

The logo for the Northern Housing Festival is a large, semi-circular graphic on the left side of the page. It consists of numerous thin, parallel lines radiating from a central point, creating a sunburst or fan-like effect. The lines are colored in shades of yellow and gold, with the innermost lines being a brighter yellow and the outermost lines being a darker, more muted gold. The background of the entire page is a solid, deep purple color.

**NORTHERN  
HOUSING  
FESTIVAL**

The aico logo is located in the top right corner of the page. It is contained within a white circular shape. The word "aico" is written in a bold, lowercase, sans-serif font. The letter "i" has a small red dot above it. A registered trademark symbol (®) is positioned to the upper right of the "o".

**aico<sup>®</sup>**

# Attracting and retaining the housing professionals of tomorrow

Matt Baird, Founder, The Social Housing Roundtable

Chris Garlick, Customer Partner, Accent Housing

Rory Fairbairn, Senior Customer Experience Advisor,  
Berwickshire Housing

Katherine Hernandez, Regional Director, Home Group



# The changing nature of complaints: resolving issues quickly and effectively

Louise Taylor, Executive Director of Governance and Strategy, Believe Housing

Dr Eve Blezard, Policy and Practice Officer, CIH

Sam Middleton, Engagement Manager North, CIH



OCT 2024

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# Welcome to

# THE CHANGING NATURE OF COMPLAINTS

*RESOLVING ISSUES QUICKLY AND EFFECTIVELY*



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# Building TRUST



# Complain AS INSIGHT

- ts
- Using complaints to bridge a TSM gap
- Qualitative review of resident complaints data
- Thematic analysis using NVivo
- Key themes: communication, time and trust

DATA



SORTED



ARRANGED



PRESENTED VISUALLY



EXPLAINED WITH A STORY



ACTIONABLE (USEFUL)





