

thirteen

Managing and building homes

Customer Experience - Operation Cleansweep

Introduction

The Customer Engagement team were approached by the Caretaking team who requested the help of the involved customers in gathering feedback for the Clean Sweep project taking place in Hemlington.

This exercise required the involved customers telephoning customers living in Hemlington to ask them questions around the Clean Sweep programme in their neighbourhood. This would help to identify and develop service improvements and help to test the impact of the service.

Group

The group consisted of 4 actively involved customers who all agreed to carry out phone calls for the purpose of this exercise. These customers have previously been involved in contacting customers by telephone.

Process

The Caretaking team contacted Customer Engagement with a list of questions to be asked in order to gather the feedback they require:

1. Have you noticed the Thirteen Clean Sweep team in your area?
2. On a scale of 1 – 10 how much of a problem was rubbish/litter and weeds in your street before Clean Sweep?
3. On a scale of 1 – 10 have you noticed an improvement in the problem with the rubbish/litter and weeds in your street after Clean Sweep?
4. Have you noticed your street/surrounding area to be cleaner?
5. On a scale of 1 – 10 do you feel that Clean Sweep has improved your neighbourhood as a place to live?
6. Do you think if Thirteens Clean Sweep team stopped coming to your area rubbish/litter and weeds would become a problem?
7. On a scale of 1 – 10 how satisfied are you with your neighbourhood following Clean Sweep?
8. On a scale of 1 – 10 how likely are you to recommend your neighbourhood as a place to live?
9. If you answered between 1 and 5 to the question above please give the reason for this.

10. On a scale of 1 – 10 how likely are you to stay in your home following on from Clean Sweep
11. Do you have any further comments about project Clean Sweep?

The Caretaking team provided a list of names and telephone numbers for customers to contact. The Customer Engagement Co-ordinator prepared a script for the customers which was emailed to them along with the customer contact details and a link to an online survey to complete the questionnaires whilst speaking to the customers.

All involved customers used mobile phones provided by the Customer Engagement team to make the calls.

The involved customers were given 10 working days to carry out the calls and could call as many times as they want to within this timescale in order to get as many responses as possible. By the deadline date a total of 16 responses were received.

The Customer Engagement Co-ordinator contacted the Caretaking team to ask if they were happy with the level of response or if they would need more responses and they were happy with the 16 responses received.

Findings

Of the 16 respondents:

- 11 had noticed the Thirteen Clean Sweep team in their area.
- 10 had noticed the streets/surrounding area to be cleaner.
- 14 felt that rubbish/litter and weeds would become a problem if the Clean Sweep team stopped coming to their area.

Average scores were recorded for the questions where customers were asked to give a score between 1 and 10 (where 1 was a low score and 10 a high score) for each question:

- An average score of 4.38 (1 – very big problem, 10 – not a problem at all) was recorded for how much of a problem rubbish/litter and weeds was prior to Operation Clean Sweep.
- An average score of 6.71 (1 – no improvement, 10 – big improvement) was recorded for the improvement in the problem of rubbish/litter and weeds in the area.
- An average of 5.13 (1 – strongly disagree, 10 – strongly agree) was recorded for the question has your neighbourhood improved as a place to live.
- An average score of 7.07 (1 - not satisfied, 10 – very satisfied) was recorded for how satisfied customers are with their neighbourhood following Clean Sweep.
- An average score of 5.93 (1 – not very likely, 10 – very likely) was recorded for how likely customers are to recommend their neighbourhood as a place to live.

- An average of 7.71 (1 – not very likely, 10 – very likely) was recorded for how likely customers are to stay in their home following on from Clean Sweep.

Conclusion

The responses received demonstrated that the majority of residents living in the areas where Clean Sweep have been working are pleased with the results of the project and can see the difference it has made.

The results were used as part of a report on the Cleansweep and helped underpin the mainstreaming of the Cleansweep team.