Working together to shape services

Insight - Customer Scrutiny Group

Scrutiny Report & Recommendations

ASB - Customers' Reporting Experience

Final Report – Thursday 3 July 2025

Introduction

Our scrutiny review aimed to consider customers' experience when initially reporting Anti-Social Behaviour, ASB. This report sets out key observations from our review of data, customer feedback and discussions with Great Places colleagues to inform five recommendations. These focus on customer awareness and knowledge of service, clear messaging whilst reporting ASB, and clarity what to expect from service, plus an enhanced ability to monitor the customer interface to ensure a fair and consistent service to meet customer need, Appendix One.

Background and Scope

The Regulator of Social Housing's Neighbourhoods & Community Standard requires landlords to publish an ASB policy to explain how they will prevent and manage anti-social behaviour. Landlords must enable incidents to be reported easily, provide prompt and appropriate action, supporting tenants affected by ASB that may include signposting to agencies for support.

Great Places' ASB revised policy and guidance launched in January 2024 summarises new demand is to be dealt with by The Hub, ASB triage specialists, which may need initial enquiries to be re-routed, if reported to neighbourhood teams. Following policy review we understand cases are recorded and categorised more accurately, record keeping has improved, colleagues received further training, and The Hub has two dedicated triage specialists. Our scrutiny chose to review change to assess if the customer experience reflects the improvements.

Summation

We observed areas of good practice including comprehensive procedural policy and guidance, colleagues training, an ASB toolkit, and a detailed harm-based risk assessment with a scoring method - we also were assured colleagues wish to proactively support customers.

Following our scrutiny, we did feel strongly customers require further clarity of what is classed as ASB, and detail of service and support that can be provided to help tackle ASB. Survey results show 61% of responses confirmed not knowing about service or what support is offered prior to contact, *20 of 33* and a further 21% knew about service, but were unclear what to expect; we recognise this is a small sample, but feel further exploration is required.

We noted a difference of data when we were reviewing the triage interface; more detailed process data could be accessed to track customers' experience and action taken when new demand had been reported to The Hub. We understand the agile model for neighbourhood working currently does not allow detail to be recorded in real time. Our survey showed 61% of responses reported ASB to The Hub, *17 of 28* - NSMs confirmed new demand made directly to neighbourhood teams had decreased since policy review.

Scrutiny Objectives

Our chosen areas of focus to explore the customer experience were:

- customer awareness, and understanding of service,
- ways used to report ASB, and whether it had been easy, plus
- ask if customers felt supported, and reassured when making a report.

Detailed observations and learning

- New ASB demand reported to The Hub is triaged by a specialist team, the CCOs do answer calls to gather data, which is passed on for triaging.
- The enhanced triage process aims to allow a majority of calls to be answered first time by a Triage Specialist; to improve the % of calls answered an existing CCO was upskilled with greater ASB triage knowledge to provide triage support 3-days during November and January, the table shows the increase of calls answered at first point contact during these months.

January 25 57% of 349 calls	December 24 26% of 231 calls
November 24 42% of 319 calls	October 24 15% of 354 calls

- We reviewed data of customer transactions when new demand is reported to The Hub to monitor with methodology such as reports responded to in target, no. of advice only and care calls, noise nuisance, and completed risk assessments.

- **Shadowing ASB triage specialist and CCOs**

  Key observations noted in The Hub.

  o Whilst listening to live calls in The Hub sensitivity was demonstrated, and reactions were responsive using tone of voice showing empathy. The approach used is customer focussed with clear protocols to assess risk, and gather data to record issues, whilst offering customers options of self-help and signposting for assistance.

- An impressive volume of data was recorded to triage a report, and a notable level of skill used to keep calls conversational - customers sounded grateful following calls.
- We noticed multiple windows open across two screens to manage calls and record keeping tasks with much switching between the screens, we noted multiple screen freezes impacting service and a cause of frustration, this has been reported.
- CCO role is generic answering a wide range of enquiries; we observed the challenge to retain a breadth of knowledge, continually switch between enquiries, whilst providing good service; we were assured welfare provision is in place, and support is on-hand.

- **Neighbourhood Teams – regional NSMs**
  Key observations noted from our focus group:
  - NSMs confirmed new customer ASB demand is rerouted for triaging in The Hub with an explanation to customers, unless it's judged beneficial to continue discussions to triage the demand - exceptions may include urgent, serious, or violent reports, and cases that may involve vulnerabilities, or potential risk of harm.
  - NSMs confirmed a decrease in demand since launch of the new triage process. Our review of data from November to January 2025 noted 39% of demand logged outside The Hub, *130 of 334*.

