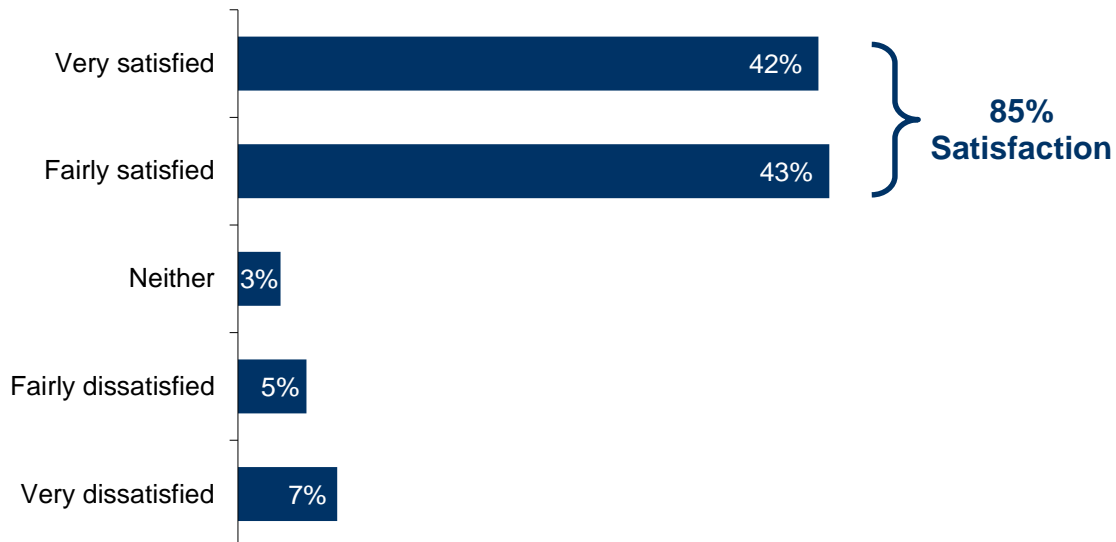


Move Out

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 42% 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

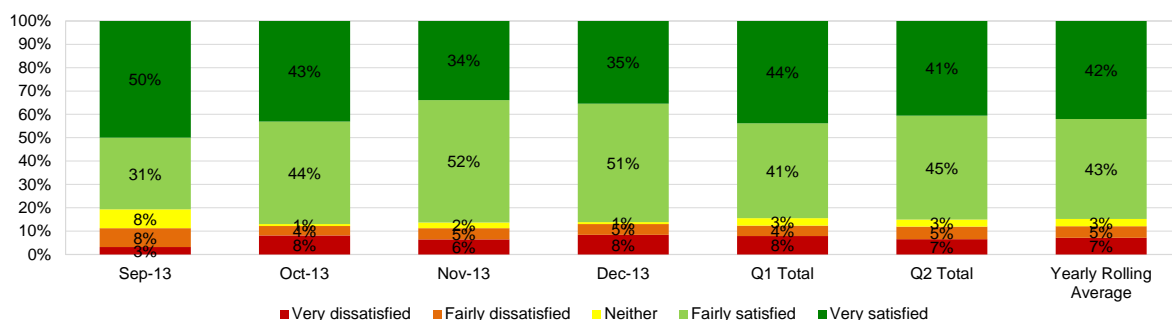
Percentage of respondents - base size 905 – non applicable removed



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 October (87%), 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 905 – non applicable removed

