

February 2018

# Our Customer Engagement Strategy



[www.equityhousing.co.uk](http://www.equityhousing.co.uk)

**EQUITY**  
Housing Group



## Welcome to Customer Engagement:

This strategy sets out the commitment Equity Housing Group has to Customer Engagement, demonstrating how we will engage with Customers, to set the strategic direction of the business as well as helping shape and deliver high quality services and value for money for Customers.

Equity Housing Group has a long established commitment to engaging with its Customers and recognises its responsibility to involve Customers in the issues that affect them.

This will be done by offering choice and flexibility for Customers to become actively involved through a number of different engagement opportunities.

## Our Vision:

This Customer Engagement Strategy has been developed alongside Customers by reviewing Customer feedback, existing Customer Engagement mechanisms, good practice examples and also Equity Housing Group's board of management.

Our vision is that we can clearly demonstrate how Customers influence our priorities because there are fit for purpose mechanisms in place for Equity Housing Group Customers to comment on and help shape the services they receive.

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## Aims of this Strategy:

- To set out our approach to Customer Engagement including the reasons why and how we seek to involve Customers
- To set out the ways in which we will enable and encourage Customers to be actively involved and demonstrate that Customers are part of our continuous improvement approach
- To set out how we will embed Customer scrutiny within our engagement model and how this links to governance and the board of management
- To ensure we meet our regulatory requirements, specifically those specified within the Homes England Tenant Involvement and Empowerment Standard
- To set out what Equity Housing Group considers to be the success factors for delivery of this strategy
- To set out how delivery of this strategy will be governed in line with the expected outcomes.



## Customer Engagement and the bigger picture:

Equity Housing Group does not consider Customer Engagement to be delivered in isolation but rather as something that runs through its everyday business operations.

This strategy sets out a modernised engagement structure that seeks to balance engagement, value for money and continuous improvement.



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### Scope:

For the purposes of this strategy, customers mean the following Equity Housing Group tenures:

- Social Housing Customers
- Shared Ownership Customers
- Leaseholders

For the purposes of this strategy, we have adopted a definition of Customer Engagement as “involving tenants and leaseholders in the design, delivery and scrutiny of services as well as how the organisation is governed”.

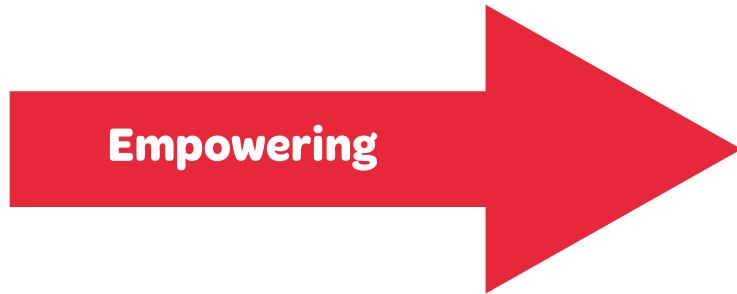
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### Ways to get involved:

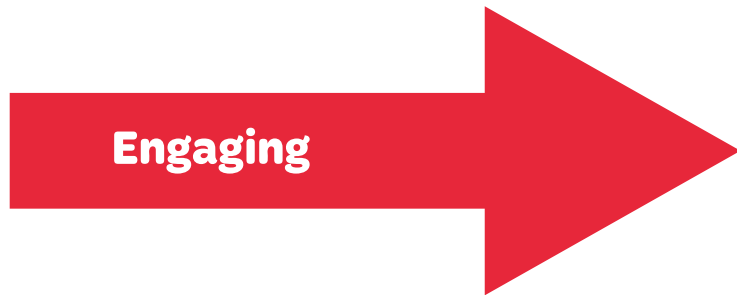
We recognise that not all customers are the same and may want to engage in different ways depending on lifestyle and we acknowledge some Customers may not want to engage at all.

Equity Housing Group offers a menu of engagement that Customers can choose from to suit them. All of our engagement activity is based around:

## Menu of Engagement:



Supporting service delivery and development by scrutinising, through an agreed annual work plan.



This allows representation at a strategic level for Customers to play a part in setting the strategic direction of the Group.



Being consulted on issues that significantly affect Customers.



Being informed of news of the Group and issues that affect Customers.



## Empowering Customers:

### Scrutiny Group:

Equity Housing Group has established a Customer Scrutiny Group - which will be directly linked to the governance framework of the business.

The group works independently in undertaking reviews of service areas and in making recommendations for improvement by way of report.

Equity Housing Group believes this places Customers at the heart of shaping services and future service delivery.

## Engaging with Customers:

### Customer Advisory Group (CAG):

To enable input into decision making, members share the broad Customer experience in helping the board to reach decisions.

This approach enables Customers' perspectives to be heard and considered when strategic decisions are made affecting Customers' homes and neighbourhoods.

### Mystery Shopping:

To assist the Scrutiny Group, Equity Housing Group will seek to recruit and train Customers to undertake mystery shopping of services.



## **Consulting with Customers\*:**

### **Customer Satisfaction:**

Equity Housing Group will monitor Customer satisfaction with services on a monthly basis. We will include additional capacity in the Customer satisfaction survey to enable us to target specific issues for Customers.

### **Customer Feedback:**

We will use the Customer feedback mechanism to resolve and address feedback on specific issues as an additional mechanism for consulting.

### **Local and Regional Forums:**

We will hold regular Local and Regional forums on specific issues that may affect a scheme, neighbourhood or community.

### **E-Forum:**

We will offer an e-Forum that will allow consultation to take place electronically by email.

### **Neighbourhood Walkabouts:**

We will conduct published regular neighbourhood walkabouts to offer Customers the opportunity to speak to us about issues that affect them.

### **Social Media:**

We will use Social Media platforms to undertake broad consultation where appropriate.

### **Website:**

We will place information to our Customer on the Equity Housing Group website.

### **Annual Report:**

Where appropriate, we will inform Customers of important information in the Annual Report.

### **Text Messaging:**

Occasionally we will communicate with Customers via text messaging in order to undertake quick surveys or to pass on important information.

### **Email:**

Where Customers have provided us with an email address, we will endeavor to communicate with Customers by email.

### **Digital Newsletter:**

Where Customers have provided us with an email address or mobile phone number, we will provide regular communications via our digital newsletter.

\*It is beneficial for customers to provide us with up-to-date email address and mobile phone numbers to enable us to communicate with them digitally. We acknowledge that there are a small number of customers who do not wish to be communicated with and we continue to respect their wishes.



## Governance of the Strategy:

The regulatory consumer standard relating to Customer Engagement is the **“Tenant Involvement and Empowerment Standard”**.

Equity Housing Group is responsible for ensuring that the organisation is compliant with the requirements of the regulatory “Tenant Involvement and Empowerment Standard”.

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## Reviewing the Strategy:

This strategy is a twelve month strategy and will be reviewed annually by the Strategic Director – Customer Experience and progress against delivery will be reported to the Groups Board of Management in the quarter following the end of each financial year.

Equity Housing Group is committed to ensuring our strategy is reviewed once the outcomes of the Housing White Paper is issued.



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