



SERVICE STANDARD:

Customer communication

This standard explains how we communicate with you via various online and non-digital channels. It also defines how we communicate with you to meet your diverse needs, for example, braille, large print, or written in languages other than English and how our commitment to equality, diversity and inclusion is embedded throughout all of our communications. This standard also outlines how we will maintain two-way communication by capturing and acting upon your feedback. This standard will evolve over time.

WHAT YOU CAN EXPECT FROM YOUR HOUSING GROUP

Channels

We will communicate with you about your tenancy, the services we provide and our values through a variety of online and non-digital channels, including newsletters (print and digital), website, Your Home Hub, email, social media and SMS text messages. Where possible, we will use your preferred method.

Communicate with purpose

We will always aim to communicate with purpose; removing all jargon and legal-speak to say things in a way everyone can understand. We communicate to our audiences when we have something to say, not 'for the sake of saying something' and will always provide clarity and a means of feeding back to us. For example, through online data capture forms, social media platforms, as well as via 'Your Voice', our customer engagement model. We will also where appropriate, issue details of your local teams.

Communicate genuinely

We'll always be honest and genuine, communicating candidly about our plans, achievements and actions as well as taking ownership when we haven't got things right.

Communicate with understanding

We are passionate about what we do and are always wanting to continuously improve how we communicate with you. We will make sure you always have the information you need (for example changes to service providers, etc), and that you know you can ask for help and support should you need to. Most importantly, we want to be responsive and will respond to you within 48 hours.

Written standards

We will ensure that all customer communications adhere to our written style guide to ensure the same high standards across all communication activity, regardless of message, channel, or owner.

Equality, diversity and inclusion

We will ensure that all customer communications are equality impact assessed (EIA) and will provide communications in a variety of formats to meet the needs of our diverse range of customers e.g. a range of options for visually impaired people, including but not limited to, Braille, large print and audio, as well as other languages in addition to English, when requested.

Feedback

We will ensure there is a clear mechanism for you to provide us with your feedback. For example, through online data capture forms, social media platforms, as well as via 'Your Voice', our customer engagement model.

Frequency of communication

We will communicate with you via a monthly digital newsletter and a quarterly print newsletter. We will also ensure we communicate with you when we need to update you on key milestones of business activity, such as our Customer Annual Report, which is usually published in September.

HOW WILL WE MEASURE THIS?

- Through Your Feedback, our complaints and compliments process
- The Survey for Tenants and Residents (STAR)
- Through specific customer communications surveys
- Through insight received from your responses to our transactional repairs and lettings surveys
- Social media insight and sentiment.