

# Customer Strategy

Our **Customer Promise:** We will ensure our customers are our strongest advocates because they are heart of all we do

| Customer Voice  | Customer Service  | Service Delivery  |
|---|---|---|
| <p><b>We work together</b><br/>we talk, we listen, we network</p>   | <p><b>We make things better</b><br/>we solve, we learn, we evolve</p>   | <p><b>We do the right thing</b><br/>we own, we support, we act</p>  |
| <p>Pilot new Tenant Academy</p> <p>Expand REP membership</p> <p>Provide Customer Segmentation analysis</p> <p>Deliver and promote new Tenant Portal</p> <p>Neighbourhood engagement plan</p> <p>Agree revised Complaints Policy &amp; Process</p> <p>Customer consultation on EIAs</p> <p>Board engagement with customers through offsite meetings, events and surgeries</p> <p>Customer Voice – Heads of Service meetings to manage and deliver the Action Plan</p> <p>Maintaining close relationships with key partners such as FPC &amp; Extracare</p> | <p>Undertake employee skills gap analysis to identify training needs</p> <p>Review job role profiles to ensure that they are fit for purpose</p> <p>Ensure the use of customer focussed interview competency questions</p> <p>Identify best practice in customer service and share lessons learned</p> <p>Develop &amp; support a customer centric culture</p> <p>Ongoing Lean processes initiatives</p> <p>Customer survey programme including neighbourhood specific surveys</p> <p>Recognise and reward exceptional customer service</p> | <p>Implementation of new HMS system</p> <p>Launch of new website and tenant portal</p> <p>Mobile tenant and employee workflow solutions (paperless processes)</p> <p>Further improvements to our telephone systems</p> <p>Deliver a full review of our service charges</p> <p>Understanding the drivers of customer dissatisfaction</p> <p>Launch Social Media Plan</p> <p>Launch Customer Offer, Rights &amp; Responsibilities</p> <p>Revise online customer training and guidance</p> |

**Our Target: To consistently achieve 90% customer satisfaction with the services we provide by 2023**