

Customer Strategy 2014 – 2019

We are committed to delivering exceptional customer services – this sets out how we will achieve that from now until 2019.

What does that mean for me?

We believe in 'putting our residents and customers at the centre of what we do.'

We see our relationship with our residents as a partnership where you help and decide how and what services we provide. To do this our relationship needs to be mutually beneficial.

This means, if you are a resident, you need to keep to your tenancy/lease agreements which includes:

- Paying your rent and other charges
- Looking after your home
- Having consideration for your neighbours and not behaving in a way that will upset or distress them.

We will carry out our responsibilities which include:

- Maintaining your home if something goes wrong
- Providing information and advice to support you to keep your home
- Helping you to sort out your problems with neighbours when you can't do it on your own
- Supporting you to move or change your home if it no longer meets your needs.

We want our residents to be able to enjoy their home with as little interference from us as possible. There are some things, like the annual gas safety check, that we have to do by law, but otherwise we will leave you to get on with your life. However, we will be there when you need us. We will offer opportunities for you to be involved with us if you want to and give support to those who need more help.

What will the services look like in 2019?

We will provide a fast and accurate response to your query. When you speak to a member of staff you can expect the best customer service, with a friendly, polite and compassionate approach.

We want a seamless service where you get the 'right person; right answer; first time' for 90% of enquiries. We will deliver services as agreed in our service standards (set by you) making sure we keep you informed of progress, when needed.

We will give you a choice of ways to access our services that make it easy for you to communicate with us. We will have some options available 24/7 through the internet or through automated systems on our telephone, such as paying your rent and booking a repair call.

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Our services will be tailored to you. We will:

- Contact you by your preferred method
- Offer a range of ways and dates to pay your rent that help you to manage your money
- Talk to you about how we can help when you need extra support (either short or longer term) to manage your tenancy. For example 'well-being' calls if you are older and isolated or budgeting advice if you are struggling to pay your bills.

We know you want us to provide great services that are value for money, so we will use technology to provide more services through the internet and telephone to reduce the cost. We will invest the money we save in our homes and communities so we can give more intensive support when things go wrong.

How will we do this?

Over the next five years we will work with you to improve services. We will:

- Involve you in deciding what services you need and how they are delivered.
- Use your feedback to change our services and processes.
- Encourage and support you to use more efficient ways of communication, like the internet or our automated phone services.
- Continue to develop our information technology systems to offer more services and improve the efficiency of our response.
- Continue to train staff so they have the skills and expertise to give exceptional customer service.
- Ensure staff listen to you and help you find a solution to your query.
- Ensure support is available to those who need extra help.

Meeting and exceeding your expectations

We will measure how we are doing on delivering exceptional customer service by looking at the five key measures below. We will get feedback from you to check we are doing what we say we will do.

The five key measures are:

1. **Delivery** – we deliver the outcomes we promise and effectively deal with any problems that may arise.
2. **Timeliness** – we respond immediately to the initial customer contact and deal with the heart of the issue without passing it on between staff.
3. **Professionalism** – our staff are competent and treat customers fairly.
4. **Information** – our information is accurate, comprehensive and keeps you informed about progress.
5. **Staff attitude** – our staff are friendly, polite and compassionate to customers.

