

## AST Focus Group Case Study

In November 2015 we held 3 focus groups looking at customer expectations of service and how well we are delivering on those expectations. 12 residents attended and we were grateful for their time and honesty, giving us an insight into what matters to them most. Key findings from these sessions are detailed below:

1. Overall, satisfaction with Cadogan is rated as extremely high. Those residents participating in the focus groups live in a variety of different developments across the estate.
2. The key drivers for choosing to live on the Estate were: desirability and character of the area, commuting and social convenience, and quality of the apartment.  
*"For me, I think you feel that you're in a community, a real village."*  
*"You don't realise how fortunate you are with the little details."*
3. Our responsiveness to maintenance and service issues is seen as a key strength and those who have used the Out of Hours service have been impressed with the speed of response.  
*"I find that I have fantastic responsiveness from Cadogan...I've lived in a number of places around the world and I have never had such good responsiveness."*  
*"They are reliable; they are very quick in responding to things, they're not invasive."*
4. Those customers who have used the Cadogan Concierge service showed a high level of satisfaction and felt that it delivered a wow factor.  
*"They arranged everything for me. So even the simple things, as a newcomer it's a big relief."*  
*"[The Lifestyle Manager] was very helpful...once you know it's there, then you'll start to use it and it's really, really nice."*
5. It was clear from some of the respondents that despite the high opinion of Cadogan Estates, there is room for improvement in how we handle communication of works that might affect our customers. In addition to this, our Lettings Agents are not as well informed as they could be, and some tenants felt that our Renewals process was not always consistent.
6. Nonetheless, the trust ethic running through Cadogan was seen as a vital element in our appeal to customers, along with the strength of our brand. Our impression as a Landlord who demonstrates professionalism, reliability, attention to detail and fairness was also an important focus. Our customers held in high regard the quality of their personal relationship with Cadogan.  
*"What wows me about them is the consistency."*  
*"What you see is what you get. It is clean, it is efficient, it is professional."*

The Cadogan Customer Services team has met and set out a series of actions based on the feedback as we know that acting on what we are told is a vital part of improving our business.

- a. We have reviewed the process by which we instruct our Lettings Agents, to provide more detailed and consistent information to them upon instruction.
- b. We have made some minor alterations to our renewals procedure, to extend the period within which Tenants can complete this process.
- c. We intend to hold a workshop during which our Lettings Agents, working with key team members, can gain a better understanding of the ownership structure of some buildings (for example, where Cadogan do not own the building, and have less control over works and standard of communal areas) so that this can be more easily communicated at the start of a tenancy.

We will hold future residential and commercial focus groups and if you would like to share your opinions, please do get in touch via [customerfeedback@cadogan.co.uk](mailto:customerfeedback@cadogan.co.uk) or 020 7730 4567.