

heylo

Annual Customer Report 2024

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Useful words

In this booklet we use some hard words. Understanding these words will make this booklet easier to read.

Shared Ownership

Shared Ownership is a home buying scheme that gives people the chance to buy a share of a home and then pay a rent on the share they don't own.



Tenant

A person who lives in a house which is owned by a landlord. They pay rent to their landlord as they do not own the home. They are also sometimes called, residents. Heylo often refers to tenants as the customer.



Landlord

The organisation who owns the homes that people rent or bought through Shared Ownership.



The Regulator of Social Housing

The Regulator of Social Housing's job is to check landlords are giving people good housing and good services.



Useful words

The Tenant Satisfaction Measures

A survey that the Regulator of Social Housing asks all landlords to send tenants so that they can have their say about the services the landlord provides.



The Heylo Customer Committee

A group of Heylo customers who meet regularly to check on the performance of Heylo and how it provides services to customers.





Meet Libby, Chair of the Heylo Customer Committee who lives in a Heylo home.

Libby says:

- She is happy with this report. The numbers in the report show Heylo is being clear with customers about its progress and also shows the difficulties its faced. Customers can see where Heylo needs to do things better, or differently.
- Libby says that Customer Committee started in January 2024 with the aim for customers to have a say in the way Heylo helps customers.
- In 2024 the Committee met 3 times and has been involved in talks about how Heylo operates. This includes customer complaints and customer service processes.
- Libby wants all customers to get involved and asks customers to get in touch with feedback by emailing:

customercommittee@heylohousing.com



Meet Andrew, Chief Executive Officer of Heylo Housing

Andrew says:

- Over the years, Heylo has got bigger. It now has nearly 10,000 homes in England.
- Heylo is one of the biggest providers of Shared Ownership in England.
- In 2024, Heylo focused on the services it provides to customers and has plans to do more things for customers in 2025.
- Listening to customers is important. That's why he launched the Customer Committee in January 2024. He wants the Customer Committee to have say in how Heylo provides services to customers all the time.
- There are other ways customers can have their say. The Tenant Satisfaction Survey is one way customers can have their say on what they think about Heylo.

- Customers are the most important thing for Heylo.
- Andrew says some customers may not want to talk to Heylo much but some may need more help. He wants to make sure Heylo thinks about all customers and their needs.
- By listening to customers, Andrew has written a Customer Strategy document and a Customer Charter that means Heylo can improve its customer service further.

Meet the team at Heylo



Rachael Swales

Rachael leads the team that looks after customer services and our homes.



Richard Swann

Richard leads the Tenancy Management team and helps customers who may have problems with their home or their rent account.



Divya Shah

Divya helps customers who call Heylo and also helps customers who wish to make a complaint about Heylo.



Megan Crowther

Megan's team helps customers who want to buy more shares in their home or who wish to sell their home.

Meet the team at Heylo



Mel Toomey

Mel's team helps customers who wish to buy a brand new home through Home Reach Shared Ownership.



Agnieszka Skowronek

Agnieszka's team helps customers who wish to buy pre-owned homes through the Your Home gradual home ownership scheme.



Lisa Atter

Lisa's team works to make sure the homes we provide to customers are safe. Lisa also works with any other managing companies that help to keep apartment blocks or housing estates safe and nice places to live.



Tim Willcocks

Tim is a member of the senior management of Heylo and also sits on the Heylo Housing Registered Provider Board. He oversees all the customer service and property teams at Heylo.

See our results for 2024

In 2024 we delivered:

- ✓ 667 homes sold
- ✓ 677 homes bought and to be sold in future
- ✓ 325 customers sold their shared ownership home

In 2024 we spoke to lots of customers:

- ✓ Heylo received 17,548 calls from customers – most of which were answered within 60-seconds of them ringing us.
- ✓ The average time a customer waited to speak to us was 3 minutes and 20 seconds.
- ✓ Heylo helped 14,500 customers with their queries sent via email or the website.
- ✓ Sometimes, customers want to speak to Heylo via our webchat and there were 265 webchats in 2024.

