



The challenge

In 2011 Weslo Housing Management was looking for a way to develop higher levels of customer satisfaction at their two housing offices in West Lothian and Bowness.

The busy office receptions dealt with a wide demographic of people from the very young to the elderly dealing with housing applications, general enquiries and processing rent payments.

The company has a strong focus on tenant participation and feedback so a customer satisfaction survey was the ideal medium to allow tenants to provide their views on the services offered by the reception teams at both offices.

The datacpr solution

Kevin Cairns, IT manager for Weslo Housing Management, had devised a series of customer satisfaction questions aimed at assessing tenant and new applicant satisfaction levels as they accessed the offices located in Bathgate and Bowness.

datacpr worked closely with the Weslo Housing Management to develop a touchscreen application

using eye-catching, fully branded screens. A kiosk would be set up in each reception area and using interactive technology the customer satisfaction survey could be completed quickly by tenants, new applicants and contractors as they accessed the services available at the housing offices.

The questionnaire design was easily translated into the screens using simple touch-buttons to make the process of providing data straightforward and user-friendly.

Data could then be downloaded as and when required using a USB port at the kiosk. The statistics were used to provide invaluable analytics about satisfaction levels to the Operations Director

Weslo Housing Management Ltd is a registered social landlord owning 1,700 properties in the West Lothian area and a further 400 properties in Bowness. The company is also estate manager to 3,500 private home owners acquired through the Right To Buy scheme.

Established in 1994 the company's main goal is to supply affordable, good quality rented accommodation which meets with local community requirements and therefore supports the Local Authorities in meeting the general housing needs of the area.

who using this information could adapt the reception services to ensure tenant needs were being met.

Core benefits

- The results of the customer satisfaction survey are easily downloaded into a workable format such as excel allowing Weslo Housing Management to identify trends, represent the data graphically and inform the relevant parties of results.
- Initially the aim of the questionnaire was seen as a positive company initiative to promote high levels of tenant satisfaction. Over time it was found that the data supported their regulatory obligations to



Case Study – Weslo Housing Management

demonstrate their commitment to tenant participation. The data is now used to fulfil some of the regulatory requirements of the Scottish Housing Regulator.

- The analytics have also raised the profile of the housing offices with the Board of Directors who now receive a monthly overview of tenant satisfaction levels.
- The survey provides a means of motivating reception staff to achieve outstanding levels of customer service.
- The screensaver has been set up to display the Weslo Management Housing website address www.weslo-housing.org. Weslo Housing Management has found this has been an effective way of promoting the site and raising the profile of the services offered.
- Weslo Housing Management's audience has a wide demographic with many elderly tenants. The initial fear that this demographic may be frightened of using a touchscreen kiosk proved to be largely unfounded with reception staff keen to help them navigate the screens.
- Implementation was straightforward and the system has remained robust with no issues reported to date.
- The screens are easily adaptable unlike many bespoke touchscreen applications so as changes need to be made the survey can be quickly amended.

'datacpr are really easy to get on with and they know exactly what I'm looking for. The set up and installation was straightforward and we've experienced no issues at all.'

Kevin Cairns,
IT Manager at
Weslo Housing Management

Success factors

- At the time of the launch over 50 percent of visitors to the Housing Offices completed the survey and 12 months on the touchscreen kiosk continues to attract vital feedback for the company
- The level of completed customer satisfaction questionnaires has exceeded expectations with the Bowness office returning an average of 30 surveys per month and Bathgate another 15 to 20 per month.

Moving forward

Weslo Housing Management has been delighted with the impact of the **datacpr** touchscreen kiosks so far and is looking forward to continuing their work on developing customer satisfaction with their tenants using this successful format.

For further information contact us:

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