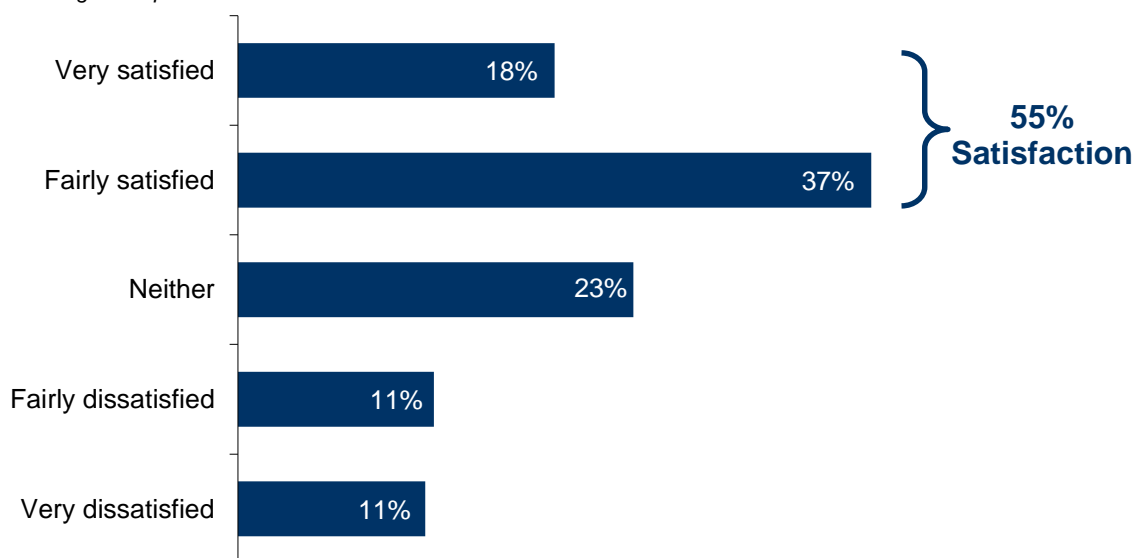


Listen to views and act upon them

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 55% of customers express they are satisfied that DIO Ops Accommodation listen to views and act upon them, with fewer than two out of ten expressing they are very satisfied (18%). 22% of customers indicate they are; fairly (11%), or very (11%), dissatisfied that DIO Ops Accommodation listen to views and act upon them. It is worth noting that a high proportion of customers (23%) 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

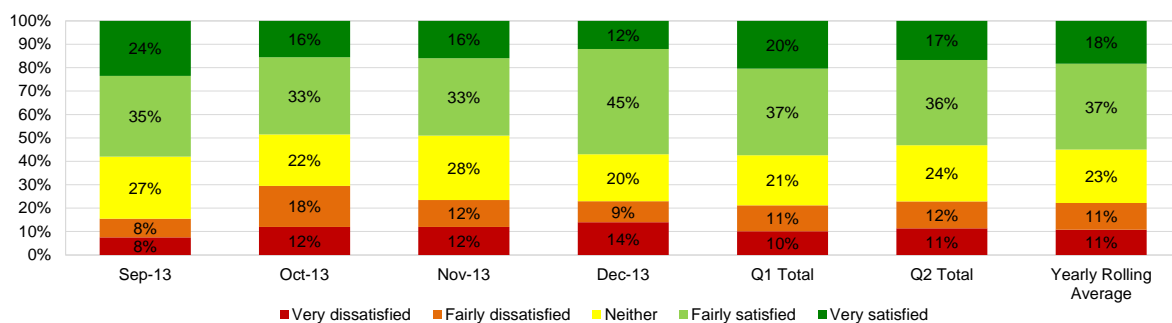
Percentage of respondents- base size 1403



There is a relatively high degree of variation for each month's data collection in Q2, with 49% of customers satisfied that DIO Ops Accommodation listen to views and act upon them in November, and 58% of customers satisfied in September.

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

Percentage of respondents- base size 1403



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

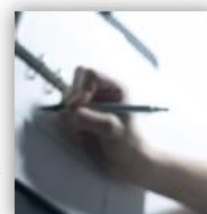
- Q8 How satisfied or dissatisfied are you with the way your Move In was dealt with?**
- ☐ Very Satisfied
 - ☐ Fairly Satisfied
 - ☐ Neither
 - ☐ Fairly Dissatisfied
 - ☐ Very Dissatisfied
- Q9 How satisfied or dissatisfied are you with the way the contractor deals with repairs and maintenance issues?**
- ☐ 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.

Using evidence to shape better services



Research



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Skillbuilding



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