

You've Made a Difference

Working Together Live Event 1: Communications

We wanted to share a summary of the questions and poll asked from the first live event on Communications.

We asked, moving forward, how often should we communicate to our customers?

- All customers voted for 'only when we have key announcements or changes to our services'.

We received suggestions to communicate with our customers differently, such as:

- Contact local radio stations. We currently share press releases with local radio stations to help communicate important messages.
- Volunteers in our blocks to print communications and put on a notice board. We will explore this further and consider how it might work in practice, ensuring that volunteers are fully reimbursed.

Some great questions were asked at the event, such as:

- How are you managing the risks involved in ensuring customers can be confident a welfare call or similar communication from you is genuine? We always identify ourselves if we call someone. If they are concerned our call is not genuine, they can call us on 0800 652 0898.
- How do you compare your approach compared to others? We review and compare our approach to other housing associations on a daily basis and we also compare our communications with other organisations outside of the house sector to look for ways we can do things differently and better.