

Case Study:

Rent a Home - Platform website review



Background

Platform's New Customers team asked if we could speak to our Customer Sounding Board (CSB) members to seek their feedback on the "Rent a Home" section of the Platform website.

Colleagues in the New Customers team designed a series of scenarios to test how easy it was for customers to find information about renting a home from Platform and were keen to understand our involved customer's views on whether the information and guidance provided was:

- Clear
- Useful
- Easy to understand.
- Missing any information that should be included.

Customer Engagement

Our Customer Engagement team put together a survey pack for our Customer Sounding Board members, which included:

- Covering email with explanatory information and test scenarios
- Link to the "Rent a Home" section of the website.
- Link to the feedback survey form.
- Deadline date for providing feedback.

Customer Feedback

- 100% felt the information clear and easy to understand for the question "I want to rent a property from Platform."
- 89% felt the information for the question "I am over 60 and I want to live in a Retirement Village." was clear and easy.
- 89% felt the information for the question "I am over 55 and I want to live in a Retirement Living property." was clear and easy.



- 42% felt the information was clear for “I have two children and have been served a S21 notice. What should I do.” was clear and easy. Majority of the responses could not find the information using the search tool.
- 75% felt the information was clear for “I am a currently private renting, and the rent is too high, I want to rent a property that is less than £600 a month.”
- 100% felt the information was clear for “I have been offered a property with Platform, but I do not know when I can view it.”
- 61% felt the information was clear for “I am a mum with 2 children and experiencing domestic abuse and need urgent housing, who do I need to contact?”
- 64% felt the information was clear for “I want to apply for a property in Birmingham how do I know how much the rent will be.”
- 78% felt the information was clear for “I want to apply for a Retirement Living property in Derbyshire.”
- 46% felt the information was clear for “I am 17 years old, and I have been asked to leave by my parents. What do I do?”
- 82% felt the information was clear for “I am worried that you will ask me to pay a large deposit and fees, and I am unable to do this.”
- 100% felt the information was clear for “I have seen a property on your website, and I would like to apply for it, how do I do this.”
- 50% felt the information was clear for “I am being made homeless, but I have a dog and the dog is my world and I cannot move without it.” Majority of the responses could not find any information on this.
- 86% felt the information was clear for “I want to apply for a Retirement Living property, but it says I need to join a waiting list”.

Outcomes

As a direct result of our involved customers feedback, we:

- Clarified what customers need to do if they become homeless.
- Advise customers to refer to Local Authority as they provide emergency accommodation, Platform do not have the means to provide this so have to make it clear what customers should do if faced with homelessness. Altered the homelessness information to include emergency accommodation.
- Section on under 18’s added to the FAQs on the website.

