

# 6-Month Update: MY ATEB ACCOUNT

If you would like this report in any other format or language, please contact ateb

February 2025



## Thank you for your support

If you'd like to discuss with staff and other ateb customers, the progress that's made in terms of carrying out these improvement steps, or any other aspects of these surveys and reports, you are welcome to come to our Survey Planning Group, which is held on the second Tuesday of most months.

Keep an eye on our website for [what's on the horizon.](#)

**If it matters to you, it matters to us**

# Thank you for all your support over the last 6 months

This document is letting you know about improvements ateb is making/has made to a service, following what you told us in a past survey.

Please find below our **Update Report** on the following survey:

→ April/May 2024 — **my ateb account**

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## my ateb account

### Purpose of the survey:

Customers of ateb were clearly not using their ateb on-line account — **my ateb account (maa)** — an account personalised to customers, in place to make customers' dealings with ateb swifter & easier. Customers were providing ateb with negative feedback about this facility. We wanted to find out exactly what was going wrong, so we could improve this service.

For the original, full report on this survey, please [click here](#)

### What have we learned 6 months on?

The following is a list of the improvement actions set approximately 6 months ago, and records of progress made towards fulfilling those actions.

#### ACTION 1:

**Review and research other housing associations & other organisations' similar facilities.**

Research was done and nothing to aspire to was found. Other Has seemed to have similar facilities to ateb's current ones. ✓

## ACTION 2:

### **Explore options to make the national insurance number field on the log-in page easier to use.**

It was hoped that the cell into which people signing up, should type their NINO (national insurance number), could be pre-fixed, so that no errors involving gaps in between numbers could crop up.

This was important because it was a situation causing customer problems whilst creating an account. However this was not possible. Instead, a self-help video is now available on the page, explaining how & why it's important to get the NINO exactly as it is recorded on the ateb main system. Guidance notes are also on the page including reasons for needing the NINO and an invitation to call ateb, should neither of these help methods suit the customer.

Feedback from customers about this video is good. Customer at the focus group session volunteered, *"It's a lot easier."* ✓

## ACTION 3:

### **Work with the Repairs Team to find out what additional information can be displayed for customers.**

This was important because customers felt that, whilst they could *report* a repair, they could see no news of the job's progress. Also, customers felt frustrated because they felt that a job was being shown as 'Completed' when they could see full well that their repair had not been fixed. This was often because a repair reported by a customer might actually require, for example, 3 separate jobs eg a plumber, electrician & a builder. Where one of those separate jobs was completed, the entire job was showing as 'Complete' — customers simply couldn't see enough information. Following the **maa** improvements, repairs requests now have a visible job number & each job is shown broken down into specific jobs. Each of these individual job's progress is now available for customers to see on **my ateb account**. The name of contractors who are carrying out the work is also shown. This way, customers have a lot more knowledge of what, exactly, is going on with the repair. This is one of the main features customers were asking for and many more repairs cases are now being reported through **my ateb account**. ✓

## ACTION 4:

## Explore options for customer service charges breakdown to be made visible.

Service charges have been added with a breakdown of each charge for the customer to view. ✓

### **ACTION 5** (Incomplete) :

#### **Promote my ateb account internally & externally.**

While this action is incomplete to date, General Enquiries have received training on how to draw customers' attention to **my ateb account** whilst on a call. Driven by the General Enquiries team, during Contact Centre calls, a new script is being used to promote **my ateb account**. Their intention is, that this training will be extended to all customer-facing staff.

Meanwhile, the Communications department are running a promotional campaign, where **my ateb account**, and its new, easier to use features, have been splashed onto social media, ateb's website & Yammer/Viva Engage (addressing internal requirements). Following on from this initial burst of attention, there is also a plan in progress, involving 24 separate Facebook posts: they are revolving continuously around the year, promoting **maa** & it's new self-help material. In one, single month since the ateb hyped 'Go Live' date of 04/11/24, twice as many customers successfully signed up to my ateb account as did in the complete month before.

And, out in the community, Andrew Jenkins, ateb's Community Welfare Coordinator, has been sitting with customers & their various devices, enabling customers to register for, and use, **maa**.

### **ACTION 6** (Incomplete):

#### **Promote self-help material internally & externally.**

While this action is also incomplete to date, General Enquiries have received training on how to guide customers to the self-help material. The intention is, that this training will be extended to all customer facing staff.

Also, promotion of the self-help videos is included in the revolving Communications plan, as mentioned above.

## ACTION 7:

### **Review & enhance how to register for my ateb account.**

With customers' guidance, the login page has been reviewed and enhanced, with changes having been made to wording, keeping wording clearer and more consistent, to design and to the availability of a self-help video. ✓

## ACTION 8 (Incomplete):

### **Review & enhance self-help material.**

12 self-help videos are now to be found on the relevant pages of **my ateb account**, guiding customers through facilities such as:

- Registering for My ateb account
- My Service Charges
- My Repairs
- My Contract
- My Complaints
- How to make a rent payment

Every page has one — and many pages have a leaflet with instructions, or a self-help guide attached, too. It was reported how the Welsh versions of the videos have also been recorded but not published yet.

## WHAT WE HAVE LEARNT:

We have learnt, through running the following process:

1. recognising that there was a problem
2. running a survey to find out what the problems were
3. creating actions which were then woven into the relevant departments work plans
4. working towards the actions...

...whilst receiving interaction with customers all along the way to guide those improvements, through:

- customer comments in open questions in previous surveys

- ✚ the my ateb account survey itself
- ✚ the series of focus groups
- ✚ the 2 Survey Planning Groups sessions...

that uptake of the use of my ateb account has significantly improved.

## IMPACT:

- ✚ **Promotion:** Since the launch on 4th Nov we have received an average of 200 more log ins, to the maa registration page, per month than prior to the campaign. During the period of 1st Aug to 31st Oct (3 months) we had 2,957 log ins. During the period of 1st Nov to 1st Feb we have 3,601. This represents an increase in visitors of 22%
- ✚ **Registration:** The number of customers who registered successfully for **my ateb account** doubled from one month to the next, following the launch of the improvements.
- ✚ **Repairs cases reported:** The number of Repairs cases reported through maa also doubled from one month to the next, following the launch of the improvements.
- ✚ **General Enquiries:** In the whole of 2023 there were only 27 general enquiries made through maa, but in 1 month following the launch of the improvements, 25 general enquiries were made.

## Customer Quotes

“I think the new ateb portal (**my ateb account**) will make each tenant using it feel better and in a way personal to them.” (Christina)

“Afternoon Ailnor, The video is clear and easy to follow for someone who is creating an ateb account for the first time.” (Peter)

Customer gave an example of where he'd been able to help his neighbour, who had a “broken radiator”, by using the self-help guidance sheet on **maa**, instead of phoning ateb, they managed to resolve a problem, which amounted to pulling down a green button on the boiler. “...makes sense (to use a self-help guide) .... diagnoses problem straight away” (Peter).

“A friend of mine has a speech problem — this (**maa**) is going to be so helpful to them — this online method will be so much easier than using the phone” (Arlene)

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## What happens next?

We will continue to monitor the progress made towards achieving these goals.

*Thank you for your support*

We really appreciate all those involved in these investigations.

### *Need to know more or raise an issue?*

Drop us an email: [engage@atebgroup.co.uk](mailto:engage@atebgroup.co.uk)

Visit our website: [www.atebgroup.co.uk](http://www.atebgroup.co.uk)

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