

# Programme



## (Can't get no) satisfaction? What housing can do to improve Thursday 16 September 2021

With new tenant satisfaction measures central to the new era of consumer regulation, we explore approaches to customer satisfaction across different sectors and what we can do to raise our game.

Ministers want the public to know how well (or badly) you are doing. That is why the Charter for Social Housing Residents is calling for all social landlords to publish satisfaction data. Soon the RSH will be consulting on the measures they will be using to test you

**10:30** Chair's welcome and introduction  
**Alistair McIntosh, HQN**

**10:40** Learning about satisfaction from other sectors  
**Flora Vietes, Director, Financial Services, Ipsos MORI**

**11:10** The Curo approach to customer satisfaction  
**Victor Da Cunha, Chief Executive, Curo**

**11:40 Lunch**

**11:55** Thoughts on the new tenant satisfaction measures  
**Kate Roberts, Housing Research Director at IFF Research**

**12:30** Key UK satisfaction trends and what housing needs to do better  
**Jo Causon, Chief Executive of the Institute of Customer Service**

**13:05** Why measuring customer effort makes a difference  
**Ellie Broughton, Assistant Director of Customer Experience at A2Dominion**

**13:25 Closing remarks**  
**Alistair McIntosh, HQN**

**13:30 Close**

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EVENTS

# Meet our speakers



## **Alistair McIntosh | Chief Executive | HQN**

Alistair McIntosh is one of the social housing sectors most respected and best-known personalities.

As founder and Chief Executive of HQN, he is regarded as one of the foremost advisers on governance and regulation, specialising in VfM and stress testing. His hands-on approach sees Alistair leading on all HQN's in-depth assessment mock exercises and support work, designing and running the popular Iron Grip sessions and chairing/speaking at conferences and events.

Career highlights include setting up and running the National Federation of ALMOs, leading the popular consultation on the regulatory standards for housing, and developing an approach to VfM that won praise from the housing minister.

A regular contributor to the housing press, Alistair's columns are known for their humorous, pointed and painfully accurate assessment of the state of social housing.



## **Ellie Broughton | Asst Director of Customer Experience (Insights) | A2Dominion Housing Group**

Ellie served her apprenticeship in housing at London Borough of Hillingdon and Richmond Churches Housing Trust, then had various housing roles at Spelthorne and Tunbridge Wells Borough Councils. Since then, she has worked in different sectors and disciplines before returning to the fold. At A2Dominion she gets to indulge her love of strategy, research, and service improvement, leading a small team that develops the use of customer and other insight to help improve customer experience.

# Meet our speakers



## **Jo Causon | Chief Executive | The Institute of Customer Service**

Jo joined The Institute as CEO in 2009. Over the last 10 years she has driven membership growth by 150 percent and established the UK Customer Satisfaction Index as the country's barometer of consumer satisfaction, providing organisations with an indicator of the return on their service strategy investment. Jo brings a wealth of experience from the commercial sector, enabling her to put customer service at the heart of the Boardroom agenda. She has extensive experience in the financial services sector having served as a non-executive director to Aegon UK's independent governance committee and having spent more than 11 years with organisations such as Aviva. She has also held director roles in brand and business consulting, policy development and research for the likes of City & Guilds and the Chartered Management Institute. Jo focuses on demonstrating the clear link between employee engagement, customer service strategies and organisational performance. Working across the public, private and voluntary sectors she provides strategic advice to Boardrooms to raise the standards of service provided by UK organisations, providing evidence of the connection between customer satisfaction and operational efficiency and profitability. She works with parliamentarians, officials and regulators to help them understand and harness the impact that service has on the UK economy and productivity. She is a regular media commentator and was called to give evidence at the Public Administration Select Committee inquiry into complaints handling. Away from work Jo is a keen walker and traveller. She has travelled extensively, using her experiences to draw parallels on service strategy which she believes UK organisations should adopt and adapt to enhance customer satisfaction in an increasingly global marketplace.



## **Kate Roberts | Associate Director | IFF Research**

Kate is an Associate Director of Housing Research from the London-based agency IFF Research. Using her many years of experience working within the social housing sector, she works with housing providers to maximise their opportunities to engage with their residents, ensure that they gather valuable insight in how to improve services and their overall customer experience.

Kate has previously worked in operational roles and in more strategic roles for social housing providers across the UK, including; working in Business Intelligence at First Choice Homes Oldham, and as the Customer Insight Manager for Peabody.

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EVENTS

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Her unique expertise has helped organisations to produce robust, effective, and impactful customer-focused strategies and processes. She has also worked with housing providers to embed culture change within their organisations.



## **Victor da Cunha | Group Chief Executive | Curo Group**

Vic joined the business in 2011, initially focusing on integrating three housing associations into one, bringing together our culture, governance and strategy. From these foundations, Curo was formed in 2013 as a re-energised commercially savvy business with a strong social purpose.

Today Curo has more than doubled its turnover and has a pipeline of over 2,700 new homes in development. It has established itself as an ambitious business with a regional and national reputation for innovation. Under Vic's leadership, Curo has become an Investors In People 'Gold' employer, has been ranked 27th Best 100 Not for Profit Company to work for in the UK by the Sunday Times and has won many awards for our services and our new homes and regeneration activities.

Vic is Chair of Homes for the Southwest - a collaboration between housing associations working together to increase affordable housing supply in our region. Vic sits on the National Housing Federation's Diversity, Equalities & Inclusion group and is Chair of Local Space Housing Association – a specialist in temporary accommodation for Homeless Families in east London.

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