# You said, we did!

## We're committed to listening to your feedback when it comes to our customer annual report. Here are some examples of how we have acted on your suggestions this year.

**You said: Any impact on customers needs to be clear.**

**We did:** We took on board your feedback that we should be clear about ultimate impact on customers and bring that to life where we can.

We have a larger 'you said we did' section in the report this year and we've tried to focus more on outcomes to customers.

We have also included a video about the Your Home app where Gary Hardy talks about the app and the benefits it brings to customer safety and well-being, as well as empowering our colleagues to escalate issues and concerns quickly and effectively.

**You said: Bring colleagues to life.**

**We did:** You told us that it would be good to see/hear from some faces from within the organisation, so it gives people a sense of who we are.

In response, in this year's report, we have done a couple of 'Meet Your Housing Officers' pull-outs, which will highlight some of our colleagues.

**You said: Point out any savings or reinvestments in services.**

**We did:** You were keen that we pull through any examples of value for money savings. These have been included throughout the report.

**You said: Expand distribution.**

**We did:** You wanted us to expand distribution of the report, so it has greater reach to customers.

We're working with operational colleagues to maximise access to the report. For example, we will display promotional posters with QR codes in our schemes and services.

**You said: Make the report shorter.**

**We did:** You gave us feedback about keeping sections short and simple.

We have made some sections of this year's report shorter and have also produced a two-page summary infographic.

**You said: Provide an easier alternative for reading the report - perhaps an animation or video.**

**We did:** This year we have created different versions of the report, including a 'compact' version specifically designed for mobile phones. We know from our communications data that the majority of customers read GSA's content on their phones.

There is also a full desktop version and an infographic.

We will promote all versions of the report with flyers and posters that our operatives will share with customers.