



Tai Calon
Community Housing

Customer Voice



What is Customer Voice?

Our Customer Voice strategy combines key areas of our customer experience, measuring satisfaction and communication strategies, with our approach to customer consultation.

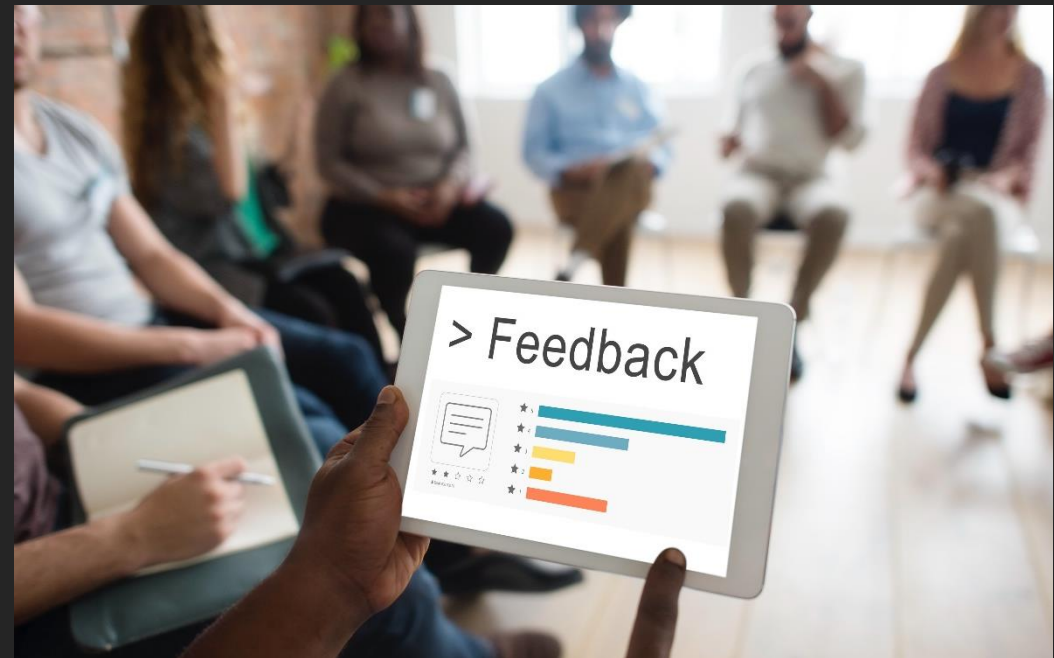
Customer Voice sets out a single framework for how we will listen, inform, consult, and engage with our customers.

Customer Voice defines how we will listen to customers to understand and improve the effectiveness of services and how we can create meaningful opportunities for them to get involved in shaping what we do and how we do it in the future.

It will be embedded across all levels of the organisation and our Board will be integral in ensuring that the customer's voice is heard when making decisions.

Customer Voice will be central to customers staying

informed and updated on the information they deem most important. In addition, it will give our customers assurance that their feedback is making a tangible difference.



Four key aims

- ★ Customers feedback will be used to improve day to day service delivery and improve customer experience
- 📄 Customers feedback will be used to provide a detailed assessment of overall organisational performance
- Customers will have frequent opportunities to influence organisational decision making and service design.
- Customers will know how our Customer Voice strategy is making a difference.



Why are we doing it?

Listening to customers, acting on their views and effective consultation will be vital in making sure Tai Calon achieves its mission of 90% customer satisfaction by 2025.

Without frequent feedback, conversations, and engagement that truly represent the communities we serve, there is a significant risk that we will be unable to meet the diverse and constantly changing needs of customers both now and in the future. Consequently, we will fail to achieve our 2025 mission.

Customer Voice will shift our primary focus to new and innovative methods for quickly collecting and analysing opinions, thoughts, and feelings about our services daily and how these can be used to target areas for improvement based on what matters most to our customers.

Through our partnership with The Institute of Customer Service, we will increase the

scope and frequency of data we collect to assess customer perceptions of Tai Calon's overall performance and go beyond the traditional areas of in-sector comparison. We will look further afield to other public-facing service organisations, and retail and leisure providers to identify best practices in delivering world-leading customer service.

Customer Voice will also build on the successful aspects of our previous tenant involvement framework. For example, we will retain our focus on area-based consultations to help us to address local priorities and build on the successes of our online or digital approach to consultation and engagement matters most to our customers.



How will we deliver



Using customer feedback to enhance day-to-day service delivery and improve customer experience.

Rant and Rave will gather and quickly analyse detailed customer feedback on services daily while continually measuring overall customer satisfaction.

The actionable insight we gather will be used to help drive continuous

improvement based on clear drivers of satisfaction.

All customer feedback is linked to an automated alerting function, where low scores or trigger words allow us to contact the customer quickly to resolve issues.

After providing a service a customer will receive either a text message or email requesting feedback on how well we did and why?