- **Communications – Colleagues & Customers**
 *Observations noted about sharing service-related information:*
  - Web analytics show drop off on the home page is quick after the reporting feature, the home page serves a dual purpose to provide info. and a reporting form - we learnt a revised form would improve the amount of content seen on the page below the form.
  - Hotspots for clicks on desktop / taps on mobiles centred on the button to report ASB, drop down information blocks, noise nuisance and reports of ASB via customer portal.
  - We found content on the web pages informative with clear instruction, although, we agreed it was text dense, and that some customers may find it overwhelming.

- **Customer Experience**
  We emailed 124 customers who'd contacted The Hub about ASB related issues between Nov. and January and received 33 responses that's 27% – see detail in chart below.

82% weren't aware of support offered to tackle ASB	55% of 11 responses knew of service from comms and web page info
61% reported ASB to The Hub	harassment and noise related ASB were most common reports

  - Customers confirmed what's important for a report to feel positive and meaningful;
    - Feel listened to, and assured Great Places will engage with customers.
    - Be understanding when reporting ASB giving a response of what to expect.
    - Feel safe to report ASB, feel supported after making a report and to know help is on hand.
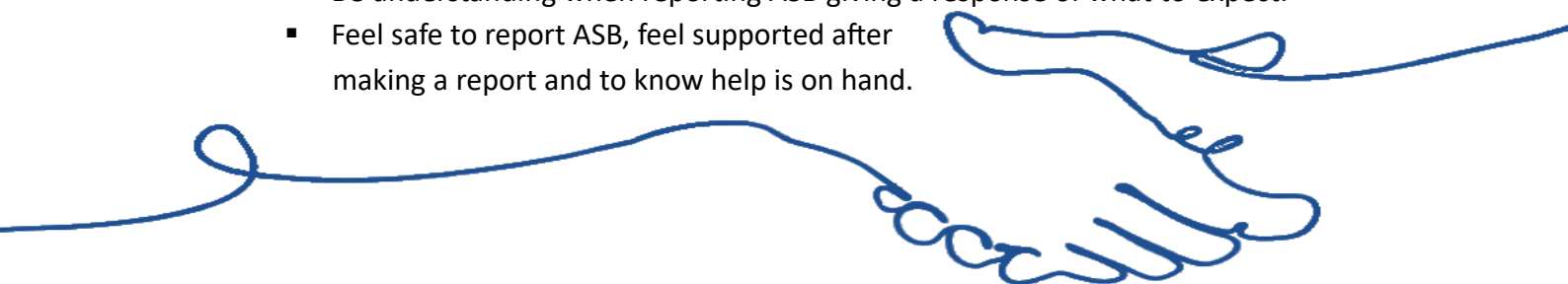
- To be clear about responsibilities, and if we need to contact the police.
- Feel assured ASB is taken seriously, dealt with in a timely and definitive manner.

o 19 survey responses scored satisfaction for ease to report ASB an average 3.85 on a scale of 1-10, where 10 is satisfied and their overall experience, an average score of 3.08. *We would like to emphasise our review of comments noted these relate mainly to case management of ASB and not their reporting or triage experience specifically.*

Conclusion – SWOT analysis

We feel assured following scrutiny of the enhanced triage process is positively influencing the reporting process - satisfaction is not currently collected, so we weren't able to assess this from the perspective of customers. We also discussed that triage for some may be the limit of their transaction, so we suggested consideration be given to gathering feedback upon completion of triage / investigation in agreement with the customer.

Strengths
- Revised policy, guidance, ASB toolkit, and a harm-based risk assessment.
- Training for relevant colleagues following launch of the revised policy.
- 2 x dedicated ASB triage specialists, plus upskilled CCO to support triage new demand.
- 61% of survey responses reported new ASB demand to The Hub and NSMs confirmed a noticeable decreased of direct new demand reports.

Weaknesses
- Customer communication – wider knowledge / clear understanding of service standard.
- Revised portal / website reporting form required that provides guidance.
- No current agile solution for neighbourhood teams or Risk Assessment form.
- Enhance data capture to monitor service consistency and customer experience.

