



## **CUSTOMER ENGAGEMENT POLICY**

# **CUSTOMER ENGAGEMENT POLICY**

## **Contents**

- 1.0 Introduction**
- 2.0 Policy Aims**
- 3.0 Scope of Policy**
- 4.0 Communication**
- 5.0 Complaint Handling**
- 6.0 Scrutiny & Review**
- 7.0 Confidentiality**
- 8.0 Appendix I**
  - Service Promise**

# CUSTOMER ENGAGEMENT POLICY

## 1.0 Introduction

- 1.1 This policy describes how Radcliffe Housing Society (RHS) will seek to achieve the highest customer service standards possible in providing services and information to our tenants and other service users.
- 1.2 We are committed to reinforcing our commitment to the Social Housing White Paper, which is set out in the Tenants Charter below:

**To be safe in your home,** we will work with industry and landlords to ensure every home is safe and secure.

**To know how your landlord is performing,** including on repairs, complaints and safety, and how it spends its money, so you can hold it to account.

**To have your complaints dealt with promptly and fairly,** with access to a strong ombudsman who will give you swift and fair redress when needed.

**To be treated with respect,** backed by a strong consumer regulator and improved consumer standards for tenants.

**To have your voice heard by your landlord,** for example through regular meetings, scrutiny panels or being on its Board. The government will provide help, if you want it, to give you the tools to ensure your landlord listens.

**To have a good quality home and neighbourhood to live in,** with your landlord keeping your home in good repair.

**To be supported to take your first step to ownership,** so it is a ladder to other opportunities, should your circumstances allow.

## 2.0 Policy Aims

- 2.1 To ensure that all internal and external communication and feedback is effective, meaningful, relevant and provides successful mechanisms for valuable communication.
- 2.2 Our aim is to ensure that our customers and stakeholders have a wide range of opportunities to offer and receive information relating to matters which affect them.
- 2.3 All feedback will be monitored and reviewed to determine any learning points which can improve or enhance our services.

## 3.0 Scope of Policy

- 3.1 RHS will aim to conduct our investigations and service improvements, in an open and transparent manner and to make information publicly available, unless there are sensitive reasons for not providing it.

# CUSTOMER ENGAGEMENT POLICY

3.2 This policy aims to set out the framework and standards on:

- How customers can provide feedback on our services
- How we communicate with customers
- How we respond to customers and stakeholders
- What we will do with feedback received

3.3 Full information on the standards of service RHS customers can expect, are detailed within our Service Promise (see appendix I)

## 4.0 Communication

4.1 We offer a variety of methods to engage with our customers and stakeholders:

- Surveying your feedback on our services
- Consulting you on improvements affecting your home or neighbourhood
- Inviting you to join us on your estate inspection
- Becoming a Resident Scrutiny Panel (RSP) or Board member
- Making best use of text messages, email communication and social media
- Enhancing our website with additional accessibility features
- Exploring and improving MyTenancy
- Meeting you on a 1:1 basis to discuss your query

4.2 Our commitment includes:

- acknowledging any call backs, by close of business the next working day
- acknowledging all written customer enquiries within 24 hours and providing a response within seven working days. If the enquiry is far more complex, we will be clear on timescales.

4.3 A tenants handbook and general information is always available, both of which are published and updated on our website.

## 5.0 Complaint Handling

5.1 We have a Complaints Policy in place and all complaint outcomes are reviewed by our Leadership Team and our Board.

5.2 Your complaints experience seeks to resolve customer dissatisfaction as quickly as possible, at the first point of contact. Impartial and fair investigations of complaints are carried out so evidence-based decisions are made, on the facts of the investigation required.

5.3 A copy of the Complaints Policy is available on our website or by requesting a copy in writing or by telephone. You can also make a complaint, by telephone, email, in person or in writing.

# CUSTOMER ENGAGEMENT POLICY

5.4 We are also adopters of the Complaint Handling Code, which sets out good practice to ensure landlords respond to complaints effectively and fairly.

5.5 This scheme by the Housing Ombudsman also ensures our complaint handling performance is also published. The benefits of the Code are outlined below:

- Complaints allow an issue to be resolved before it becomes worse. Those not resolved quickly can take significant resource and time to remedy.
- Involvement in complaint resolution develops staff decision-making and engagement.
- Complaints provide senior staff with a window into day-to-day operations allowing them to assess effectiveness.

5.6 Good complaint handling promotes a positive landlord and resident relationship.

## 6.0 Scrutiny and Review

6.1 We have developed a performance framework to ensure that Key Performance Indicators (KPI) targets are measured. Our performance is reported to the Board and monitored at Leadership level.

6.2 We will be transparent to our customers by providing information within our newsletters and our website. Anonymised data is benchmarked with our social housing partners, alongside our Regulatory reporting requirements.

6.3 We will continually review our data to ensure we are delivering the right services and may tailor our services dependant on the individual or group of residents. To ensure inclusivity, this may include:

- Understanding the socio-economic impacts on our customers
- Consistently promoting social mobility
- Enhancing and updating our language & accessibility options at every opportunity
- Identifying communication needs
- Resident profiling

## 7.0 Confidentiality

7.1 All employees, contractors and members of the Board are required to follow our confidentiality guidance.

7.2 Before we process any personal data (share with others) we must obtain a valid subject access request and then obtain the person's explicit consent to process that information.

# CUSTOMER ENGAGEMENT POLICY

## Appendix I

### SERVICE PROMISE

#### Communications

We will:

- be courteous and clear when doing business with you
- always try to help you or redirect you to somebody who can assist you
- be respectful
- be impartial, open minded and non-judgemental

#### Confidentiality

We will:

- keep your personal information secure and confidential
- share data only where necessary and in line with agreed protocols
- respect your privacy & confidentiality
- hold accurate information about you & your family
- ask you to tell us of any changes to your situation or circumstances

#### Accessibility & Equality

We will:

- provide a variety of ways for you to contact us
- meet our obligations under Equality legislation and follow best practice
- provide or enable support to sustain tenancies
- monitor and report how we perform

#### Quality

We will:

- monitor our services to measure how we perform
- benchmark and report our performance against our peers
- balance value for money principles with service quality & cost
- employ and develop staff with appropriate knowledge, skills and experience