



We're Listening

Our website and Livvi

We wanted to understand what our customers think about our website – how easy it is to use and what types of information matters to them most. We also asked for feedback on Livvi, our animated character who helps us communicate with our customers.

Who did we talk to?

We held three customer focus groups: two in Halewood and one in Kirkby. In total, **18 customers** shared their views and experiences, helping us understand what works well and what could be improved.

Our website

What we did

Customers took part in hands-on sessions using a computer or tablet. We talked about:

- How they use the internet and which apps they use most
- Whether they use our website and/or social media pages
- Which website pages they visit most often
- What information is most important to them for us to include on our website
- Whether anything is missing from our website
- How easy it is to find information on our website

What did you tell us?

Customers said that:



- The website is generally easy to use and clearly laid out



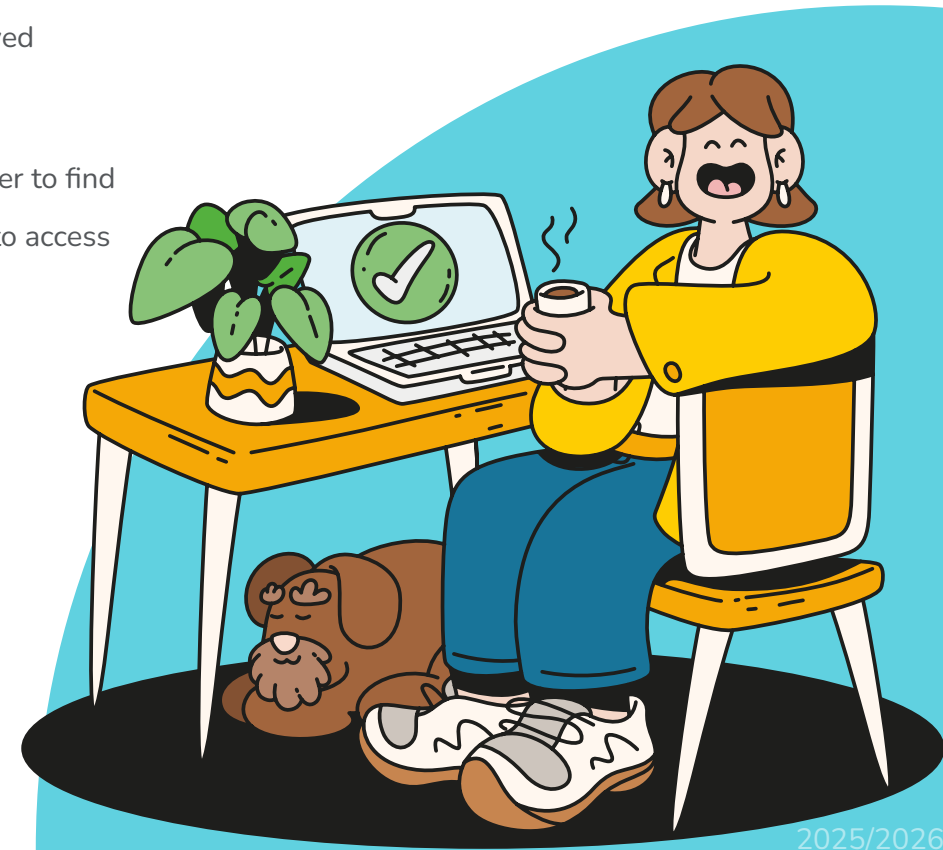
- The search function could be improved to show more relevant results
- The Live Chat box 'pops up too' often and can be frustrating
- The complaints page should be easier to find

The most important things you want to access our website for are:

- Report repairs
- The self service portal
- Use Live Chat
- Report anti social behaviour
- Pay rent or view rent accounts
- Service Standards (knowing your customer rights)
- Find out about planned major works (such as fitting new kitchens or bathrooms)

There was less interest in accessing:

- Performance information
- Policies (although some said it's still important to understand their rights)
- Information about our Board



Livvi – our animated character

What we did

We explained Livvi's role and asked customers for their thoughts on how she could be used now and in the future.

What did you tell us?

Customers said that:



- Livvi could make important but dull information more engaging
- Livvi could help explain complex information more clearly
- Livvi would work well on promotional materials



- Livv's role isn't always clear, including whether she is AI?

Some customers also suggested linking Livvi more closely with Live Chat.

What we're doing with your feedback

Website improvements

Based on your feedback, we are:

- Reducing how often the Live Chat 'pop up' appears – the pop-up now appears every 60 seconds, rather than every five seconds
- Reviewing and improving the website search function
- Making frequently used pages easier to find, including complaints

- Adding clearer information about planned works
- Separating customer information from corporate information
- Exploring how Livvi could be included within Live Chat

Livvi

We will:

- Make Livvi's role clearer
- Use her to help explain complex information more simply
- Include Livvi in future promotional materials

Thank you!

A huge thank you to everyone who took the time to share their feedback. We truly appreciate it.

Your voice matters.

