

Wolverhampton Homes – Engaging tenants through Quizdom



Best use of technology



Wolverhampton Homes

“ Providing people focused excellent services and good quality housing according to individual needs and choices wherever possible ”

NHMF AWARDS



Best use of technology - Quizdom

SUMMARY

Our pioneering new Get Together meetings were launched in 2009 as a brand new way of further strengthening and building relationships and getting feedback from our tenants and leaseholders.

Around 200 people attended the last set of meetings – proving they are a resounding success.

We also achieved our target of attracting more families, younger tenants and people from different communities.

By bringing people together in a more sociable environment we wanted to attract new people and make our public meetings more representative of the areas we serve.

In order to build a good rapport it was important to interact with our tenants and leaseholders in a way they would feel comfortable with. Our aim was to involve everyone in the new meetings including our existing tenant representatives.

We wanted them to help shape our services and have their say on a variety of important issues. We also wanted to make our meetings more exciting and interactive and gain feedback in a new and innovative way.

We used a fantastic piece of technology called Quizdom to get peoples views and we also had a big brother style video camera, games for children and a buffet.

The usual survey forms were left behind and through using Quizdom we got feedback from large groups interactively and instantly.



Tenants could see their responses straight away on the screen – showing everyone instantly what the key priorities are from a meeting.

With “Who wants to be A Millionaire” style keypads, Quizdom brings a fun ‘ask the audience’ aspect to meetings that can sometimes be long and boring. The events themselves, which run quarterly, have been a fantastic success and feedback has been fantastic.



All issues raised have been logged and acted on – showing tenants that we do listen and act on their views and suggestions.

Before we launched the Get Togethers, more formal meetings were held and written invites were sent out to tenants and minutes taken. We felt tenants who were not necessarily vocal did not have a say. The new system allows everyone confidentially to 'voice their choice'.

WHAT IS INNOVATIVE ABOUT THE SERVICE PROVIDED?

This is a brand new way of working for Wolverhampton Homes – fun and interactive meetings to get everyone involved especially families.

Quizdom helped us reach a large amount of people in a short amount of time. Feedback was instant which is a massive bonus and kept everyone interested in taking part.

It is a modern and exciting way of working – using the 'ask the audience' keypads was totally unique and gave the meeting a totally different atmosphere.

Quizdom engages everybody to get involved and interact with one another in a sociable, friendly atmosphere.



It is easy to use and accessible to people who may have a disability and is a good tool in work with equality and diversity.

We asked a number of easy questions at first to get everyone used to using the new system.



The questions were: -

Where were you born?

Wolverhampton
West Midlands
Somewhere else

Who is the most interesting person here?

Yourself
Our chief executive Lesley Roberts
The person next to you

If you could be any of these people for a day who would you be?

Gordon Brown
The Queen
David Beckham
Cheryl Cole
Mohammed Ali
Naomi Campbell

Do you think it is important that we find out your priorities and shape our services to reflect what you want?

Yes
No

What is the best way to find out your views and your top priorities?

At meetings like this
By phone, text or email
Through my local tenants association
Face-to-face on my estate or local office
As part of a small focus group

These are the top four priorities for tenants nationally, which of them is most important to you?

Repairs
Safety and security
Reasonable, affordable rent
Quality of your home

Which other area is most important to you?

Being able to move if you want to
Services to keep your estate looking good
Being involved and able to influence services
Being able to contact Wolverhampton Homes easily
Other

When should we host the next Get Togethers?

December
January

Which part of the Get Togethers did you most enjoy?

Wolverhampton Homes' standards
Talking to staff and other tenants
The video diary
The interactive workshop session



WHAT ARE THE BENEFITS FOR CUSTOMERS?

Hazel Eastmont, from Wednesfield, said: "I think the Get Together sessions have been excellent. It makes a huge difference having a one to one directly with the people who know and understand what they are talking about."

"They were very efficient and I will certainly be advising fellow tenants to come along."

The Get Together sessions were successful because it gave people the opportunity to be honest about their views and opinions.

