



Our formula for  
**the future**



# Customer experience

Everything starts with our customers so we will have a customer offer which is transparent, inclusive, and delivered through effortless customer experiences.

## This means



- Customer feedback and insights will play a key role in shaping our work.
- Customers will have choice in how and when they interact with us.
- Introducing a new customer and community engagement strategy.
- Reviewing and improving the customer journey for repairs, assets and the contact centre with input from customers.
- Further improving how we respond to customer complaints.
- Improving our housing and service offer for older people to better support those who are living longer.
- Investing in community projects and green spaces in partnership with customers and communities.
- Developing community hubs with partner organisations and local volunteers who we will support in their role.
- Making sure that our homes, including new builds, are ready for future customer needs by working with technology-enabled care providers.
- Working with partner organisations to deliver services in the wider community, such as tenancy and later living support and helping to prevent homelessness.
- Delivering great customer service.
- Measuring the social value and cost effectiveness of our community engagement and investment as well as our partnerships.
- Better understanding the diverse needs of our customers so that we can adapt our homes and services accordingly.

## Key measures



### To track our progress and ensure that we stay on track we will:

- Achieve upper quartile scores for the government's Tenancy Satisfaction Measures.
- Make sure that our services to help customers with tenancy sustainment, employment and financial problems deliver positive outcomes for the people they work with.
- Make it as easy as possible for all customers to get issues or queries resolved.
- Train all our team members to deliver a great customer experience.
- Fully comply with new Regulatory Consumer Standards.
- Manage customer tenancies to keep bad debt provision aligned with our business plan.