

# **THE DHS REACTIVE, IN-DENIAL AND CRISES DRIVEN CAPTIVE MARKET SERVICE, VERSUS CUSTOMER SATISFACTION**

A recent business survey showed **the top five reasons someone buys a product**, are:-

1. Confidence that your products and services will meet their needs
2. Quality of the product and service
3. The level of service that is provided
4. Selection or range of offers
5. Cost

**NOTE:** Cost is number 5! **Confidence is number one!**

The top reason is that they believe that you can deliver a solution that it will take away whatever the pain is that they are currently feeling, and produce the pleasure they are seeking.

The pleasure caring families with a member living in a supported accommodation group home are seeking, to feel they do not need to live for ever, are numbers 1, 2, 3 and 4!

This is just what departmental care policies, standards and values offer, but not what the regions deliver!

With a captive market, the department/regions have little reason to consider that customer experience leaders say that working with customers is a privilege, not an entitlement! They recognise their competitors also offer great products and services, and that to retain and attract customers, they will need to delight them every day at every organisational touch point.

**Indeed, the Disability Act 2006, Policy & Information Manual says:**

At the centre of any support strategy are people with a disability, their families and carers, guiding the way that support is provided in their homes and communities.

Rights and accountability outlines how to support high quality services, better accountability and make practice more transparent.

Services for people with an intellectual disability should be designed and provided in a manner that ensures that a particular disability service provider cannot exercise control over all or most aspects of the life of a person with an intellectual disability.

All staff providing disability services need to:

Consider and respect the role of families and other people who are significant in the life of the person with a disability.

Acknowledge the important role families have in supporting people with a disability.

Acknowledge the important role families have in assisting their family member to realize their individual physical, social, emotional and intellectual capacities.

Where possible strengthen and build the capacity of families who are supporting people with a disability.

Have regard for the needs of children with a disability and preserve and promote relationships between the child, their family and other people who are significant in the life of the child with a disability.

**Nevertheless, the DHS Regions remain:  
Reactive, In-Denial and Crises Driven**

**Independent monitoring may:**

Assure compliance of disability service providers with the Standards.

Involve people with a disability who receive services, their families and carers.

**Whereas:**

In most fields of service provision, customers are able to purchase from those providers who are offering high quality service.

**However:**

In the disability field, consumers of services are often vulnerable or unable to 'shop around' for the best quality services.

**In order to:**

Protect consumers rights and interests, the processes and activities of service providers must be open to scrutiny by key stakeholders, particularly consumers and their representatives.