



Customer Experience strategy

2025 - 2028

Every customer feels
we provide them with
a good place to live



Our approach and vision

At VIVID, we're driven to transform lives by providing homes and to ensure that everyone, regardless of their background, has access to a safe, affordable, and welcoming place to call home. Our vision "More homes, bright futures" recognises that a good place to live is the foundation for a bright future.

This strategy sets out a series of promises to our customers that describe the experience we aim to provide. It's ambitious and reinforces our commitment to delivering a sector-leading customer experience; it's the basis for continuous improvement. Our overarching promise is: **every customer feels we provide them with a good place to live**, supported by 7 promises:



We provide safe, good quality homes in good neighbourhoods, helping you make it your own



We play our part in creating connection, community and helping people support each other



We'll support you if needed and adjust as best we can



Our charges are fair, reasonable, accurate and make sense



We're clear, warm, professional and we communicate in ways that work for you



We listen carefully to issues, do what we say, resolve fully and learn



We share responsibilities for properties and neighbourhoods, and we repair and maintain professionally, promptly, to a good standard

Delivering these promises for every customer, every time, sets a high bar that we aspire to. We want to be a leader in the provision of customer services and the customer experience, amongst housing associations and more widely.

This strategy has been created in collaboration with customers. We work in partnership with customers to make positive changes, raise standards, and to truly put customers at the centre of what we do.

Our Customer Experience strategy seeks to build trust, foster pride, and create a lasting impact in communities. It aligns with our Customer Influence strategy, where we listen to our customers to understand, learn and act on what their priorities are, and will enable us to deliver our Corporate Plan 2023-2028 and vision.

Our corporate plan 2023-2028



Why the customer experience matters

A home needs to provide a strong base to live full lives, realise potential and enhance wellbeing. We aim to play our full part in providing homes of a high standard in surroundings and communities that mean people feel it's a good place to live.

Our approach is inclusive; we recognise every customer as an individual and we seek to ensure our services are accessible with some customers needing tailored extra support.

In our role as a landlord, every interaction with us will show respect, care and consistently high standards of service.



Our customer promises

Our customer promises are based on what we've learned matters most to customers through in-depth direct conversations and insight. They define the ideal experience and describe what we aim to provide. They're for everyone at VIVID, a guide so we all know what good looks like. They're an aspiration, and we will be actively assessing performance against these promises and seeking to continuously improve based on priorities that come from that learning. They're stretching - hard to make a reality everyday, but it's our aspiration.

Click on the titles below to find out more about each promise



Our overarching promise

Every customer feels we provide them with a good place to live

- We provide homes and influence what's around them with the aim of creating good places to live
- We do this together with customers and with others, helping people feel fully at home in communities they feel part of, in neighbourhoods they're proud of
- We respect every customer as an equal, inside VIVID and beyond



Customer promise 1:

We provide safe, good quality, homes in good neighbourhoods, helping you make it your own

- Every home we provide and build is safe, secure, of a good standard and well maintained
- We continually make homes more sustainable; warm, energy efficient, reducing environmental impact
- We maintain inviting shared spaces where friends and neighbours connect
- We address neighbourhood and anti-social behaviour (ASB) issues promptly and sensitively, looking to resolve them in ways that work for communities and individuals
- We play our part in making neighbourhoods safe and welcoming
- We build in areas with good transport links and facilities, and we look to influence improvements where needed
- It matters to us that where you live feels like your home
- We encourage this freedom within a clear framework that outlines what's okay for safety, legal, neighbourly or other reasons

Customer promise 2:

We play our part in creating connection, community and helping people support each other

- We support online tools and forums to make connecting, sharing news, updates and local opportunities simple for everyone
- We actively help people make good, valued connections across their communities
- We work with partner organisations of all kinds to make these connections happen

Customer promise 3:

We'll support you if needed and adjust as best we can

- We're always available to listen to your concerns and help as far as we can
- We'll be flexible, adjusting our approach to your circumstances where we're able - this might include adapting your home or helping you move if needed
- If you need help beyond what we provide, we'll connect you to other trusted people and organisations



Customer promise 4:

Our charges are fair, reasonable, accurate and make sense

- We make sure what's included in charges is clear to you, easy to understand and verify
- We explain how charges are calculated and shared when they cover multiple homes
- We regularly review charges to ensure they're fair and proportionate for all involved
- If you're struggling to pay, we will be supportive, understanding the situation and how we could help within what we can control



Customer promise 5:

We're clear, warm, professional and we communicate in ways that work for you

- We use plain and simple language in ways you understand
- Our people are warm and professional, encouraged to be themselves, and the way we write is similar - clear, well-informed, and friendly
- We'll listen and learn how you want to deal with us, adjusting so the ways we communicate are relevant
- We're aware of what we've done with you before, so you won't need to repeat things
- We have easy-to-use digital tools so you can do things yourself quickly and happily, including finding answers to questions and tracking requests and queries
- If you want to speak to someone, we'll make sure you get to the right person who can help
- We give you opportunities to influence what we provide in ways that suit you, and when you feedback we'll ensure that you're heard

Customer promise 6:

We listen carefully to issues, do what we say, resolve fully and learn

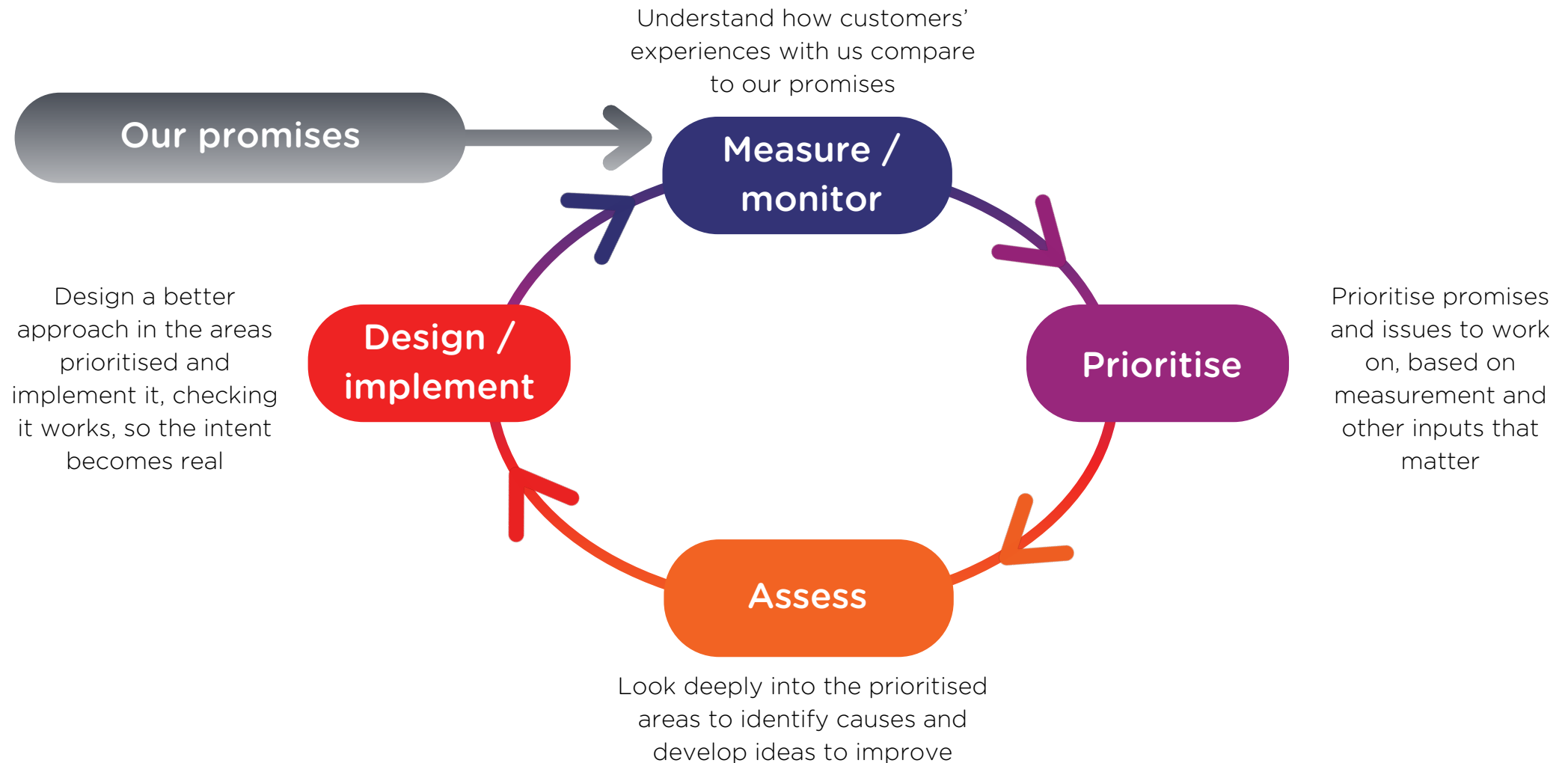
- If you have a problem, we'll listen, be clear on the next step and then make sure it happens
- You can get updates frequently until it's resolved
- When we think we've fixed an issue, we'll check with you, only moving on when you're happy
- We aim to resolve issues first time as much as we possibly can
- We learn from feedback, understanding causes, avoiding similar issues in future

Customer promise 7:

We share responsibilities for properties and neighbourhoods, and we repair and maintain professionally, promptly, to a good standard

- We look after things together, playing our part, clear on your responsibilities and ours
- We invest in planned maintenance to keep homes and communal areas looking good and working well
- We carry out repairs promptly and keep you updated on progress
- We use skilled professionals who take pride in their work, ensuring repairs are completed well, right first time whenever possible, respectful of you and your home
- We follow up to make sure you're happy with your repair
- If work's not right, we will make it right as the highest priority

Our approach to continually improving customer experience



How we'll do this

- > **Measuring through customer surveys**, at least annually, how well we're doing and whether we're continually improving against our promises
- > In line with our Customer Influence strategy, **we listen, understand, learn and act on customer feedback** - developing insight into what really matters and then taking action to improve
- > **Having a regular rhythm of measurement, prioritisation and improvement**, we focus on what matters most to customers
- > **Making things easy for customers**, with the help of smart technology, we give customers quick access to our services and information whenever they need it - no matter how people get in touch our aim is to keep it fast, smooth and easy
- > **Equipping all our people** with the skills to respond well to customer needs and consistently deliver our customer promises