By remaining anonymous people also feel more at ease and it gave them more freedom. This gives us the chance to build relationships with tenants and leaseholders to find ways to develop our services.

Children were welcome to come along to the meeting and a variety of games were available to keep them occupied.

For our customers, Quizdom Audience Response System gives the opportunity to give their feedback on subject areas they feel most strongly about. The results are projected as the answers come in.

Wolverhampton Homes is eager to develop as an organisation and sees the Get Togethers as the best way to build relationships with tenants and

leaseholders alike. By realising the importance of our customer's opinions we wanted to introduce a forum, which anybody is welcome to come along to and voice their views.

The introduction of our Quizdom system has reinvented and reinvigorated the way in which we conduct our meetings.

Juliet Logan, from Tettenhall, said: "This is the kind of meeting we have been waiting for, a chance to voice our opinion and be heard. Every question is listened to, every opinion counts and everybody is treated like an individual."

"All of our questions were answered and dealt with properly, Wolverhampton Homes really is showing it is doing something so as tenants we are really pleased."

"A particular highlight for me was the Quizdom machine, it brought fun to the meeting and was really easy to use. I was delighted with the whole session."





The system itself creates a sociable atmosphere where people are more likely to feel comfortable and more keen to participate. For those who are not confident in talking in front of large groups it gives them the opportunity to step forward and give their views in a different way.

When tenants and leaseholders answered the question - What is the best way to find out your views and top priorities?

Out of 120 participants the top answer was at meetings like this, with nearly 37 per cent.

They said that safety and security was their top priority with 32 per cent, reasonable and affordable rent and quality of home came in joint second with 30 per cent and repairs came last at eight per cent.

When people were asked what was most important to you the top answer with 46 per cent was being involved and able to influence services, second with 22 per cent was the services to keep your estate looking good, third was being able to move if you want to with 20 per cent and fourth was being able to contact Wolverhampton Homes easily with 12 per cent.

BENEFITS TO WOLVERHAMPTON HOMES

In a more relaxed atmosphere people are more likely to be honest. Quizdom is completely confidential, which means people are more likely to be open with their answers.

Rather than rely on people that are willing to talk in front of large groups, this piece of technology will make it easier to collate information through surveys and questionnaires.

The response has shown great results for Wolverhampton Homes and provided good feedback for both the system and the meetings themselves.



In the first Get Together over 120 people attended, this involved a taster session to introduce the Quizdom system, a big brother style video diary and refreshments. When asked the question:

“Which part of the Get Together did you most enjoy?”

Wolverhampton Homes’ standards

Talking to staff and other tenants

The video diary

The interactive workshop session

Over 84 per cent answered talking to staff and other tenants and the interactive workshop session.



WHAT WERE THE FINANCIAL COSTS AND CASHABLE BENEFITS?

The quizdom machine itself cost in the region of £4,000, but the response and feedback we have had has been invaluable in comparison.

When considering the customer feedback received from our Get Together sessions and the qualitative rewards the cost of the Quizdom system is fairly insignificant in comparison.

Wolverhampton Homes is looking to develop as an organisation and to do this it is important we work closely with the people we provide our services to. Generally this is a case of speculating to accumulate, it is difficult to stress how influential our customers can be in the running of our organisation.

By merely offering support, voicing their opinion and answering our questions in an open and honest manner provides enough information for us to justify how successful this scheme has been.

HOW RELEVANT IS THIS AS AN EXAMPLE THAT MIGHT BE FOLLOWED BY OTHER ORGANISATIONS?

Quizdom can be used by many other organisations in lots of different ways. For example you could ask staff a variety of questions everyone should know prior to inspection, through to tenants choosing the colour of a door.

It's exciting, re-energised, invigorated and shaped the way we get positive feedback in a quick and efficient way and could work for other organisations just as well.

It is useful on a large scale and just for something a little different. We were extremely pleased with the feedback we received and will be definitely using it again at other Get Together meetings and other consultation events.



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