

# Customer influence service standard

Developed together  
with customers



The customer influence service standard will reflect your needs, to ensure you can influence how we design and deliver our services. We'll provide transparent and timely communication, ensuring we feedback to you how we have listened and acted on your feedback. We'll check that action we have taken has made a positive impact based on your feedback.



# We promise to -

## **Listen**

- Ensure we listen to all of your feedback and views on how we are performing and where we could improve across all of our services
- Provide both formal and informal collaboration opportunities, ranging from the Customer Service Committee, VIVID Impact and in-depth scrutiny reviews to online surveys, tailored to meet your individual needs. This approach ensures we capture a wide range of customer voices, including feedback from those who have already shared their opinions.

## **Understand**

- Analyse and interpret your feedback. We will ensure we understand the emotions and opinions behind the feedback (sentiment analysis) to ensure we are clear what you need from us and how we can improve. We will let you know how we will/have used your feedback, being clear about what we can and can't do and why.

## **Learn**

- Learn how, why, when and if you want to talk to us, support those who may find it difficult, and respect that not all customers want to get involved
- Learn from your feedback, collaborate with you to improve and co create service improvements, demonstrating that your voice has been heard.

# We promise to -

## Act

- Be clear on the difference that your feedback, collaboration and co-design has made and update you how your feedback contributed to us achieving our ambitions
- Do what we say we will, when we say we will.

# We'll know we are delivering this standard when -

- Our tenant satisfaction measures improve year on year -
  - Treats me fairly and with respect
  - Keeps customers informed about things that matter to them
  - Listens to customers views and acts upon them
- Retain Tpas landlord accreditation and continuing to be recognised for best practice.
- Report monthly via our customer influence dashboard shared on our website -
  - TSM scores (keep customers informed, treat customers fairly and with respect, and listen to and act on views)
  - Customer influence activities taken place that month
  - Number of live projects involving customers
  - How many customers are involved and how many hours you have contributed to shaping services
- Keep you updated on how we have used your feedback through quarterly (you said, we did) updates on our website.