

Customer Engagement Commitments 2022-25

Introduction

These commitments set out our approach to customer engagement for the next three 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.

Our commitments are aligned to our Customer Services Strategy 2022-25, in which customer engagement remains a key pillar which commits to 'Our customers know they are listened to and feel that their involvement makes a difference'.

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.

Our commitments also comply with the Tenant Involvement and Empowerment Standard, as issued by the Regulator of Social Housing, and encompass the recommendations in the Social Housing White Paper and commitments of the Together with Tenants charter.

Our commitments were developed using best practice guidance, feedback from customers and input from business areas.



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 what our customers tell us.
- 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 the decisions we make.
- 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.



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 blogs, videos and podcasts.



Our customers will have every opportunity to engage with us and to play a constructive role in reviewing 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.



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



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

Make it relevant

Understand our customers and their priorities. Consider local, regional and national issues.

Make it easy

Make it easy for customers to tell us what they think.

Make it now

Tell people what difference their feedback has made.

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.



Our commitments to you, we will

- 1** Involve our customers in creating a Building Safety customer engagement strategy.
- 2** Support customers to influence and shape customer facing communications including the use of a customer-approved logo.
- 3** Provide timely feedback to customers on how their involvement has made a difference.
- 4** Use data and insight to understand customer priorities and improve the number of customers engaging with us.
- 5** Evaluate and further develop our approach to scrutiny.
- 6** Increase the diversity of customers we hear from and reach as many customers as possible.
- 7** Engage with customers on issues that matter to them.
- 8** Assess and improve our digital offer to customers including making it easy to engage via our customer portal.
- 9** Develop links with housing and non-housing providers to incorporate best practice into our engagement offer.
- 10** Work with engagement experts to embed sector learning and best practice.



Inclusion, equality, overcoming barriers

The customer engagement commitments are 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 - 2025 and beyond

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

- Further developing digital methods such as website and online portal enhancements.
- We will explore options with our customers around a reward and incentive package for engagement opportunities.
- Evaluating customer representation at Customer Services committee.

