

### CUSTOMER FIRST STRATEGY – 2022/25

Report of the Managing Director

#### 1. SUMMARY

- 1.1 This report details the update to our existing Customer First Strategy (2018). The update reflects the expectations on social landlords within the Social Housing White Paper in respect of their relationship with customers and also incorporates updated legislator requirements.

#### 2. RECOMMENDATION(S)

- 2.1 Approve the revised Customer First Strategy, as attached at Appendix 1, subject to feedback from the Virtual Tenants Voice Panel.

#### 3. REASON(S) FOR RECOMMENDATION

- 3.1 To comply with the Derby Homes Key Policy Review and ensure that all current requirements are included.

#### 4. MATTER(S) FOR CONSIDERATION

- 4.1 The aim of our Customer First Strategy is simple, and that is to put our customers at the heart of everything that we do. This does not mean that we will always get things right, but when we don't we will work with the customer to put it right.
- 4.2 The revision 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. We will continue to prioritise digital services but also recognise that we need to retain traditional routes for those that need them.
- 4.3 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.
- 4.4 We are working towards four key outcomes:
  1. Mutually agreed service standards and information on our performance against them– so that customers know what they can expect and how we are doing.
  2. 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.

3. To provide accessible services and relevant information for our customers.
4. Provide a range of opportunities for feedback and scrutiny, and learn from this feedback to improve services
- 4.5 The actions to deliver our Customer First Strategy are embedded in the Derby Homes Delivery Plan, Service Plans and the Consumer Standards Review Action Plan.

## **5. OTHER OPTIONS CONSIDERED**

5.1 N/A

## **IMPLICATIONS**

### **6. CONSULTATION IMPLICATIONS**

6.1 The Customer Voice Group are currently being consulted on the revised Customer First Strategy through a virtual panel, their comments will be fed back verbally at the meeting.

### **7. FINANCIAL AND BUSINESS PLAN IMPLICATIONS**

7.1 We need to ensure that our services are delivered in the most efficient way, in terms of both cost, quality and safety.

### **8. EQUALITY IMPACT IMPLICATIONS**

8.1 Any changes to the way in which our customers access services will be examined by carrying our Equality Impact Assessments. We will ensure that all customers can continue to access our service through one means or another.

### **9. POLICY REVIEW**

9.1 The Derby Homes Key Policy Review requires that all key Policies are reviewed every three years, or sooner if required.

The areas listed below have no implications directly arising from this report:

Legal and Confidentiality  
Council  
Personnel  
Environmental  
Health & Safety  
Risk

For more information please contact:

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Background information: None

List of appendices : Appendix 1 - Customer First Strategy

This report has been approved by the following

Managing Director	Maria Murphy	09.09.2022
Finance Director and Company Secretary	Michael Kirk	12.09.2022
Company Solicitor	Taran Lalria	13/09/2022