The service areas we measure include:

- Repairs and Maintenance
- Customer Service
- Rent and Income Advice
- Complaints Handling
- New Lettings
- Anti-Social Behavior
- Housing Management

We will also use a web-based survey which allows customers to provide feedback on any service at any time. These will be deployed across digital channels such as our website, Facebook and through posters / QR codes in community locations, shared / communal areas, on our vans and in our tenant newsletter. Our focus on real-time customer feedback will provide us with a monthly barometer of satisfaction which will act as the lead indicator ahead of detailed 3rd party customer satisfaction assessments, including our STAR survey and business benchmarking via the Institute of Customer Service.

We will also use our complaints and compliments processes to enhance further our level of understanding of where improvements can be made. This will be of particular importance where serious service failures may have occurred.





Using customer feedback to provide a detailed assessment of overall organisational performance.

The Institute of Customer Service Business Benchmarking and STAR surveys will be used to better understand the customers' view of Tai Calon.

The Institute of Customer Service Business Benchmarking survey will be undertaken once each year and will be used to assess a wide range of customer satisfaction metrics. Alongside those focusing on the more traditional transactional service experience, they will also ask a range of questions to assess more widely our customer's perceptions of customer ethos, trust, and reputation. The results will also be used to assess our levels of satisfaction and performance against other public-facing service organisations, including the social housing sector, retail, leisure, and transport.

We will continue to undertake a STAR survey every 2 years, which will be used to provide additional information, track overall satisfaction metrics and provide the required customer satisfaction information to Welsh Government.

It will be the results from these detailed surveys that will be the primary measure of improvements in customer satisfaction and in turn, demonstrate the effectiveness of the Customer Voice strategy overall.

The data gathered from these detailed surveys will also form the basis of improvement plans which will be in place to enable us to seek external customer service accreditation, including the ICS's ServiceMark award.





We will continue to have a wide range of options through which we will consult with customers so they can express their views, opinions, and feelings on our plans for the future.

The consultation activities we will deliver will be flexible and constantly evolving so that as many customers as possible can engage and in a way, and time that suits them. However, we know from work undertaken to develop our previous tenant involvement framework the activities that are the most successful, and as such, these continue to be an area of focus.

Online consultation - We will use social media, our website's consultation hub, and direct marketing as the main way to seek views and feedback on proposed changes that affect all our customers, e.g. our Repairs Procedure or our Rent Setting Policy. Using digital channels will ensure we have the best opportunity of gathering the widest range of feedback possible

Where needed to ensure a representative view, we may also supplement this approach with more traditional activities such as phone surveys, face-to-face or home visits.

Other key consultation activities include:

Focus groups –Customers we bring together for a short period of time to participate in a conversation about specific areas for improvement or to help us with designing and testing new services.

Local area-based consultation - A series of localised events and activities that will be used to

discuss ideas, issues, and solutions to local community challenges. This type of consultation will also be supported by engaging with local specialist interest and community groups and form the basis of our Community Improvement Plans

Targeted service consultation- Working with customers to help us improve or develop specific areas of service that customers tell us to matter the most.

The communication theme group –A group of Customers who support us in tailoring our communications, ensuring the content we share is meaningful, useful, and interesting. They will also play a key role in helping us make communications accessible to all.



We will also draw on the recommendations from the “Right Stuff - Hearing the

tenants' voice report published in July 2019 by the Welsh Government.

The report identifies five principles underpinning the delivery of our Customer Voice strategy, specifically customer consultation.





It will be apparent to customers and stakeholders how our Customer Voice strategy is making a difference.

We will let customers know how their feedback affects our services using various communication channels.

Sustaining this communication frequently will be key to ensuring that our customers know how valued their feedback is and that we act on their views.

Our social media networks and website will be the main ways in which the impact of Customer Voice will be communicated to customers and stakeholders.

We will not only communicate our measures of success in the form of quarterly key performance indicators but also use case studies and stories to continue to show the ongoing impact of Customer Voice.

We will also use monthly “you said, we did” updates via social media and our tenant newsletter, demonstrating the impact of our Customer Voice strategy and how we have used this to tailor and improve our services.



How we will know that its working

Customer Voice will have several key metrics through which its effectiveness can be assessed on a quarterly, monthly, and annual basis. To support these KPI's we will also assess how well we are able to engage with the community as a whole to ensure that customer feedback is truly representative.

Measure

When

% of customers that are satisfied that Tai Calon are listening to their views, captured in line with STAR survey results.

Every 2 years

Business Benchmark scores for Complaint Handling, Customer Ethos and Ethics..

Every 12 Months



Customer Voice





Measure	When
The number of customer engagements (including consultations, community events, focus groups and forums)	Every Quarter
Number of services consulted on and or changes made based on the feedback.	Every Quarter
The number of pieces of real time feedback that have been received in the quarter and the % return rate for feedback.	Every Quarter
The number of real-time feedback requests that have directly resulted in follow-up action from Tai Calon to resolve outstanding issues/queries.	Every Quarter
The number of processes and procedures that have changed based on real time feedback.	Every Quarter
Satisfaction with complaint handling and number of lessons learned.	Every Quarter
The level of social media engagement related to Customer Voice items and posts.	Every Quarter





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