



PURPOSE

This strategy embeds our commitment to put the customer at the heart of everything that we do.

We will 'walk the walk' with customers, alongside them, listening and learning from their experiences. We will challenge our service delivery, accessibility and transparency. We will be clear with customers what service standards they should expect, having worked with them to agree these standards. When we get it wrong, we will strive to understand the impact this causes, and be clear about how we are going to put it right.

Our vision is simple; we we will put customers at the heart of everything we do.

We strive to ensure that the culture within Derby Homes is one of openness, of transparency, a 'can do' attitude, with an expectation that our staff are helpful, knowledgeable and friendly.

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DERBY HOMES

PUTTING OUR CUSTOMERS FIRST 2022 - 2025

- 1 Our vision is simple; our customers are at the heart of everything we do.
- 2 This strategy reflects the expectations on social housing landlords within the Social Housing White Paper in respect of their relationship with customers and also incorporates updated regulatory requirements.
- 3 The strategy also takes account of the societal changes brought about by the COVID-19 pandemic, in particular the changes to how we are able to now communicate with customers.
- 4 Trends and evidence has demonstrated that customers would like:
 - ✓ *Us to make it easy for them to contact us, providing choice in how they make contact.*
 - ✓ *To be able to make contact with us when it's convenient for them,*
 - ✓ *Us to be clear on how and when they can expect services to be delivered.*
 - ✓ *Wherever possible, for us to get it right first time.*
 - ✓ *Us to tell them when we get it wrong, and work with them to put it right.*
 - ✓ *For us to retain a personal touch.*
 - ✓ *Us to be empathetic and not judgemental*
 - ✓ *Us to deliver more services online.*
- 5 We will continue to work with customers, through the collection of feedback, focus groups, a doorstep engagement programme, our youth panel and our established Customer Voice group to develop our clear commitments, and to develop our Policies and procedures with this central focus. Where appropriate focus groups and customer groups can be virtual.
- 6 We will continue to develop our online service offer, encouraging greater self-service for those who are able to, more flexibility to report issues at any time of the day or night, and still provide more traditional service access options for our more vulnerable customers or those that continue to prefer those options.
- 7 We are working towards four key outcomes to ensure that we truly put the 'customer first' and to provide cost effective services. These are:
 1. *To provide accessible services and clear and relevant information for our customers.*
 2. *Provide a range of opportunities for feedback and scrutiny, and learn from this feedback to improve services*

3. *Mutually agreed service standards and information on our performance against them – so that customers know what they can expect and how we are doing.*
4. *Make it easy for customers to complain if something goes wrong, ensure that any complaints policy is in line with the Housing Ombudsman’s Complaint Handling Code. Embed a culture where we learn from our mistakes.*
- 8 We need to ensure that our services are delivered in the most efficient way, in terms of both cost, quality and safety.
- 9 We are committed to engaging and empowering our customers through a range of options so that they can influence and be involved in policy setting, agreeing service standards and local offers.
- 10 We are committed to measuring our performance against the Tenant Satisfaction Measures, using their feedback to improve our services where necessary.
- 11 Jointly with customers we will develop a set of values which describe how we expect our staff to interact with customers. This will be cascaded through staff briefings, team meetings, supervision and through individual challenge, support and additional training will be incorporated.
- 12 Whenever we make any changes to our services we will involve customers and always review the changes to make sure we are achieving the right outcomes.