In 2024 we worked to ensure homes were safe:

- Where Heylo owns all the block of flats, all homes have an up to date fire risk assessment.
- Where Heylo has a leasehold interest in the block of flats, 97% of homes have an up to date fire risk assessment.
- Most of the managing agents that Heylo works with perform strongly in our opinion.

In 2024, 91 customers made an initial complaint to us. This is called a Stage one complaint:

- Heylo told most customers they had received their complaint within the right timescale (95%).
- Heylo responded to most customer complaints within the right timescale (87%).

In 2024, 29 customers wanted to escalate their complaint to another member of our management team. This is called a Stage two complaint:

- Heylo told most of these customers that they had received their complaint with the right timescale (93%).
- Heylo responded to most customer complaints within the right timescale (76%).
- We decided to not agree with the customers complaints in over half of all complaints received.
- We did agree with around a third of all complaints from customers. This means the customer was correct when making their complaint and we were at fault.
- In 11% of complaints, we agreed with some of the customer's complaint. This means we were at fault in some instances, but not all.

In 2024 we checked how satisfied customers were via Trustpilot:

- Heylo's overall Trustpilot score was 4.39 out of 5. At the end of 2024, Heylo's Trustpilot score was 4.5 out of 5.
- 78% of all Trustpilot reviews from customers were good.

Tenant Satisfaction Measures (TSMs)

The Tenant Satisfaction Measures is a survey that the Regulator of Social Housing asks all landlords to do every year.

The survey helps you to see how we are doing in providing help to customers and where it needs to improve.

The survey is in two parts:

- 10 measures look at how we manage our business.
- 12 measures look at how tenants feel about the landlord.

In 2024, we sent out 7,644 surveys and 832 customers completed the survey.

Here are the results:

- ✓ Around 5 in every 10 customers were satisfied with the services provided by Heylo.
- ✗ Around a quarter were not satisfied with the service provided by Heylo.
- ✓ 7 out of 10 customers said they were satisfied that the home they live in is safe.
- ✗ Only 1 in every 10 customers said they did not think their home was safe.
- ✓ Nearly 4 in 10 customers said Heylo listened to their views and acted on them.
- ✗ Nearly 3 in every 10 customers said that they did not think Heylo listened to their views or acted on them.

- ✓ Nearly half of all customers who answered the survey said they thought Heylo treated them fairly and respected them.
- ✗ Less than 2 in every 10 customers thought Heylo did not treat them with fairness or respect.
- ✓ Less than 2 in every 10 customers were happy with Heylo's approach to dealing with complaints.
- ✗ 7 in every 10 customers said they were unhappy with how Heylo deals with complaints. This is something Heylo wants to fix.
- ✗ Less than 4 in 10 customers were happy that Heylo kept public areas in their block of flats clean and in good repair. Over half of all customers said they were unhappy with this.
- ✗ Only 2 in 10 customers were satisfied with how Heylo deals with anti-social behaviour.
- ⚖ But over half said they were neither satisfied or not satisfied with how Heylo deals with anti-social behaviour.
- ✗ Only 2 in every 10 customers said they were not satisfied with how Heylo deals with anti-social behaviour.
- ✓ 3 in every 10 customers think Heylo does good work in local neighbourhoods.
- ✗ 2 in every 10 customers said they did not think Heylo does good work in local neighbourhoods.
- ⚖ Just under half of customers said they didn't think Heylo did or did not do good work in local neighbourhoods.

