

Scrutiny Panel Service Review: Contact and Communications: April – August 2022

Why look at Contact and Communications?

We believe that getting communication right is the bedrock for every service Stonewater delivers. As customers, we're conscious that being responded to swiftly, updated regularly, and included in the process is crucial to improving customer satisfaction.

As a Scrutiny Panel, we regularly review performance. We use a variety of sources including customer feedback, customer complaints, insights, social media and conversations happening on the Hubb to inform the work we do.

The feedback we saw reinforced the data we'd reviewed. Customers felt communication at Stonewater was not good and this motivated us to do a Scrutiny review focusing on Contact and Communications.

What we focused on:

The key areas we focused our efforts were:

- Customer Service Centre Performance Data
- The 'scripts' used by the Customer Service Centre when responding to customers
- Workshops with customers and colleagues
- Can new technologies be used to improve communications
- What and how other organisations communicate with customers
- Surveyed a 1000 customers to help:
 - Understand what mattered most
 - Understand what customers expected
 - Shape our recommendations



Our findings and recommendations:

After kicking off this review, we quickly realised the magnitude of the task at hand. The review took longer than usual and resulted in an impressive 32 recommendations!

Our top three priorities were:

1. Reducing wait times for customers.
2. Ensuring better follow-up by Stonewater colleagues, whether automated or in-person.
3. Promoting and improving MyHome and Live Chat for customers.

To drive these priorities forward, some of our key recommendations included:

- Introduce 'how-to' videos to guide customers through using MyHome and Live Chat
- Inform customers about the lessons learned from feedback and how they're being used to improve services.
- Publishing data on call wait times to help manage customer expectations.
- Proactively inform customers when there are high call volumes.
- Explore automated messaging and enhanced functionality on MyHome.
- Reduce the number of missed or failed appointments.

It's worth noting improvements were already underway when we began this review and since wrapping up there's been big improvements with the introduction of the 'call back' system and call-wait times being significantly reduced. The improvements are a huge step in the right direction and current customer feedback is more positive.

One key takeaway for us has been understanding what a massive part communication plays in all service areas, and an element of all future service reviews will now focus on Communication.

What happens next?

We're regularly updated against progress on our recommendations. If you'd like to see a copy of the full report, email us at: scrutiny@stonewater.org.

For more updates on this and other customer engagement activity, [check out the customer hubb](#)

How do scrutiny reviews work?

The Scrutiny Panel is made up of a maximum of 14 Stonewater customers who work alongside Stonewater colleagues to review and improve services. A review takes an in-depth look at services and makes recommendations for changes or improvements based on the panel's investigations and findings.

You can find out more about the Scrutiny Panel on our webpage www.stonewater.org/get-involved/stonewater-scrutiny-panel