

# Customer engagement strategy 2019-2022

This strategy sets out our approach to customer engagement.

It is a strategy for the next 3 years. We believe this is long term enough to see real change and outcomes while remaining short term enough to retain relevance within a rapidly changing sector.

The strategy is aligned to our business and long term financial plans which aim to support our core purpose of "A home for everyone". The strategy also complies with the Tenant Involvement and Empowerment Standard as issued by the regulator, the Homes and Communities Agency. It was developed using best practice guidance, feedback from customers and input from business areas.

## Introduction

Customer engagement at LiveWest is about hearing, listening and responding to our customers. We want to give our customers the opportunity to understand how our business works and to directly affect the way in which services are received, improved and developed.

We want to ensure that customer experience continually shapes our services and how we deliver them.

Customer engagement seeks to enable customers to give us their views on the services we provide and how we can improve them. It is not about individual tenancy or property issues such as neighbour disputes or account balance enquiries.

## The importance of customer engagement

Customer engagement is important as it helps us:

- Understand the importance of the services we provide
- Make decisions based on evidence
- Put our customers at the heart of what we do
- Be a landlord of choice
- Communicate key business messages
- Become an organisation that others want to partner and work with

## Benefits of customer engagement

We believe that customer engagement:

- Gives a voice to customers so that their feedback, opinions and ideas can be heard
- Enables customers to influence decisions
- Increases satisfaction with the home and the community



## Vision



We want our Customer Engagement service to be a high quality, contemporary and adaptable service that is valued by our customers and colleagues.



Our customers will have every opportunity to engage with us and to play a constructive role in evaluating and improving services. We want customer engagement to make us step back and review how we currently operate and to make evidence based changes and improvements.



Engagement activities will be delivered in a variety of ways; enabling easy access and participation by all. By adopting a flexible approach, we will continue to enhance our digital offer to include engaging visual, audio and written platforms.



Outcomes of our activities will be clear, and communicated effectively both to customers and staff.

## Definition

For the purposes of this strategy, we have adopted a definition of Customer Engagement as:

“Enabling customers to influence strategic policies and standards, share their experiences of our services and to understand and critique LiveWest’s performance”

We have identified 6 key objectives that the customer engagement strategy will achieve for our customers. We will:

Make it fair	Open the door to hear from many, not just the few Improve the diversity of customers that engage with us Provide transparency and clarity of information to all Equality in voice and importance among customers
Make it relevant	Understand our customers and their priorities Consider local, regional and national issues
Make it easy	Offer a range of activities utilising different methods of engagement Reduce customers effort in engaging with us
Make it now	Provide timely responses Communicating at the right time to the right people in the right way
Make it mean something	Improve services and service delivery Use their feedback to be more efficient and effective Provide services that add value to our customers and the business
Make it rewarding	Provide opportunities for customers to develop their skills and experience Clearly demonstrate how customers have made a difference

## What we'll do

1

Introduce a new approach to customer scrutiny

The group will review key performance information and our customers experiences when using our services

2

Develop and promote opportunities for our customers to influence the organisations policies, standards and strategies

Seek customers feedback on all our services to drive service improvement

3

Work with customers to procure new contracts including understanding what about the service is important to them

4

Tell our customers how they've directly helped improve services and provided value for money

Work with customers to develop and publish an annual report for customers

5

Further develop our digital offer for customers including growing our reach on social media.

Use customers to test new technologies and ways of working

6

Offer local engagement by supporting existing and new Residents and Tenants Associations



## Inclusion, equality, overcoming barriers

The customer engagement strategy is aimed at giving all our customers a fair and equal opportunity to get involved. To enable customers to be actively engaged and involved with us, we will address potential barriers to engagement by:



- Paying travel expenses and arranging travel if necessary
- Paying child care and carer costs
- Providing information in alternative formats and languages
- Accommodating additional support required by customers to participate in engagement activities
- Lending or providing IT equipment when required
- Providing training and support so that customers can develop and enhance their skills and knowledge
- Offering a wide variety of audio, visual and written engagement opportunities
- Promoting digital inclusion and digital confidence
- Considering the offer of mentoring and peer support

## Future development - 2022 and beyond

We'll continue to develop our approach to customer engagement by:

- Further developing digital methods such as website and online portal enhancements
- Reviewing third party software products that may add value and increase engagement
- Keeping the introduction of incentives under review
- Investigating the introduction of 'gamification' to make engagement more fun
- Evaluating customer representation at Customer Services committee

