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Customer Annual Report Task and Finish Session
 held on Thursday 23 November 2024
 in the Training Room, Emperor House, Sunderland SR3 3XR

PRESENT	IN ATTENDANCE
Brian (BT) Margaret (MS) Karen (KM) John (JD) Angela (AD) David (DB)	Lewis Walmsley – Customer Engagement Lead Ashleigh Hopkins – Customer Voice Lead Gary Oliver – Communications Manager

PARA		ACTION
	1. Introduction to Session	
1	LW advised all members Gentoo will shortly be starting the 23/24 Customer Annual Report. LW explained they wanted member input to influence how the report looks and review the information they would like to see within the document. LW provided all members with time to review the report and then requested feedback.	
	2. Design of Customer Annual Report	
2	<p>Front Page:</p> <p>Members wanted the ‘Great Homes, Strong Communities, Inspired People for Sunderland’ caption to be bigger. They felt it was too small on the top right-hand side of the page. ^[1]</p> <p>Members suggested captions with names / job titles so customers would know who staff members are on photos. ^[2]</p> <p>Members advised there were individuals outside of the blue frame on the front photo. They asked if future photos could be fitted within the frame ^[3]</p> <p>Members highlighted the colour works well on the front. Its visually eye-catching and colours used are suitable.</p> <p>Page 2&3:</p> <p>Members asked if captions could be used with the names of the involved customers. ^[4]</p> <p>Members advised there is no reference to the local budget or how you become an involved customer. ^[5]</p> <p>Members confirmed the highlight boxes are used well. Makes important information stand out.</p>	

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Members asked if pages could interlink where further information may be on a different page.

Page 4&5:

Members highlighted the importance of partnership working and how photos displaying this was positive.

Members asked if Gentoo could include more text and less photos on the Money Matters Section. Members advised it would be helpful if Gentoo could advise what type of benefits the money matters team can check for ^[6]

Members do not want to see photos of Gentoo vans parked on pavements.

Page 6&7:

Members praised the information advising it is simplistic and easy to read.

Members recommended starting figures with satisfaction or investment as it is a softer landing.

Members asked if Gentoo could add a figure on unclaimed benefits / how much Gentoo have saved customers. It was explained this was already under the Money Matters Section.

Members felt there was a good balance of text / stats and complimented the pie chart stating this works well.

Members asked if Gentoo could explain what investment plan and planned maintenance are. Not all customers will know what this means. ^[7]

Page 8&9:

Members advised pages are balanced with the right number of text / photos.

Members asked if Gentoo could add a phone number for customers interested in becoming involved ^[8]

Members like the word scrutiny and want to see this continually used.

Page 10&11:

Members advised not all customers know who the regulator is and feel this could be further explained. ^[9]

Members advised there is no mention if IFF are independent and Gentoo could also explain who they are. ^[10]

Members praised the social impact summary, however felt as though Gentoo could change the wording around this. ^[11]

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	<p>Page 12&13:</p> <p>Members suggested adding the furniture packs in future You Said, We Did as this was procured from customer feedback. ^[12]</p> <p>Page 14&15:</p> <p>Members feel as though the page looks like a picture quiz and were not sure what the information was trying to say.</p> <p>Members felt as though customers may not be interested in this information.</p> <p>Members again suggested context on captions.</p>	
	<p>3. What else can we include in the Customer Annual Report</p>	
3	<p>Members asked if Gentoo could include common complaint themes for the last 12 months and include percentages of cases resolved at Stage 1 and Stage 2. Could Gentoo also highlight the Ombudsman service and include complaints process ^[13]</p> <p>Members suggested adding information on Local Budget Spend and ASPIRE Grants. ^[14]</p> <p>Members recommended adding information on the Wellbeing Service (PEO etc) and how this service can support our customers ^[15]</p> <p>Members suggested adding contact centre performance and how long on average it takes for a phonecall to be answered. To then add alternate ways customers can log repairs. ^[16]</p> <p>Members asked if we could add information on Gentoo's green agenda? Have Gentoo had any successful EMPOWER community grants? ^[17]</p> <p>Members asked if there any customer achievements we could add onto the report. An achievement which may benefit a community? ^[18]</p> <p>Members asked if a link could be added to the annual report which will show customers who their Neighbourhood Co-ordinator is? ^[19]</p>	
	<p>4. Conclusion of Meeting</p>	
	<p>LW took photos of session.</p>	

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Customer Journey Review
- How you feel about your service
- How you feel about your service
- How you feel about your service
- How you feel about your service
- How you feel about your service

Front Page
- How you feel about your service
- How you feel about your service
- How you feel about your service
- How you feel about your service
- How you feel about your service

Engagement
- How you feel about your service
- How you feel about your service
- How you feel about your service
- How you feel about your service
- How you feel about your service

TSM
- How you feel about your service
- How you feel about your service
- How you feel about your service
- How you feel about your service
- How you feel about your service



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ACTION LOG

KEY	
	Action completion overdue
	Action ongoing and date not due
	Action complete

ACTION REF	DETAILS	RESPONSIBILITY	TARGET COMPLETION	STATUS
23/11/24 – [1]	Can we ensure if the caption is used on the front page, the font is bigger?		01/04/24	
23/11/24 – [2]	Can we add captions on photos, advising who the individuals are?		01/04/24	
23/11/24 – [3]	Can we ensure all photos remain in the frame?		01/04/24	
23/11/24 – [4]	If we use involved customers in photos, can we use their names?		01/04/24	
23/11/24 – [5]	Can we ensure local budgets are mentioned as well as contact details to get involved?		01/04/24	
23/11/24 – [6]	If doing a Money Matters Segment, can we include information about different benefits?		01/04/24	
23/11/24 – [7]	Can we explain what planned maintenance / investment means?		01/04/24	
23/11/24 – [8]	Can we add a contact number to become involved?		01/04/24	
23/11/24 – [9]	Can we advise who the regulator is?		01/04/24	
23/11/24 – [10]	Can we clarify that IFF are independent and explain who they are?		01/04/24	
23/11/24 – [11]	Could we advise what social impact means?		01/04/24	
23/11/24 – [12]	Can we add information on furniture packs as a 'You Said We Did'?		01/04/24	
23/11/24 – [13]	Can we include common complaint themes and include percentages of cases resolved at Stage 1 and Stage 2? Could we also highlight the		01/04/24	

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	Ombudsman Service and complaints process?			
23/11/24 – [14]	Can we add information on local budgets and ASPIRE Grants?		01/04/24	
23/11/24 – [15]	Can we include Wellbeing information with regards to how they can support customers?		01/04/24	
23/11/24 – [16]	Could we add contact centre performance?		01/04/24	
23/11/24 – [17]	Can we add any information on the Groups Green Agenda / Empower Grant?		01/04/24	
23/11/24 – [18]	Can we share any Customer achievements which have benefitted their local community?		01/04/24	
23/11/24 – [19]	Can we add a link to the report for customers to find out who their NC is?		01/04/24	