

ashford LIFELINE

Annual Report 2020



Our Overview

Welcome to our Annual Report for 2020

Ashford Lifeline is a personal emergency response system that enables people to remain independent and more confident in their own homes, offering reassurance to our customers and their loved ones.

Ashford Lifeline has been in operation for over 25 years and is a service that Ashford Borough Council is proud of. We provide emergency assistance 24 hours per day, 365 days of the year to over 1800 customers.

In the event of an emergency, customers can alert our control centre by simply pressing their pendant or a button on the alarm unit near to their phone. Depending on the circumstances we can contact a friend, neighbour or family member, or if necessary, the emergency services.

We are able to provide our customers with tailored packages to suit their individual requirements. We offer a basic package of a lifeline unit and pendant and additional sensors can be added such as fall detectors, smoke detectors and flood detectors as required. We are also able to provide additional items to keep a customer's property safe and secure but will allow the emergency services to gain access if necessary.

Ashford Lifeline is accredited by the Telecare Service Association (TSA). This accreditation gives the confidence to our customers that we are dedicated to delivering a high standard of service and that our procedures comply with the TSA Codes of Practice; which are the national accreditation standards.

The annual surveys of our customers prove that we continue to meet the key performance indicators set by the TSA for the service quality, speed, response and value for money.

Our Aim & Mission

Our aim

Our aim has always been to deliver a - high quality, professional and caring service while being sensitive to the needs and wishes of our customers, their family, carers or friends regardless of race, culture, religion, age, disability, vulnerability and gender.

With this in mind our Mission Statement affirms that Ashford Lifeline will continue to promote a customer focused approach, building and strengthening relationships based on honesty and quality.

Our mission

- Respond to all calls within the Telecare Services Association (TSA) Code of practice time frame.
- Provide a friendly, courteous, prompt and quality service at all times.
- Listen and respond efficiently to customer needs
- Treat all customers in a fair and equal way.
- Continually looking to transform and improve the service, technology and delivery of the service.
- Demonstrate confidence, reassurance and efficiency in emergency situations.

Our Achievements

Over the last year we have

- Had our TSA accreditation status renewed after our processes, procedures and monthly performance targets were inspected by the TSA.
- Simplified our application pack and forms to make the process as easy as possible for our customers.
- Added additional payment methods via our business support team to speed up the process.

- Introduced a self-install option via post and collection for new customers which has proved quite popular for those shielding or with covid-19 symptoms.
- Achieved the monthly code of practise targets set for us by the TSA.
- Between 01/01/20 – 31/12/2020 made and received a total of 62896 calls.
- Made regular 'Happy Birthday' calls to our customers and also sent out birthday cards to those celebrating their 100th (and older) birthdays.

Our Performance

Call Response Times

In line with the TSA target of answering 97% of our Lifeline calls within 30 seconds we are extremely proud to announce that we have received this target every month over the past year as detailed in the below table:

Month of 2020	% of Calls answered within 30 Seconds
January	99.81
February	99.39
March	99.60
April	99.82
May	99.95
June	99.75
July	99.81
August	99.80
September	99.45
October	99.74
November	99.60
December	99.73

Operator Quality Checks

All calls made to, and from our monitoring centre are recorded. Each month The Monitoring Centre Supervisor will randomly listen to a selection of calls to confirm that procedures are being followed.

When listening to the calls the Supervisor will access that each operator has met the TSA requirements, these include:

- Did the operator greet the caller and introduce the service?
- Did the operator speak clearly and in a professional and polite manner?
- Did the operator use listening skills?
- Did the operator keep control of the call?
- Did the call conclude appropriately with the objectives met?

Customer Satisfaction 2020

We are pleased to report again that this year customers took the time to take part in our customer satisfaction survey. Thank you to all of those that took the time to complete the form.

We asked 33% of our customers for their opinion on the service that we provide to them.

We also contact our new customers 7 days after installation to ask for their comments on the installation process and to find out how they are getting on with the service we provide or if they have any questions regarding it.

