



Wythenshawe
Community Housing Group

Scrutiny Group review findings - Business Transformation

October 2025

Summary

In October and November, tenants reviewed how tenants have influenced the operational and strategic decisions as we go through business transformation.

Why?

Business transformation is a significant investment for WCHG spanning multiple years and costing millions of pounds with the aim of improving our services for tenants now and into the future. To help ensure we get it right WCHG committed to involving its tenants in the design, development and implementation.

Scrutiny members have been involved in the business transformation since its launch, now areas of the business have gone live, Scrutiny Group want to review how this is progressing and how tenants have influenced the strategic and operational decisions and how they continue to do so as WCHG continues to work through the roll out.

The Review

Members set out to answer the following questions

1. How have tenants influenced the business transformation agenda?
2. Are the customer benefits expected from business transformation being delivered?
3. How is the customer experience changing because of business transformation?
4. Is WCHG making its service more inclusive?
5. Is WCHG improving communications with customers?

In completing the review, members of the Scrutiny Group carried out the following activities:

1. Interview lead manager Paul Roberts, Assistant Director of Transformation

- Evidence of tenant involvement and how this has influenced business transformation
- Evidence of customer benefits expected and achieved
- Evidence of value for money considerations and benchmarking

2. System Demonstration

- Customer Hub – Louisa McGrath
- Anti-Social Behaviour – Joshua Green
- SMS/Email communication – Matt Fielding

3. Mystery shop – language services

- Equitable outcomes - Do tenants who do not speak English as a first language have fair and equal access to our services?

Findings

Q1: How have tenants influenced the business transformation agenda?

Findings

It is clear that tenants have been involved from the very beginning and continue to be involved in various ways, examples given included:-

- The setting of the original corporate plan included feedback gathered from over 2000 customers
- The website, app and portal project has engaged customers in its development to ensure that it meets customers' needs and the language used is correct.
- Transaction and Tenant Satisfaction Measures data is used to inform changes to processes
- Chips and Chat involvement and Summer Roadshows
- Updates to CX Committee

Recommendations

None



Q2: Are the customer benefits expected from business transformation being delivered?

Findings

Yes, a demonstration of the new system as given to scrutiny members who identified under each question if the expected benefits were being met and so far they appear to be meeting expectation, how things will continue to be met will be something that SG members will review in 12 months time as the transformation programme is rolled out. Recent TSMs also show that trends are heading to stabilisation. The table below identifies the findings by scrutiny under the various themes and outcomes.

Theme	Evidence of Tenant Influence	Customer Benefits Delivered	Customer Experience Changes	Inclusivity Improvements	Communication Improvements
Tenant Voice	TARAS, SPUD TO TALK, COMPLAINTS, CUSTOMER VOICE, TRANSACTIONAL SURVEYS				
Customer Benefits		Preferred contact methods clearer, service automated			
Customer Experience			Up-to-date info, shared info, one point of data, preferred contact methods, milestones for callbacks		
Inclusivity				Disabled access improved in reception, developing a disability action group	
Communication					Callbacks improved, case triaging, service suits tenant, all info in one place

Recommendations

Scrutiny would like to hear a project update in another 12 months as it is still at the very early stages of roll out.

Q3:How is the customer experience changing because of business transformation?

Findings

- Customer hub has seen an overall improvement - staff survey on the tech used shows an increase from 4.9 out of 10 in 2023 to 6.7 out of 10 in 2024.
- Increase in staff numbers
- CX feedback implementation
- Review of customers not using technology and communication methods.
- Anti social behaviour and neighbour nuisance is now live on the system and there is now more mobility for staff enabling them to go out to customers which in turn ensures WCHG is fit for the future. Improvements will continue as platforms are rolled out to other areas of the business.

Recommendations

Can the IVR include for New repairs the option to amend, this doesn't currently have an amend your appointment option, but it seems if you press New that is the correct pathway for it, it needs to be *Press 1 for New/Rearranging a repair appointment.*

Q4 – Is WCHG making its service more inclusive?

Findings

Yes, following a mystery shop to ensure accessibility for all and for those who do not speak English as a first language the process was very smooth, Word 360 translation service worked with the hub to ensure my enquiry was dealt with.

WCHG is working on setting up a disability action group and seeks to improve access for all customers.

Residents are testing the portal and WCHG app to ensure ongoing improvements.

Pulse can capture any accessibility or language difficulties for residents which makes the service smoother for residents.

Recommendations

Review callback process and follow up calls feedback has been negative.

Q5 – Is WCHG improving communications with customers?

Findings

Yes, there are clearly strong platforms to improving communications with customers.

Some examples include:-

- Using Pulse to capture better data on tenants communication preferences
- Using CX Feedback to open up the collection of satisfaction surveys to more customer
- Using CX Feedback to make customers aware of issues that may impact on them
- The website working group involvement in the project
- New Translation Service provider to improve services to customers
- Development of a new Disability Action Group to hear wider voices
- Community Voice developed to get out and about to hear what residents are saying

Recommendations

None

Recommendations

RECOMMENDATIONS

1. Can the IVR include for New repairs the option to amend, this doesn't currently have an amend your appointment option, but it seems if you press New that is the correct pathway for it, it needs to be *Press 1 for New/Rearranging a repair appointment.*
2. The Scrutiny Group is pleased to see that the business transformation is actively involving customers and starting to deliver benefits. As the programme in delivery, the Group would like to receive a further update in 12 months' time to ensure that these positive outcomes are sustained as the rollout progresses.
3. The Scrutiny Group would like to see a review of the call back process, this is because members themselves have had experiences where call back did not happen.

Management response:

- All the recommendations made have been accepted by management.
- Subject to CXC approval, the recommendations will be added to the Scrutiny Group recommendations tracker with target dates and progress will be reported monthly to Scrutiny Group members.
- The recommendation tracker is reviewed annually by Group Audit & Risk Committee.



Wythenshawe
Community Housing Group