Some other numbers that will help you to see how Heylo helped customers in 2024* are:

-  There were very few cases of anti-social behaviour (only 0.5 cases per 1,000 homes Heylo owns).
-  Of these anti-social behaviour cases, very few of them were hate incidents (0.1 cases per 1,000 homes Heylo owns).
-  Heylo responded to over 7 in every 10 stage 1 complaints within the Housing Ombudsman's Complaint Handling Code timescales.
-  Heylo responded to over 9 in every 10 stage 2 complaints within the Housing Ombudsman's Complaint Handling Code timescales.
-  Where Heylo has to carry out gas safety checks, 100% of homes had this check completed.
-  Where Heylo has to carry out fire risk assessments, nearly all homes had the assessment completed.
-  Where Heylo has to carry out asbestos management survey or inspections, over 9 in 10 of these surveys and inspections were completed.
-  Where Heylo has to carry out legionella risk assessments, over 9 in 10 of these assessments were completed.
-  Where Heylo has to carry out lift safety checks, over 8 in 10 of these checks were completed.

*TSM's are the year to March 2024.

Customer feedback and how Heylo is getting better.

We want to improve our services, and listening to our customers helps us do this.

Between October 2023 and September 2024 there were 120 complaints from customers. 91 of these complaints were stage one complaints. 29 of these complaints were stage two complaints.

A stage one complaint is when a customer makes a complaint. A stage two complaint is when a customer appeals the decision from the first complaint.

Stage two complaints are always dealt with by senior managers of Heylo.

In 2024 most complaints from customers happened from January – March 2024.

Most complaints related to our Tenancy Management team with customers mostly unhappy with charges Heylo made to their account, and / or the way Heylo spoke to them about their account or home. Very few complaints related to issues about health and safety.

Sometimes, customers complained about things that are not within the direct control of Heylo. For example, a customer may want to complain about the upkeep of public areas in their block of flats. As Heylo may not be responsible for the management of this, the complaint would be considered 'indirect' by Heylo.

In 2024 over 2 in every 10 complaints were indirect.

In February 2024 Heylo launched a new tool for tracking complaints and this will mean Heylo can improve how it deals with customer complaints.

What have we learned from customer complaints

- ✓ We need to raise snags with house builders faster and share information with the wider Heylo team to help speed up sorting issues for customers.
- ✓ Better reviewing of issues to understand causes, before we take action.
- ✓ Improve communications with customers when we need to take additional payments, such as service charges.
- ✓ Provide better information on who is responsible for public areas of blocks of flats and other areas on housing estates.
- ✓ Make sure estate agents who sell our homes include all offers on reservations to ensure customers receive the discounts and incentives they are entitled to.
- ✓ Make sure customer's Direct Debits are always cancelled as soon as they sell their home and are no longer a customer of Heylo.

What our customers say

Eleanor and Josh bought a home through Your Home and said:

“The team have been amazing – they were very helpful and understanding and we’re so happy with our new home.”

Another customer, Stella, said:

“Outstanding service from purchase to resale.”

Another way we listened to customers is through the Heylo Community Survey. We ran this survey in spring 2024 in order to learn more about our customers and their life in a Heylo home.

From this survey we understood our customers wanted us to:

- Be more aware of customers who may be disabled. From this feedback we have organized disability awareness training for staff.
- Give disabled customers more time to answer the phone. From this feedback we changed our system so that customers who need more time to answer the phone are given that time.



How Heylo spends its income?

In 2024 we collected £40 million in rental income.

- 66p of every £1 spent went on covering interest on loans and loan repayments.
- 12p in every £1 spent went on the costs for providing our services – for example, the technology and phone system we use to answer phone calls and emails from customers.
- 12p in every £1 was spent on reinvesting into more homes.
- 8p in every £1 on business expenses.
- Finally, 2p in every £1 was spent on repairs and maintenance.



More information about the Customer Committee

The Customer Committee is now a formal committee within Heylo.

The committee is made up of customers from different parts of England and Wales. Some live in houses, others live in flats. This difference means as many customer experiences are considered as possible.

The Committee meets four times every year. Meetings happen before Board meetings. This means Customer Committee feedback can be shared with Board members as soon as possible. In every Board meeting, Customer Committee feedback is discussed.

The things that the Customer Committee talk about include:

- ✓ How rents are reviewed
- ✓ Performance of Heylo in supporting customers
- ✓ Complaints and feedback

If you have any feedback you'd like to share with the customer committee you can email it to:

customercommittee@heylohousing.com

Heylo Connect live events

In 2024 we started to run regular webinars with customers so that we can discuss topics that matter to customers.

