

# **CUSTOMER ENGAGEMENT STRATEGY**

*2024 - 2027*

**brighter futures**  
HOUSING • HEALTH • HOPE

# WHO ARE WE?

We are a social housing provider, but we are also so much more...

We specialise in providing an accessible housing pathway with a focus on housing sustainment.

We acknowledge that life's hurdles can negatively impact a person's choices or decision making.

We seek to empower our customers to build resilience and confidence. Above all we want our customers to recognise their potential and help them to achieve their goals.





# OUR VISION

We are committed to helping our customers to live well, thrive, and be connected within their communities.

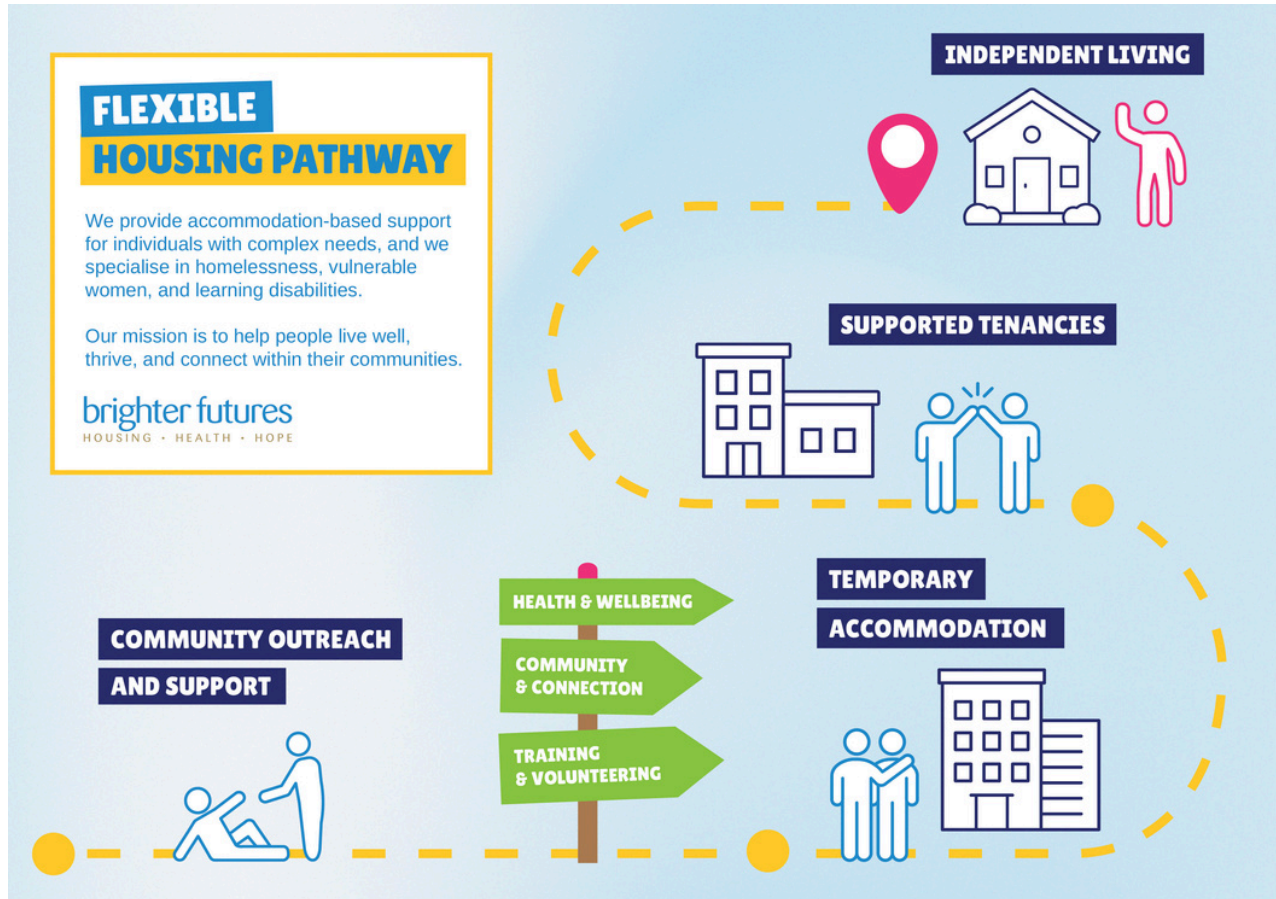


We will ensure all of our customers have a voice and can share their thoughts and opinions to shape our services.

To truly listen to our customer we will seek to provide new and flexible ways to engage with us.

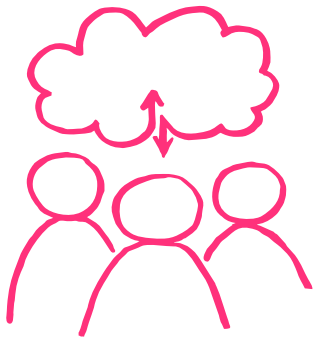
We recognise that our customers each have individual need and where possible we build services for them that want and will use.

# THE HOUSING PATHWAY

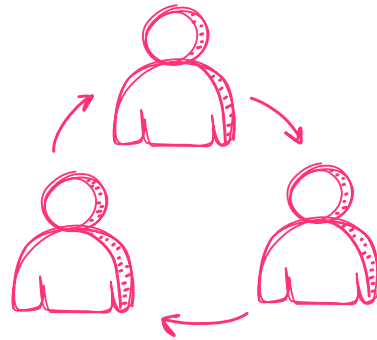


# WHAT IS CUSTOMER ENGAGEMENT?

Customer engagement is how we communicate and empower our customers to influence the services that matter to them.



