

Conclusion and recommendations

In this conclusion the main findings of the Accommodate Survey 2013 will be presented.

Overall the results are quite positive. The overall grade respondents gave SLS Wonen - Accommodate is a 6,13 out of 10, which is 'sufficient', and comparing to last year's figure (4,95), a substantial improvement. Nevertheless, there is still a lot of room for improvement.

The main topics in this conclusion are:

- Communication
- The availability of the front offices
- Vacuum cleaners, washers and dryers
- Pricing and rooms
- Complex specific issues

Communication

Communication creates expectations and is essential to manage those expectations. Good communication contributes to a realistic pattern of expectations and solves problems when you cannot meet the expectations. When these expectations are not met, it results in dissatisfaction. In short: *'You have to say what you do, and you have to do what you say'*. In situations wherein you cannot deliver, you have to communicate that as soon as possible, and (try to) provide alternative solutions. The information on the website is found very good by the respondents. Also, the forms of Accommodate are very clear and the handling of the complaints is considered 'reasonably well'. There is still room for improvement regarding the handling of complaints and, moreover, the incidental communication. The friendliness of the staff is considered 'good' (3,50 out of 5).

Front offices

The overall availability of the front offices is considered 'quite poor', 'sufficient' and 'reasonably well' by the different complexes. The overall grade for the availability of the front offices was 2,72 out of 5. With the introduction of the KCC (Client Contact Centre), the service will mainly shift from the front offices to a digital portal: the KCC. It is very sensible to keep the front offices open and manned in the introduction phase of the KCC in Leiden, and to monitor the quality of the service and the follow up consequently. Good communication regarding this new way of working is essential.

Cleaning, miscellaneous

The issues regarding the vacuum cleaners and washers/dryers have been also been addressed in the survey of last year. As a response of Accommodate, complexes which had problems regarding the availability of vacuum cleaners are provided more vacuum cleaners; one for every room with carpet on the floor. For rooms with another type of floor alternative cleaning equipment is provided. In several complexes professional washers are installed, which meet the requirements needed for mass use: increased capacity and short washing programmes. However, the maintenance and service seems insufficient and most importantly, when the washers are out of order it takes too long to provide a solution. During that time the lack of adequate response to the problem results in serious dissatisfaction. This should be improved.

It is also recommended to provide a system that gives insight in the occupancy/availability of the machines and therewith increases the efficient use of the washers and dryers.

Pricing and rooms

The 'location of the complexes', the 'information on the rooms', the 'diversity in price and space': all these aspects are respectively considered 'very good', 'good', and 'sufficient'.

The price of the rooms is considered 'too high', and the majority of the respondents would have paid less for a similar room in their own country. At the same time, the price-quality ratio is considered between 'insufficient' and 'sufficient'. The overall grade was 2,74 out of 5.

A great cause for dissatisfaction is the term of the contract. Respondents do not consider it fair that the contract extends till August, because at that time a substantive part of the respondents is not even in the Netherlands anymore. Good communication about the duration of the contract *before* the signing of the contract could mitigate the dissatisfaction on this point.

The atmosphere of the accommodations and the safety of the neighbourhood are respectively considered to be 'very good'.

Complex specific issues

There are a few complex specific issues worth addressing. Our survey also gives an insight regarding complex/room specific problems and gives Accommodate the possibility for a customized approach in dealing with these problems. The reasons for these recommendations are derived from the responses to the 'open questions' in the survey.

BRES recommends Accommodate to:

- Make arrangements with Café Olivier about the noise and improve the noise insulation of the rooms at the Kloosterpoort complex. Take noise complaints of tenants seriously and act accordingly.
- Provide the Smaragdlaan complex with a bicycle storage.
- Provide common rooms in big complexes, to make it possible to have access to and socialize with people from the whole complex and not only the people from the same hall.