

CUSTOMER CONNECT

Our offer to Customers

Developed with our Customer Operations Committee

October 2020

**Creating more places for people to thrive
and be recognised as a sector leading landlord**



Our **Vision** at
Your Housing Group
is to provide a
seamless customer
experience, as easy
and effortless
as possible for
the customer.

Customers should
be able to access
the service they
need, in their
preferred format,
at a time that
suits them.



STRATEGIC THEME – CUSTOMER EXPERIENCE

OUR AIM

We will offer a customer first approach and focus on getting things right first time.

Every Contact Counts – our teams need to ensure that all contacts and communications with customers meet our service standards.

STRATEGY OBJECTIVES

- 1 Know and understand our customers and their needs
- 2 Create and deliver service options – adaptable to life stages
- 3 Offer long term tenancies to give home security
- 4 Deliver our services quickly, appropriately and right first time
- 5 Be available when customers want to engage with us

Our objectives will be measured against our service standards and monitored by our involved customers

CUSTOMER CONNECT

Our Customer Connect offer sets out how we will work with our customers, staff and tenants to:

- Deliver services in the right way, tailored to customer need and preference
- Listen to customers' views and feedback
- Connect and empower residents through meaningful engagement

DELIVER SERVICES IN THE RIGHT WAY YOUR SERVICE

You can find all of our service standards here
(web address to be confirmed)



We also have customer care standards that apply to all of our services. These are:

- We aim to answer your calls in person or with a message, and aim to provide a right first time service.
- We will provide the option for you to receive a call back if this is more convenient for you.
- If the person who you need to speak to is not available, we will call you back within 2 working days.
- We will listen, be polite, friendly, helpful and empathetic.
- We will provide a digital service for those customers that prefer to access our services in this way, and we will provide support to customers in order to access this service.
- We will treat you fairly, and ensure that any information you give us is only used in compliance with the relevant data protection legislation.
- We will provide a translator, signer or information in other formats such as audio, large print or braille as required.
- We will communicate with you in your chosen language.
- When you contact us by email we will respond by email if appropriate, within 2 working days.
- When you write to us by letter, we will respond within 10 working days.
- We will ensure the points you have raised are addressed, and we will communicate in a clear concise manner.
- We will also ensure you know who to contact if you need to discuss things further.

When we visit you at your home, we will:

- Introduce ourselves, show appropriate identification and explain the purpose of the visit.
- Treat your home with dignity and respect.
- Clean up properly after any jobs are completed.

CUSTOMER CONNECT

LISTEN TO CUSTOMERS' VIEWS AND FEEDBACK YOUR VIEW

- We will regularly ask customers for their views on our services.
- We will do this by using surveys following repairs or other services, and will carry out general surveys to seek customer views on a range of our services.
- We will also offer a feedback service, where customers can easily give feedback on the services they receive.



CONNECT AND EMPOWER RESIDENTS THROUGH MEANINGFUL ENGAGEMENT YOUR VOICE

We will encourage engagement with our residents through our Customer Voice Framework, and will support customers to influence our service offer by offering a number of ways for them to be involved. This will include formal engagement in our governance structure, support to formal and informal groups, and seeking feedback from our communities on a regular basis.



TOGETHER WITH TENANTS

RELATIONSHIPS



WHEN THINGS GO WRONG



COMMUNICATION



We have developed
our offer around the
National Housing
Federation's Together
With Tenants
Commitments,
which are:

QUALITY



VOICE AND INFLUENCE



ACCOUNTABILITY



LISTEN

•

ENGAGE

•

CONNECT

•

EMPOWER

TOGETHER WITH TENANTS



Relationships – housing associations will treat all residents with respect in all their interactions. Relationships between residents and housing associations will be based on openness, honesty and transparency.

We will:

- Provide services in a range of formats to make it easy for customers to deal with us
- Develop ways for residents to build relationships with us, at the most appropriate level
- Provide training for all our frontline staff on our values, respect and customer offer
- Listen to our customers, try to understand their concerns and how we can use views to improve our services



Voice and influence – views from residents will be sought and valued and this information will be used to inform decisions. Every individual resident will feel listened to by their housing association and that they can speak without fear on the issues that matter to them.