Repair triggers survey



Data reporting



Review EVERY comment



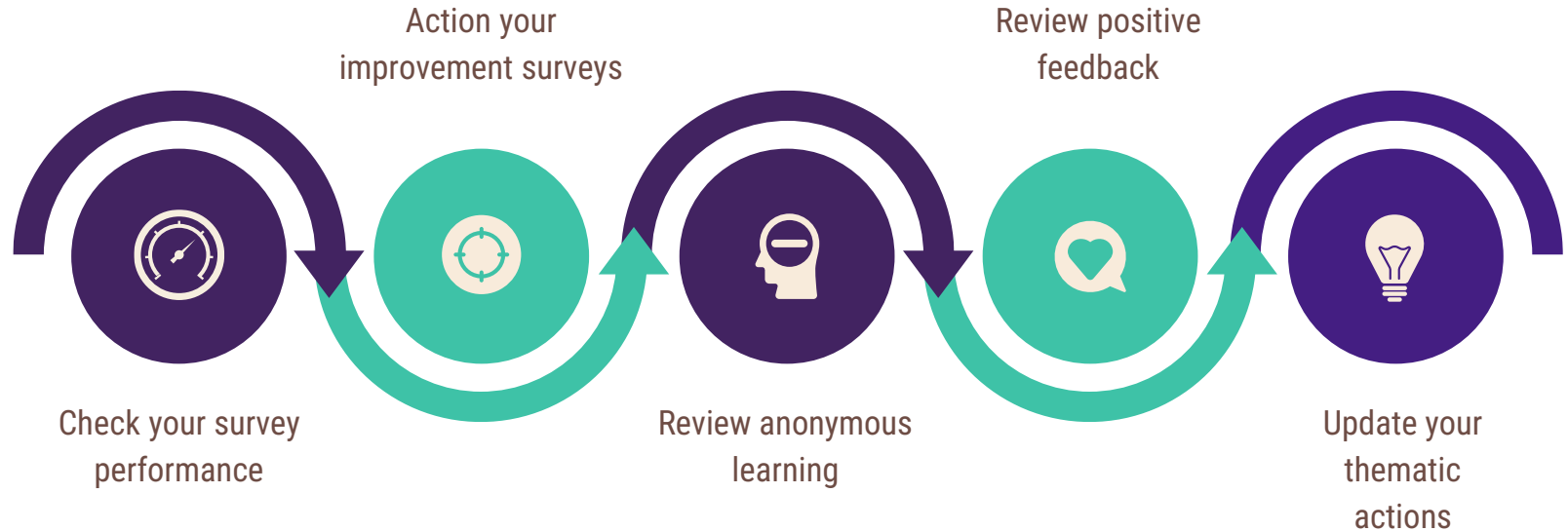
Quarter reporting



Action Trackers

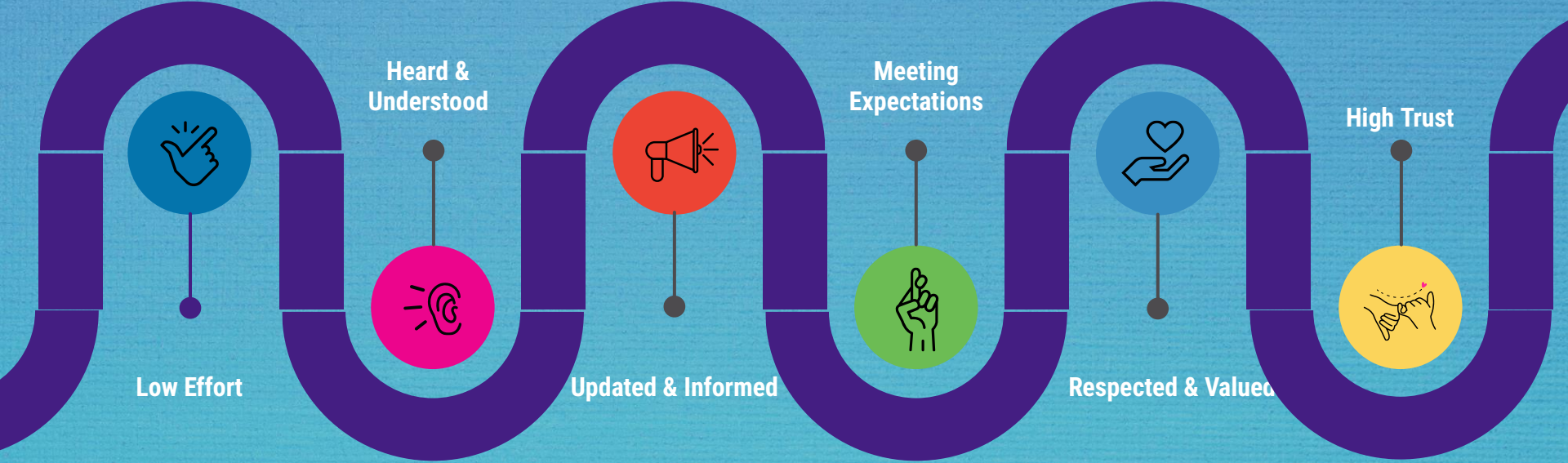


## Tracker Process





# CUSTOMER OUTCOMES ROADMAP



CUSTOMER SATISFACTION

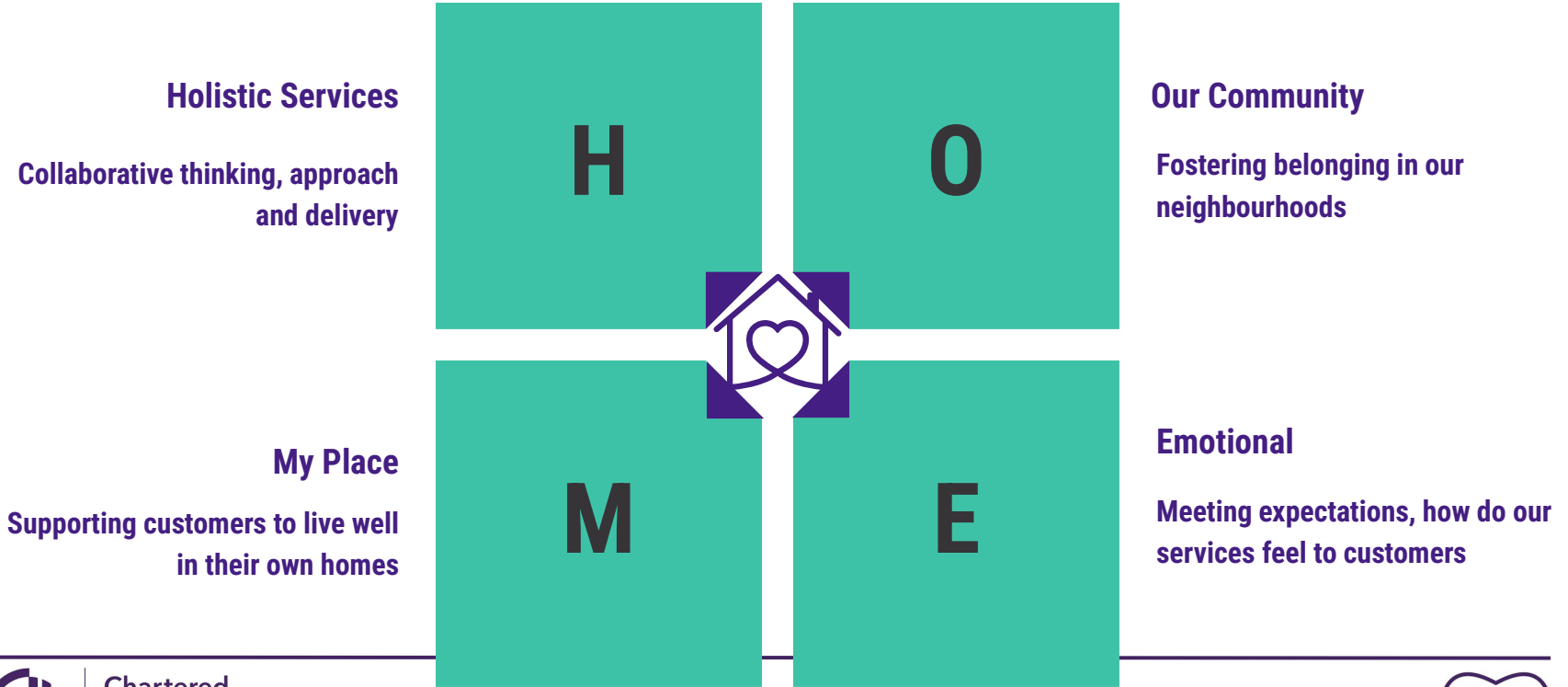
# Personal CUSTOMER JOURNEYS



- **The human side of complaints**
- **Frankie's EHCP journey**
- **Lack of communication and empathy from Local Authority**
- **The need for empathetic complaints handling**
- **Values, not, 'stages'**



# ValueDRIVEN EXPERIENCES



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## THE CHANGING NATURE OF COMPLAINTS

to

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