

# CUSTOMER STRATEGY

## Proposed aims

**The Wrekin**  
Housing Group

## CUSTOMER SERVICE

Our Wrekin Tenants' Charter is at the core of our customer service. In addition to the commitments within the charter we want to do more to improve your customer experience.

### WHAT WE WANT TO ACHIEVE

#### Customers

- To deliver on the Together with Tenants Commitment and The Wrekin Tenants' Charter.
- To provide a consistent high quality customer experience throughout the customer journey with us every time.

#### Our people

- To strengthen the customer service culture amongst all our colleagues, empowering them to make a positive difference to people's lives.

#### Complaints

- If things do go wrong, to make sure customers know how to tell us, make it as easy as possible to tell us, and receive quick and effective resolutions and redress.
- To learn from feedback and other customer data and improve our customer service as a result and reporting on outcomes internally and to our customers.

#### Equality & Diversity

- We want every customer to feel that they are treated fairly and with respect.
- To agree and deliver a new Equality, Diversity and Inclusion Strategy.

## CUSTOMER ACCESS

While many people still want to access face-to-face services, we want to give our customers more choice in how then can access our services.

### WHAT WE WANT TO ACHIEVE

- To modernise and increase our range of customer access options ensuring that they deliver the same high-quality customer experience no matter how customers choose to access our services.
- Encourage customers to self-serve, wherever possible, so that we can focus our resources on the people who need more help.
- To improve the customer's digital experience, making it easier and more convenient to access our services online.
- To increase productivity, minimising the internal cost of services and re-investing any savings in continually improving service delivery.
- To improve the digital skills and connectivity of our residents.
- Employ the right digital tools and training to provide a great customer experience.

# CUSTOMER ENGAGEMENT

## Understanding our customers

We want to use the data we gather about our customers more effectively to improve the way we deliver our services.

### WHAT WE WANT TO ACHIEVE

- To make sure that all the data we hold on our customers is accurate and up to date.
- To create a flexible range of feedback and engagement opportunities that are easy for our customers to access.
- To Increase the number and diversity of customers who choose to provide us with feedback.
- To make better use of the feedback received and convert it into actionable results and outcomes.
- To improve how we feedback to customers via the 'You said, We did' model.
- To make sure that the feedback we receive is fed into the decision making processes.

## Engaging our customers

Engaging with our customers is essential as we continue to design the services that are important to them.

### WHAT WE WANT TO ACHIEVE

- To ensure that staff and customers understand what 'engagement' is so that they can identify and increase engagement activities.
- To increase the number of customers who regularly engage with us.
- To increase the diversity of customers who engage with us to ensure everyone's voices are heard.
- To develop systems that better allow us to record engagement.
- To be able to show the 'golden thread' between customer engagement, continuous improvement and improved outcomes for customers.
- To ensure that robust systems are in place that allow customers to challenge our performance.
- To ensure that we can demonstrate compliance with the National Consumer Standards, the Housing White Paper and the Building Safety Bill.

## Empowering our customers and communities

We will work with customers to maximise our social value through the delivery of our services.

### WHAT WE WANT TO ACHIEVE

- To deliver our Social Value Strategy and Action Plan.
- To have community pledges in place for all our communities.
- To use our Community Fund to support our communities in line with our social value priorities.
- To use our Social Investment Fund to increase our social value through service delivery and corporate social responsibility.
- To provide skills training and support to our customers to improve their prospects of employment, enhance their lives or become more involved and engaged.
- To provide apprenticeships and training programmes to our customers and communities, providing career opportunities.
- To provide volunteering opportunities within our communities.
- To have a programme of staff volunteering to support communities.
- For people to feel safe within their homes and communities.
- To do our part in combating any stigma associated with living in Social Housing.