We will:

- Provide a variety of ways for residents to give their views
- Publish our pathways to involvement, enabling all residents to be involved as much or as little as they wish to
- Support residents on their engagement journey, with training, mentoring and financial support to attend meetings where necessary
- Provide an annual impact assessment to demonstrate where residents have influenced our service offer



Communication – residents will receive clear, accessible and timely information from their housing association on the issues that matter to them, including important information about their homes and local community, how the organisation is working to address problems, how the organisation is run, and information about performance on key issues

We will:

- Provide regular newsletter updates to residents in a number of formats at least quarterly
- Publish our performance information annually
- Provide an annual customer report and impact assessment to demonstrate influence and engagement

TOGETHER WITH TENANTS



Quality – residents can expect good quality homes that are well maintained, safe and well managed.

We will:

- Offer a quality repairs and maintenance service, and publish our repair obligations and timescales monitored via our service standards
- Offer an out of hours service to residents that ensures they can access emergency support 24 hours a day
- Develop an asset management strategy, and publish our planned programmes of investment on an annual basis so that residents will know where we are planning to make improvements



Accountability – collectively, residents will work in partnership with their housing association to independently scrutinise and hold their housing association to account for the decisions that affect their homes and services and the quality of the homes and services they provide.

We will:

- Provide a range of ways for residents to engage with us, via our pathways to involvement, supported by our Engagement Strategy
- Work with residents to provide support for groups to provide good quality scrutiny that enables them to hold us to account
- Consult with residents about major decisions that will affect them in relation to services and the quality of their home



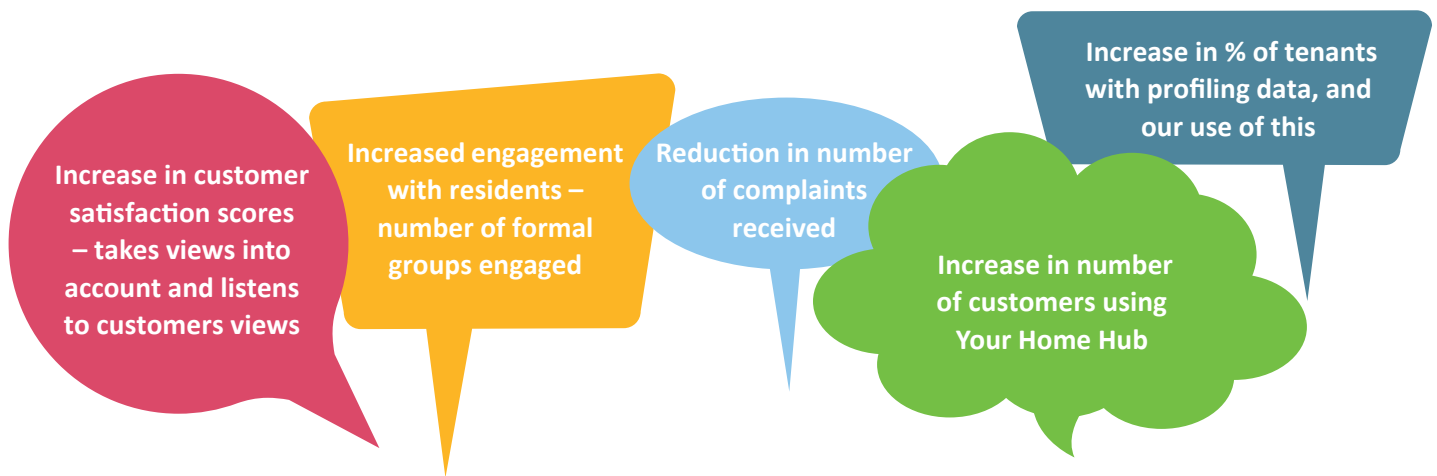
When things go wrong – residents will have simple and accessible routes for raising issues, making complaints and seeking redress. Residents will receive timely advice and support when things go wrong.

We will:

- Offer a “right first time” approach to our service offer
- Provide a number of ways for residents to raise concerns and provide feedback to us, via our Customer Feedback and Complaints Policy
- Provide an appropriate compensation process that is fair, balanced and seeks to put right any impact on residents.
- Learn from complaints, and amend our service offer where appropriate.

SUCCESS MEASURES AND MONITORING

We will measure the success of this offer by monitoring the following performance indicators:



OUTPUTS

These will be delivered in Year 1 of the framework - by October 2021



CONNECTED STRATEGIES / POLICIES

