

## **Our Customer Plan 2019 - 2020**



# Our Customer Plan

## What is it?

A detailed plan of actions to **improve the service** we deliver to our customers and **increase customer satisfaction**.

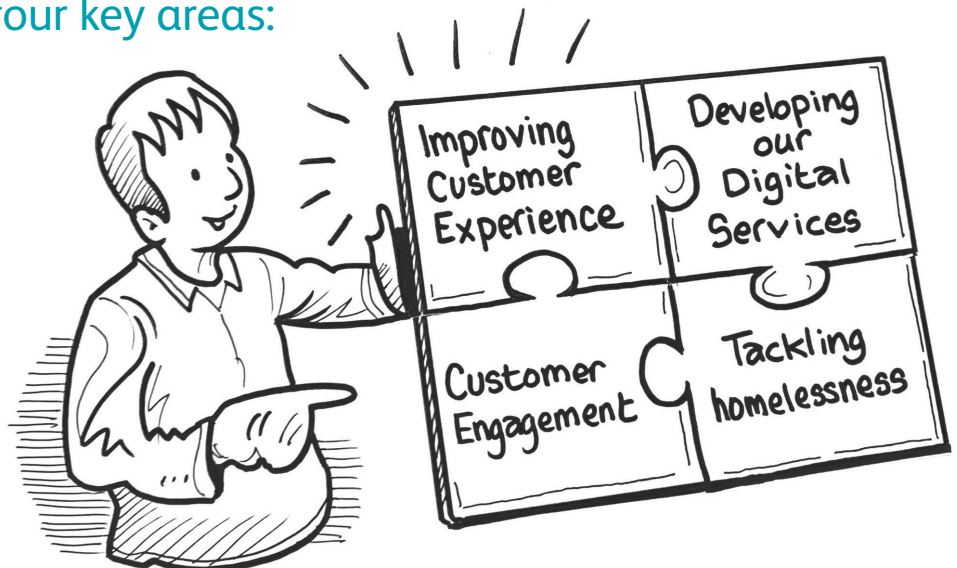


## To develop this plan we have:

- Listened to **customers' views** about what's important to them and what they would like to see improved
- **Engaged with our colleagues** to understand where we can make changes that would improve the service to customers
- **Looked externally** for examples of great customer service in other organisations, both within and outside the housing sector because we know that our customers expect the same great service from us as they do from other service providers such as online shops and their bank
- **Included sector priorities** such as **Together With Tenants**, a National Housing Federation initiative to strengthen the relationship between housing associations and their tenants, and **Homes for Cathy**, an initiative aimed at raising awareness of the needs of homeless people and working on strategies to end homelessness.



## Our Plan is split into four key areas:



# Improving Customer Experience

## Key outcomes:

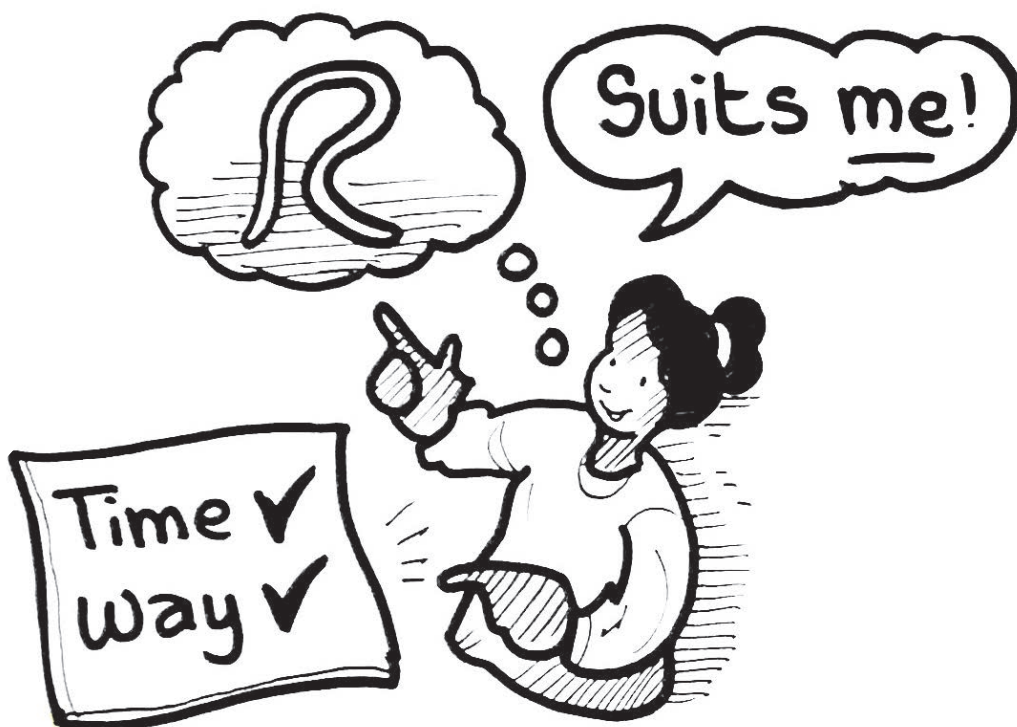
Customers will find it **easy to deal with us** and will **trust us** to get things **right first time**.

