



Customer Strategy 2017-2020

We are committed to ensuring that our services are meeting current housing and customer needs. However, with customer demographics, technology and customer expectations constantly changing, it is important that we have a strategy to also understand and develop our services to meet future customer and business needs. This strategy also includes our aspiration to enable our customers to be more self-sufficient and independent, and ensuring that our services are modern and cost effective investing these efficiency savings into building more new homes.

This strategy outlines our relationship with our customers and covers the first three years where we will:

- Modernise our services to reflect the 'digital world' and customer expectations, but ensuring that traditional service roots are available to 'digitally unable' customers
- Support customers, who could be 'digitally able', to access the advantages of the 'digital world'
- Focus our services on 'making it easy', removing waste and effort
- Focus our resources on the areas we want to improve and excel in
- Know our future customers to predict their future demand, behaviours and service requirements

We've identified five principles which will assist us in meeting the purpose of the strategy:

- Knowing our customers
- Focusing our resources
- Empowering our customers
- Making it easy and improving flexibility
- Innovating and improving

This strategy will apply to all of our customers, irrespective of tenure type and will cover all our services areas.

Knowing our customers
Understanding our customers and future customers through data: Customer Profile, Census, Customer Feedback
<p>It is important that we have good information about our customers to allow us to be able to effectively deliver our services, offer early intervention where assistance may be required and promote potential services. It is also important that we use our customer data to predict the future needs and behaviours of our customers to enable us to continue to effectively deliver our services. We will do this by:</p> <ul style="list-style-type: none">• Collating profiling information about our customers and regularly review the information to ensure that it is current. All information will be stored and used in line with the Data Protection Act 1998• Using customer profiling information to understand and respond to the diverse needs of our customers, including targeting preventative measures and support where needed• Using information from customer feedback, such as complaints and surveys, to inform our services and shape future service delivery• Utilising external data available, such as Census data, to better understand wider changing demographics in the communities that we work and use this in our business planning• Combining all of the above information, along with transactional and other available data, to make predictions in customer behaviour and future demand to inform our; business planning, asset



management strategy, development programme and service offers.

Focusing our resources

Ensuring focus on services that are valued and value for money through business intelligence tools: Corporate Planning, Self-Assessment, Service Reviews

We aim to focus our resources, using our business intelligence tools, to those services which are most valued by our customers, are creating efficiencies and support our overall business objectives. Through focusing our resources we will:

- Aim to deliver valued services effectively so we are considered by our customers and counterparts as best in class and provide savings to be invested into building new homes
- Aim to only meet our standard obligations, or discontinued services if appropriate, for services that are not valued by our customers, are not creating efficiencies and do not support our overall business objectives
- Aim to review our resource priorities regularly through our performance management, service review and self-assessment processes

Empowering our Customers

Encouraging our customers to take ownership of their homes, tenancies and communities through: Customer Engagement Policy, Customer Investment Strategy, Customer Profiling, Tenancy Audits, Home Ownership

We aim to encourage our customers to take ownership for their homes and the communities in which they live. Our Customer Engagement Policy provides our approach to supporting customers in engaging with their community through involvement opportunities and our Customer Investment Strategy provides clarity around the ways we can support our customers towards independent living through tenancy support, training, digital and employability skills. We aim to signpost our customers by:

- Proactively identifying customers requiring support through our Customer Profiling, Tenancy Audits and staff referrals.

We also aim to make the best use of our stock and create churn in our social rented stock so that we can release homes to those most in need. This will be achieved by:

- Identifying existing customers who may aspire to move into home ownership or similar
- Identifying under/over occupation and helping them meet their needs
- Encouraging older customers to consider their future housing needs and helping them meet these needs.

Making it easy and improving flexibility

Reducing the effort, cost and increasing flexibility in accessing our services through: Self-Service, Multi-Channel Services, Digital Inclusion, Mobile Working, Right First Time Focus

Moving our customer contact and services online will give customers more flexibility, easier access to our services and enable us to invest efficiency savings into building new homes. We aim to do this by:

- Providing customers with true end to end self-service through our Customer Portal
- Providing staff with the right technology and training to deliver services digitally, more flexibly and mobile.



- Working with other agencies, support our digitally excluded customers in accessing the advantages of the 'digital world'

Innovating and Improving

Providing services that meet future needs through: Horizon Scanning, Research, Innovation, Business Improvement

- We will aim to stay on top of innovations and research so that these can be used to improve our existing services, design future services and meet future customer needs.