



Women's
Pioneer Housing
Est 1920

Complaints Report 2024



Complaints

Complaint Satisfaction

Poor communication, particularly regarding the quality of service or lack of response, was the primary cause of complaints, accounting for 32% of complaints received in 2024. Specifically, residents raised concerns about not being kept informed about issues such as repairs.



Milie, Customer Services Advisor

Complaint Handling

In 2024, WPH received 106 Stage 1 complaints, marking an 86% increase compared to the previous year. Of these, 34 complaints (32%) were escalated to Stage 2, which is consistent with the percentage escalated in 2023. The annual targets and tolerances were not achieved for response times and escalations.

The dip in performance this year can be attributed to a period of significant change at WPH, including the embedding of the restructure implemented in 2023.

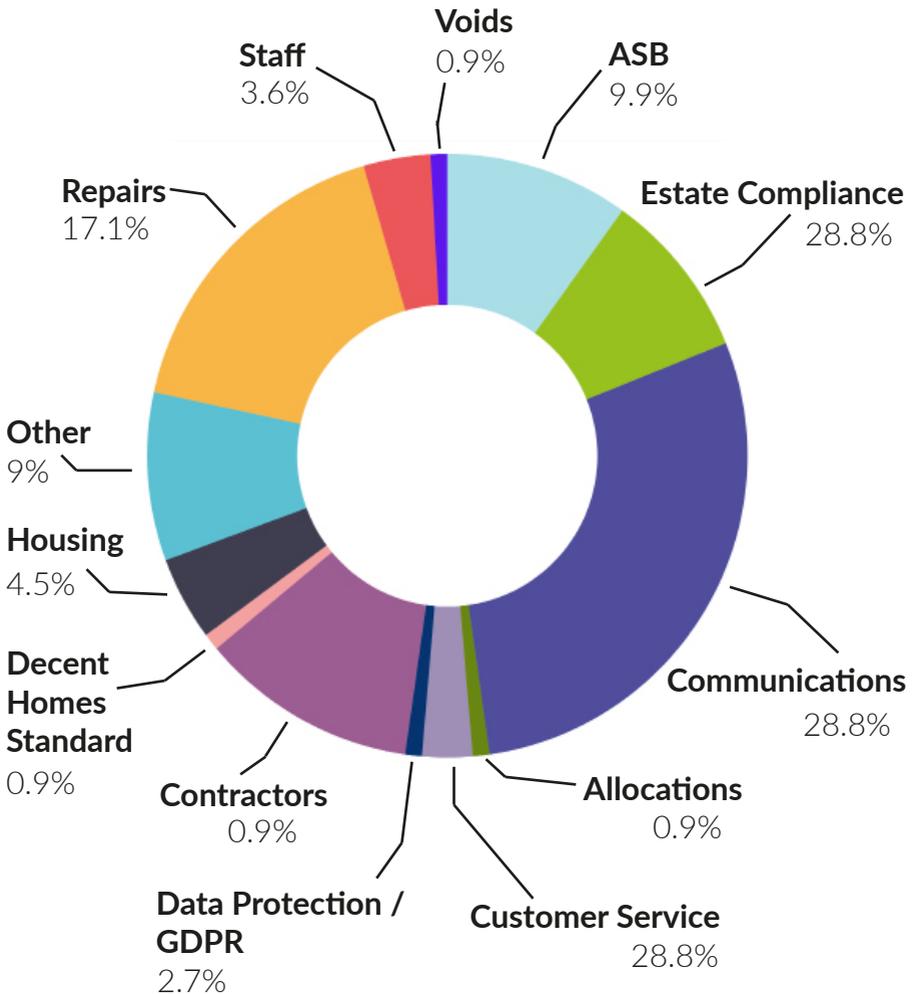
75% of complaints were upheld or partially upheld and related to issues relating to poor communication. Delayed repairs also contributed significantly to the volume of complaints mainly about repairs not being completed within the expected timeframes but also poor contractor performance.

Outcome	2024
Upheld	34
Partially Upheld	37
Not Upheld	22

"I really appreciate your help, you've been very kind and attentive."

Complaint Categories

Below is a pie chart displaying the primary reasons why our residents have made a complaint.



Complaints

Complaints: Lessons Learned

As part of our commitment to continuous learning and improvement, we review 'lessons learnt' following a complaint. These are often the suggestions made by our residents which are shared across our teams to prevent repeating service failures.

We continue to discuss and record 'lessons learnt' regarding our complaints, however, at 30% satisfaction, we have a significant amount of work to do to both improve the complaint handling service and ensure that we have no maladministration or severe maladministration determined against us.

Our commitment to improve customer satisfaction led to engaging external consultants to co-design a customer service improvement training programme for all staff. This responded to resident feedback and reflected our organisational values. In November 2024, staff started a one-year programme of customer service training to significantly change how we engage with residents, colleagues and partners.

The programme was implemented through a robust implementation plan including weekly huddles and communication throughout the



Nikole, Resident Engagement and Resolutions Officer

organisation to promote the work and achievements. Key performance indicators are in place to track changes and improvements.

This training aims to:

- Reduce the number of complaints about our communications.
- Improve satisfaction around treating residents with respect and listen and act.
- Improve resident overall satisfaction with the overall service provided.
- Consistently demonstrate our values.

These are some of the key lessons learnt in 2024.

Repairs:

- Keep residents informed, especially regarding delays.
- Ensure staff placing work orders are well-informed about the appropriate contractors to prevent confusion and delays.
- Ensure scripts are created so staff ask the right questions to understand what the repair is.

Housing:

- Ensure compliance with the ASB policy and procedure, particularly in relation to action plans, providing updates and closing cases upon conclusion.
- Ensure documentation of every interaction on the Housing Management system.
- Ensure service expectations are clear and relayed to residents (ASB case management, general responses for queries etc).

Estates:

- Prioritise bringing poor performing contracts to an end in good time.
- Ensure resident feedback is fed through to contractors along with complaints.
- Use resident dissatisfaction as an opportunity to improve existing processes and prevent similar complaints in the future.

Customer Services:

- Customer service advisors should gather specific information about repairs so contractors are adequately prepared and achieve first-time fix.
- Improve the triage process for calls.
- Route calls to the appropriate staff member who can assist with a query, instead of logging a callback request for a specific individual.





**Women's
Pioneer Housing**
Est 1920

Our Registered Office

Women's Pioneer Housing, Third Floor, 3 Angel Walk, London, W6 9HZ

Key Partners

Independent Auditor
Crowe UK,
55 Ludgate Hill,
London,
EC4M 7JW

Principal Solicitors

Trowers LLP
3 Bunhill Row,
London,
EC1Y 8YZ

Bankers

HSBC
133 Regents Street,
London,
W1B 4HX

Registered with the Regulator of Social Housing (No L1548)

T: 020 8749 7112

E: customerservices@womenspioneer.co.uk

W: www.womenspioneer.co.uk