We will **improve satisfaction** with our services overall, but particularly with our **repairs and maintenance service**, how we **communicate with our customers** and how we handle **complaints**.



## We will achieve this by:

- Making it clearer to our customers and colleagues what they can expect from our services – we will work with them to refresh our **service standards** and then re-launch them across the business
- Making improvements in our **Customer Service Centre**, focusing on **resolving queries first time**, without having to refer the customer on to someone else
- Updating our **complaints** policy and processes and delivering training for staff, focusing on behaviours and taking accountability for resolution
- Measuring '**Customer Effort**' – how easy it is for our customers to get services from us – and using feedback from this and other surveys to drive our improvement plans
- Improving our approach to delivering **rapid service improvements**, allowing us to be more responsive to customer feedback and engage customers and colleagues in the business to find solutions to problems
- Developing a **Customer Service Training Programme** for all of our customer-facing staff, working with colleagues to identify and remove barriers to delivering great service, and demonstrating how living our Riverside values means we can have a positive impact on every interaction with our customers.



# Developing our Digital Services

## Key outcomes:

We will make our online services so quick, **reliable and easy to use**, from any device, that more customers choose to access our services in that way. This will mean that we can spend more time dealing with complex queries and providing additional support to those who need it most.



## We will achieve this by:

- Making it easier for customers to sign up to My Riverside with an **improved and simplified** process
- Making My Riverside **available to all of our customers**, helping them to understand the benefits of using our online services
- **Extending the booking window for repairs appointments** from two to four weeks
- Providing **online guides** for everyday household fixes, to help customers quickly and easily **resolve simple issues** in their homes.





# Customer Engagement

## Key outcomes:

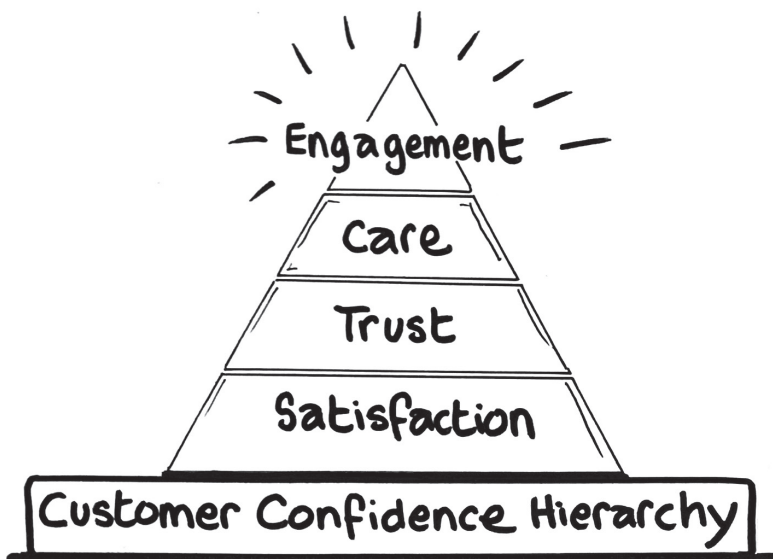
We will improve our customers' satisfaction with how we **listen to and act on their feedback**. We know that this is a key driver for overall satisfaction and will help customers to trust us.

We will encourage more customers to have their say and help us improve our services - both via our online panel and local groups.



## We will achieve this by:

- Engaging or involving customers in **ways that suit them**, allowing them to choose how much or how little they want to get involved – we will **review** our existing channels and assess their impact and effectiveness, and introduce **new and interactive channels** to meet a wider range of needs and preferences
- Improving the way we keep customers **informed about actions taken in their neighbourhood**
- Carrying out more exercises to enable customers to **scrutinise our services to help drive improvement**
- **Creating a calendar of events** to enable customers to see how they can get involved if they want to
- Introducing the **Customer Confidence Hierarchy** - a new tool to help us properly measure and improve our relationship with customers.



# Tackling Homelessness

## Key outcomes:

More people affected by homelessness supported to move into **sustainable accommodation**.

We will reduce the number of evictions from our own homes, through **early intervention** and **support** for customers who are struggling to sustain their tenancies.

We will increase the number of customers who successfully **move on from supported housing** to living independently.



## We will achieve this by:

- Reviewing our approach to **Tenancy Sustainment**, ensuring that we are targeting our resources to support the customers who are most in need
- Reviewing our **Income Collection Strategy**, seeking to avoid evictions where possible, through early intervention and support
- Reviewing the condition of our empty homes and how we can support our customers to purchase the white goods and furniture that they need to make a house a home – recognising that this is vital in **ensuring that tenancies start well and are sustained**
- Reviewing the **support that we offer to prospective customers**, including providing them with information about the costs of running the home they have been offered, supporting them to review their outgoings and budget, and to make an informed choice about affordability
- Continuing to **help customers** in supported housing to successfully move into their own home, and to **live independently**.