So far, Heylo Connect events have discussed:

- ✓ Information about your lease document
 - ✓ Your rights and responsibilities
 - ✓ How to sell your Shared Ownership home
-

Heylo Readers' Panel

In 2024 we started the Heylo Readers' Panel. This panel is made up of 31 customers who make sure information we send out to customers is OK before we send it.

In 2024 the Readers' Panel reviewed two things:

1. A text message we send to customers when we are unable to collect their rent payment
2. The new customer portal we have built for customers. This is called My Heylo Home



Sustainability

We want to do protect the environment and areas that our customers live in. To do this we have started to do new things like:

- Providing information on environmental and community matters in customer newsletters that we email to customers regularly.
- Speaking to managing agents of blocks of flats to understand how they have making changes that benefit the environment and helping them with new ideas.
- Ensuring matters relating to the environment and areas our customers live in are talked about in the Customer Committee.

We have also written a Sustainability Strategy Action Plan which will help us to work towards reaching net zero emissions.

You can read more about our efforts to be more environmentally friendly by visiting the website and reading our ESG Report.



Customer Strategy and Charter

In 2024 we looked at our Customer Strategy. We worked with the Customer Committee to do this and here's the important information about it:

Customer First

- Every time we speak to a customer we want it to be a positive experience. We want to resolve queries quickly, and in a simple and straightforward way.
- We will monitor results closely and aim to be the best the affordable homes sector.

Systems and Data

- We will use data to understand our customers and improve services for them. We will use technology to do this, meaning customers have more ways to contact us.

Communications

- Every time we contact customers we will make sure the communications are clear, simple and accessible.
- We want customers to be able to get information about their account or home in different ways.

Customer Engagement

- We want to provide different ways for customers to get to know us and give their view on how we can improve.

Our Commitment to Customers

Quality Home

We want to provide safe homes that are in good repair, are energy efficient and are better than industry standards.

Affordability

Through Shared Ownership, we want to make home ownership accessible to those who would otherwise not be able to afford to buy a home.

Customer Service Excellence

Our customer service will be friendly, professional and quick. We will always treat customers with respect, dignity and fairness. We will invest in training to help us do this all the time.

Transparent Communication

We will ensure information we send customers is clear, accessible and timely. We will make sure customers are able to check our performance by publishing results on our website on a regular basis.

Accountability

We will listen to customers in order to understand where we need to improve.

Complaints Handling

We will ensure we have a clear, transparent, and efficient complaints handling process. We will try to sort issues quickly and to the best of our ability.

Customer Involvement

We will value what customers tell us and encourage them to have their say in how we provide services.

Sustainability and Environmental Responsibility

We will try to make sure we minimize our environmental impact through changing how we do things so that they are energy efficient.

Equality and Diversity

We will ensure Heylo is inclusive and that customers are treated equally and fairly, regardless of background, ethnicity, gender, age, disability or other protected characteristics.



What we're doing in 2025

We want to do better in how we respond to customers.

We will see how we perform when we do the next Tenant Satisfaction Measures Survey. We want to see results improve compared to 2024.

We will also run 'snap surveys' to understand customers views 'in the moment'.

We will address issues in the way we handle complaints by reviewing processes.

We will launch our Customer Portal – My Heylo Home. This will mean customers can access important documents online, without the need to call us.

We will launch Heylo Together. A community initiative that will enable us to support local good causes important to our customers.

We will continue to roll out new opportunities for customers to engage with us.



Contact

If you have any questions or comments about the information in this document, please get in touch – we would love to hear from you.

Phone: **0203 744 0415**

Email: **info@heylohousing.com**

Visit website: **www.heylohousing.com**

If you would like to request this document in another format or language, please contact us using details provided.

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The Registered Office of each of the group companies is 6 Wellington Place, 4th Floor (Ref: CSU), Leeds, LS1 4AP.