Opportunities
- Regular comms campaigns to provide assurance and knowledge of ASB service.
- Continually support customers giving assurance, whilst reporting ASB.
- Review text dense web pages – simplify, and evaluate with customers, plus the portal and website reporting forms.
- Clarify service standards – set out support approach, and types of ASB vs noise nuisance.

Threats
- Lack of customer understanding of ASB service offer impacting service expectations.
- Differences of service data to monitor / report against process and track customer exp.
- Difference of reporting metrics recorded – no current agile solution.
- Risk management – consistent record keeping, no First Touch risk assessment form.
- View of noise nuisance as ASB reports – how these reports are managed.

Appendix One - Scrutiny Action Plan & Recommendations

	Context / Comments (specific)	Recommendation (measurable)	Team Response – action (attainable / relevant)	Lead (relevant)	When timebound
1	Customer awareness and knowledge of the anti-social behaviour service	1. Review the comms plan to timetable content to regularly promote service and sign-posting detail, which reflects themes identified from customer insight. Target content to raise awareness and knowledge providing clarity and choice of ways to report ASB, describe what is classed as ASB, and the support which can be provided to assist with managing and tackling ASB.	1. As per the content in the report, redrafting of current comms plan was paused to allow feedback from Insight's scrutiny, all of recommendations are valuable, attainable and relevant.	RB	**Sept 25**
		2. Review web pages, then trial with customers to assess if comms is clear, concise, and not too text dense, plus formatted, to allow easy navigation to relevant data, and further detail, if required.	2. Following some initial improvements to the ASB web page in December 24, further work to redesign content and functionality was paused to obtain customer feedback - this recommendation and feedback will be invaluable to move work forward. Initial changes will be to design and trial with customers by Nov 25.	RB / KT/ EH	**Nov 25**
		3. Consider adding detail on ASB web pages to advise of the noise app, and its use to assess in noise cases.	3. This recommendation will be incorporated into the above design, we recognise the value of adding some additional detail to the current web content - we will commit to add content by August 25.	RB/KT/ EH	**Aug 25**
2	Methods of reporting	1. Ensure customers can easily access the web reporting form consider adding a link to relevant data / images for easy identification.	1. To be included in the work above	RB/KT/EH	**Nov 25**
		2. Update the form to guide customers to provide detail to assist triaging, whilst also supporting customers to consider the detail of their report.	2. To be included in the work above		
		3. Continue to promote / signpost to report ASB to The Hub for triaging – highlight the portal / web form as alternative reporting choice, include SLA targets.	3. To be included in the both the comms plan and the improvement work around our web content.		

	Context / Comments (specific)	Recommendation (measurable)	Team Response – action (attainable / relevant)	Lead relevant	When timebound
3	Customer reporting ASB process	1. Create a flowchart to provide a visual of customer reporting process, include detail to explain each stage.	1. Agreed, this will work for triage journey and fits with work around web design. We commit to delivering this as part of 1.3	RB/ KT/ EH	**Aug 25**
4	Service interface between The Hub and Neighbourhoods Service consistency and recording keeping	1. Explore what reporting metrics can be used to allow tracking of customers' reporting / triaging experience and monitor consistency of service delivery, for example, data like no. of advice enq. care calls, noise monitoring equipment and completed risk assessment.	1. We will commit to exploring what data is available to allow reporting on consistency in these areas.	RB	**Aug 25**
		2. Check the effectiveness of the user interface between The Hub and neighbourhoods to test int. processes to ensure easy access to relevant data; consider regular workshops for teams to work together and understand any blockers that may impact delivery of service.	2. We commit to organising a cycle of joint working sessions between Hub and NHD's.	KT/ RB	**Aug 25**
		3. Develop a Risk Assessment form NSMs can access on First Touch, when out in communitites	3. Submit a QL improvement request to develop a Risk Assessment form on First Touch with a date to reflect the ask and approval of the request.	FN/JC	**Aug 25**
5	Customer satisfaction with service experience	1. Develop a pulse check survey to collect feedback about customers' experience to inform / monitor how service is regarded; consider surveying following triage to capture realtime feedback to support improvement.	1. Agreed - designing a transactional survey with consideration of a 'staged' approach as recommended here – pulse check adapt 'ease to do business with'	RB	**Sept 25**
		2. Feedback performance data to customers to present examples of anonymised cases to reflect the reality of ASB resolution and service improvement.	2. To be included and considered as part of the comms plan work above.	RB	**Nov 25**