**Panels**



**Mentoring and Lived Experience Opportunities**



**Listening and acting on feedback**



**Satisfaction Surveys**



**Asking the right questions**

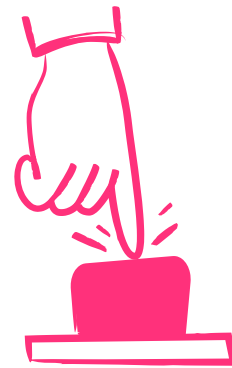


**Focus groups**

We tailor our communication style, so customers understand how they can get involved and scrutinise our services. This gives them the opportunity to influence decision-making, service adjustments, and overall service delivery within the organisation.



**Volunteer Opportunities**



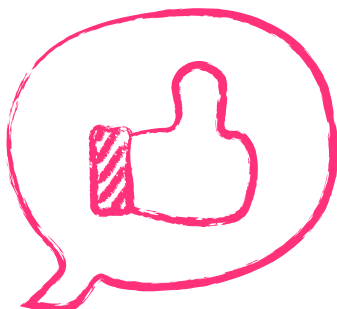
**Innovative solutions for feedback**



**Communicating change**



**Newsletters**



**Social Media**



**Accessible Website**



# OUR KEY AIMS



**Encourage  
customer  
involvement**



**Ensure our  
customers can  
directly feedback**



**Provide  
excellent  
services**



**Improve  
communication –  
ensuring our  
customers have a voice**



**Demonstrate we  
are truly listening  
and acting on our  
customers' behalf**



**Put customers at  
the heart of service  
development**

**THE DIFFERENCE  
WE WANT TO  
MAKE BY**

**20  
27**



**OBJECTIVE 1:****INCREASE OPPORTUNITIES FOR CUSTOMERS TO HAVE THEIR SAY**

Listen: We want customers to have the opportunity to express their views on policies and procedures that affect them and the services they receive.

**Act:**

- We will engage with customers when creating or reviewing Policies and Procedures
- Service Leads will be challenged based on customer feedback when amending Policies or Procedures
- We will introduce a 'Scrutiny' framework to help colleagues ensure fairness and transparency
- We will offer up-to-date and easy-to-understand information including performance metrics via the Brighter Buzz.
- We commit to take part in the Annual Tenant Satisfaction Survey and share the results as well as performance data on our website
- We will ensure that we remove 'barriers' to fair consultation by understanding customer communication preferences
- We will continue to view complaints as opportunities for learning and development.
- We will share feedback and actions taken on our website regularly

**Involve:**

- We will utilise a range of consultation opportunities as identified on page 6
- We aim to arrange face-to-face meetings with customers to discuss topics of interest to them
- We will implement 'You said – We did' feedback system after consultation events
- We will ensure there are multiple ways to provide feedback, for example, website, QR code, in-person, phone and email
- We will engage customers in creating easy-read and video versions of standard documents
- We will invite customers to give timely feedback on the completion of Repairs or Anti-Social Behaviour investigations
- We will utilise social media pages to obtain real-time/measurable feedback - such as polls

**OBJECTIVE 2:****BROADEN THE OPPORTUNITIES FOR ENGAGEMENT****Act:**

- We will recruit a dedicated Customer Engagement and Initiatives role
- We will identify engagement opportunities and explain how customers can get involved
- Our teams will be trained to motivate customers to engage and make the most of opportunities
- We will look to develop a programme of learning for our customers to access
- We will ensure that customers can easily participate in engagement activities by ensuring accessible venues
- We will assess the internal volunteering opportunities and give priority to our current customers when filling the positions
- We will develop and share a calendar of engagement activities

Listen: We want to listen to customers and identify which activities and opportunities they want to participate in.

**Involve:**

- We will commit to providing extra support for individuals who require assistance to participate in engagement activities
- We will continue to explore engagement activities with customers via their Hope Plans
- Our social media platforms will be used to showcase activities and events, as well as to inspire others to join in



# OUR EQUAL OPPORTUNITY STATEMENT

We do not discriminate on the grounds of ethnic origin, disability, gender, marital status, sexuality, age, language, political and religious beliefs, social class, or any other form of discrimination. We respect all our customers' rights to privacy and confidentiality.

## REVIEWING OUR STRATEGY

Reviewing our strategy will be a continuous task as we develop communication and Engagement with our customers.

Additionally, we will conduct a comprehensive review of our strategy every three years, taking into account feedback from our customers.

# KEY TERMS



## Customer

Relates to both our tenants and service users; anyone we provide a service to.

## Resident

A resident is anyone living in one of our properties either in a tenancy or a license

## Service User

A Service User is someone who uses our services but who may not live with us

## Engaged Customer

An engaged customer is included in decisions made on matters concerning; their homes, their tenancies, property services and policies

## OTHER USEFUL LINKS

The Housing Ombudsman Service (HOS) is an independent, impartial, and free service for social housing residents.

You can do this by:

- Calling **0300 111 3000**
- Emailing **[info@housing-ombudsman.org.uk](mailto:info@housing-ombudsman.org.uk)**
- Visiting **[www.housing-ombudsman.org.uk](http://www.housing-ombudsman.org.uk)**
- Writing to **Housing Ombudsman Service PO Box 152 Liverpool L33 7WQ**





## **PROVIDING AFFORDABLE HOMES, BUILDING SUPPORTIVE COMMUNITIES, INSPIRING HOPE**

If you have any queries in respect of the Corporate Strategy,  
please contact:

### **Customer Services**

via Email: [customerseivices@brighter-futures.org.uk](mailto:customerseivices@brighter-futures.org.uk)

via Telephone: 01782 406 000

In writing:

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Festival Way, Stoke-on-Trent  
ST1 5PX

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