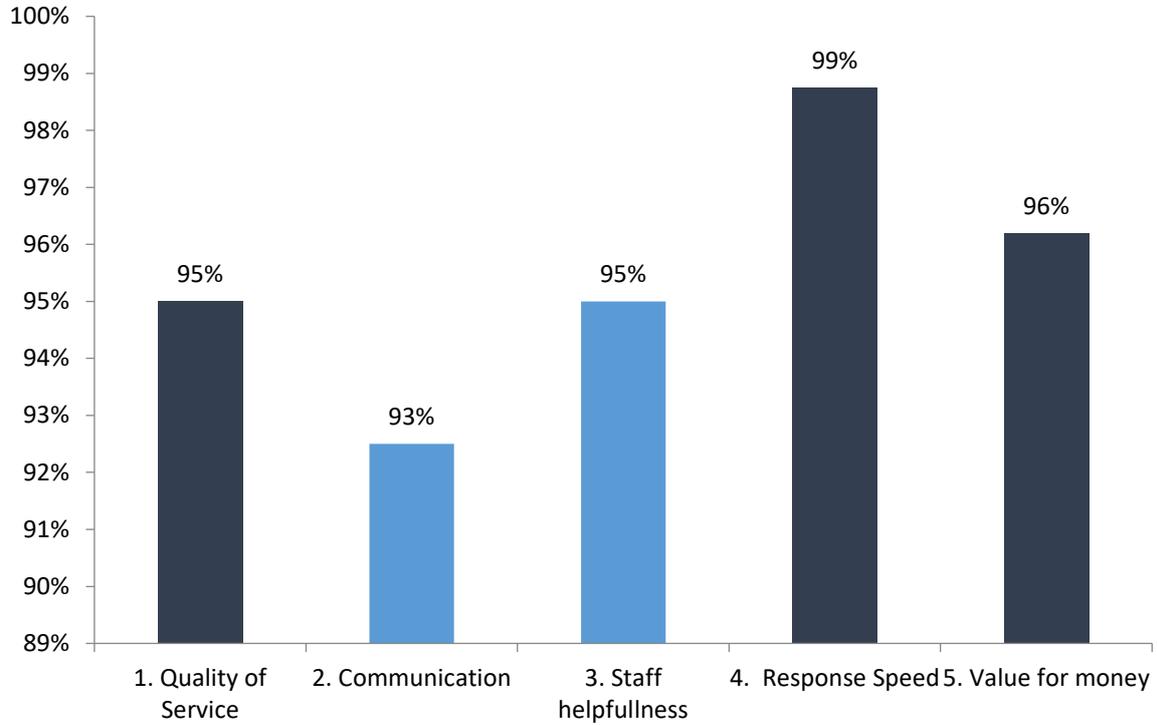
We value all of the comments received as they help us to identify areas of work that customers are happy with, but more importantly areas of where changes can be made to improve our service.

It may not always be possible to implement the suggested changes, but each is seriously considered.

Each survey will contain the four mandatory questions required to comply with the TSA requirements; these are – Quality of Service, Speed of Response, Helpfulness of Staff and Value for Money.

Below are the results of the 2020 Customer Satisfaction Survey:

Annual Customer Survey Results 2020



Customer Feedback

"I find the service extremely satisfactory and the confidence that it gives me. I would be prepared to pay a few more bob for it."
Mr. H, Rolvenden

"An extension speaker to place in other areas of the house so would be good"
Mrs. E, Ashford

"It is always there is I need it."
Mrs. C, Ashford

Looking Forward to 2021

During the coming year the team will continue to work together to maintain and improve where necessary on the already high standard of service that we are currently providing.

In addition will be going to:

- Strive to maintain our Existing TSA accreditation status.
- Continue to help and assist our customers to live independently 365 days a year, 24 hours a day.
- Become more commercial and look to widen and grow our customer base.
- Upgrade our systems to a new and improved operation system (PNC8)
- Explore online applications as well as additional payment methods for the convenience of our existing and potential customers.
- Seek out new opportunities to develop the service and support to meet the future needs of the community.
- We will continue to be aware of technological developments and work with our partners in the development of new innovative telecare products to best support vulnerable people.
- Gather and analyse data, in order to provide a proactive and responsive service.
- Look to rebrand and drop 'Ashford' from our name as to appeal to a wider audience and not limit ourselves to the local area.
- Look at the possibility of setting up Lifeline social media platforms.
- Advertise with local doctor surgeries and hospitals by supplying them with appointment cards advertising our service.

How to Contact Us

As a customer focused service we welcome and encourage your comments and feedback on anything in this annual report and indeed any aspect of our Lifeline Service.

Our fully trained and experienced team can be contacted 365 days a year – 24 hours a day to assist you with any questions that you may have.

We are contactable in the following ways:

Telephone: 01233 642095

Email: lifeline@ashford.gov.uk

Post: Ashford Lifeline
Ashford Borough Council
Civic Centre
Tannery Lane
Ashford
Kent
TN23 1PI