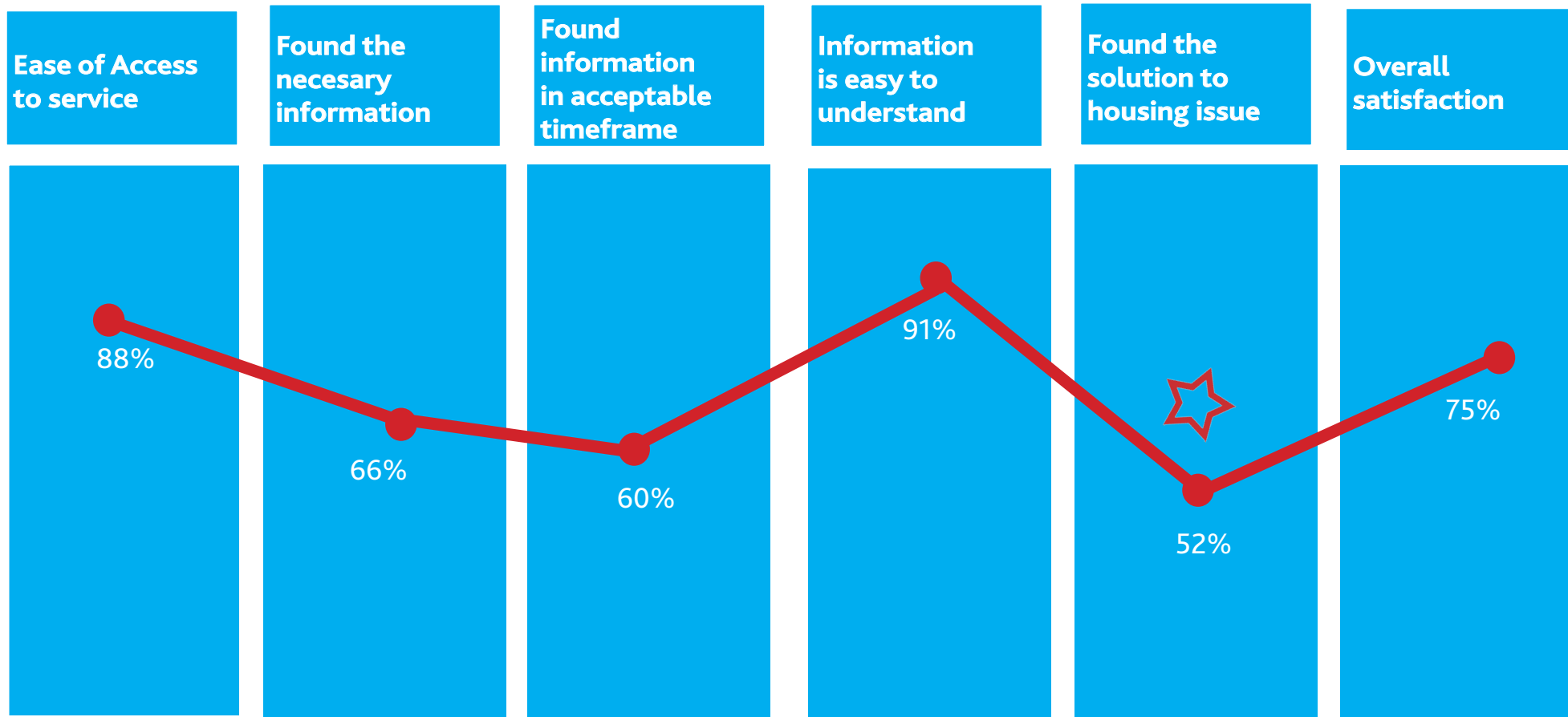


## www.housingadviceNI.org Customer Journey Map April 2011



**We're listening to you**

In response to the survey feedback the following remedial steps have been taken:

We amended the survey and the site to reinforce that site deals with NI issues only as many of those responding to the survey were seeking information on housing issues in England, Scotland & Wales

We added an additional search box,

We updated the A-Z index to include actual search terms

We analysed search terms entered by users into site search and added links to most popular on front page

We updated the "No results found" search dialogue box to point people to HRS advice service, NIHE and Shelter and

We added more links to e-advice and HRS services throughout the site.