

# Voice of the Customer 2020-2022



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# Our approach



We all want to feel listened to, right? So it should be as easy as possible to make your voice heard.

We put customers at the heart of everything we do and we want to highlight the key role you play in helping us improve your homes and estates.

As part of this, we've developed our 'voice of the customer' document in consultation with our customers. This document sets out our approach to engaging with you in developing and delivering our services, and how we tailor them to make sure they're right for you.

Our engagement will be well planned, co-ordinated and accessible to all customers. This document showcases our modern engagement structure, which seeks to give you the best and easiest ways to ensure your voice is heard and, most importantly, acted upon.



# The bigger picture



## The Green Paper

The green paper 'A new deal for social housing' was published in response to the Grenfell Tower tragedy and will bring the biggest change to social housing in a decade as to how housing providers will listen to and be influenced by customers\*

## The Regulatory Framework

The Ministry of Housing, Communities & Local Government regulate what we do as a sector

## Stonewater's Strategic Plan

Our Strategic Plan sets out our objectives and what we want to achieve over the next five years

\* Find out more at [www.gov.uk/government/consultations/a-new-deal-for-social-housing](https://www.gov.uk/government/consultations/a-new-deal-for-social-housing)

# Aims

In response to the bigger picture, we want to ensure our customers have the opportunity to influence our services and are assured that we listen and act on the feedback we get. This document sets out the main aims and how we will meet these over the next two years. These aims have been developed in partnership with our customers.

## **Our main aims are to:**

- Engage customers using innovative and diverse methods.
- Work with customers to support us understanding more about you.
- Communicate with customers in a timely and clear manner, using a variety of communication channels.
- Provide opportunities for customers to hold us to account.
- Know you as our customer and understand you want to be involved.
- Ensure you know the difference that your involvement has made.



# What will we do to meet our aims?\*\*



- Keep up to date with new ways to involve you in decision making and ways to strengthen the customer voice.
- Continue to grow the membership of the Customer hubb (help us be better), our customer online forum.
- Provide you with feedback on how your views have made a difference.
- Provide training for all front line colleagues on engaging with customers.
- Publish our performance and service standards.
- Ensure customers are informed of and are able to take part in national conversations.
- Influence the Stonewater Board to ensure they are accountable when decisions are made.
- Provide customers with training and/or mentoring if they request it.
- Update the terms of reference for the Customer Experience Committee to reflect the actions within this document.

\*\* For a full action plan please contact **[customer.engagement@stonewater.org](mailto:customer.engagement@stonewater.org)**

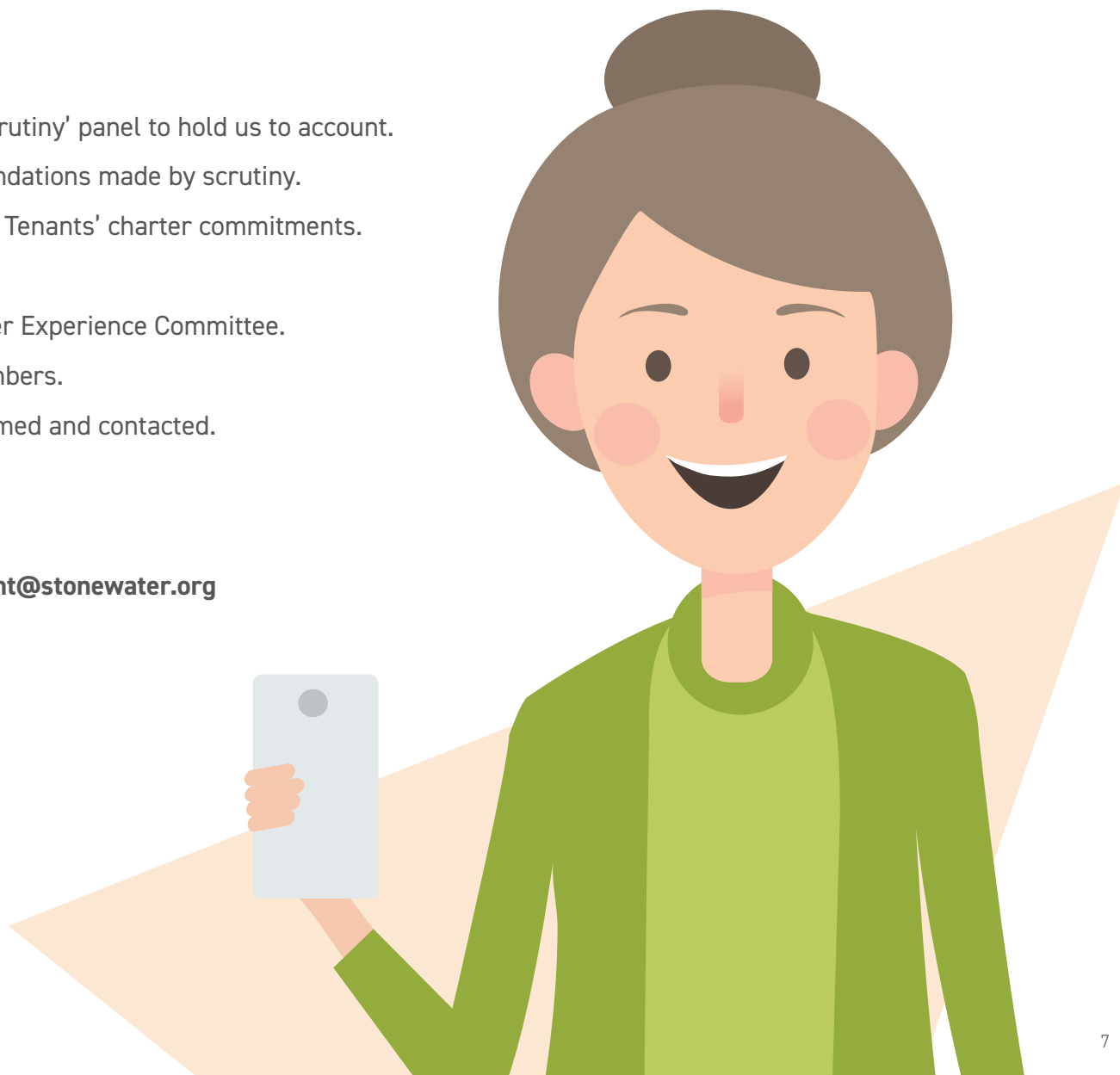


# What will we do to meet our aims?\*



- Produce an annual review for customers.
- Continue to have a Scrutiny Panel and online 'friends of scrutiny' panel to hold us to account.
- Provide evidence of what has been done to fulfil recommendations made by scrutiny.
- Ensure every scrutiny review considers the 'Together with Tenants' charter commitments.
- Review our governance structures.
- Continue to have customer representation on our Customer Experience Committee.
- Provide you with information on, and from, our Board members.
- Know who you are and how you want to be involved, informed and contacted.
- Meet our regulatory requirements.

\*\* For a full action plan please contact [customer.engagement@stonewater.org](mailto:customer.engagement@stonewater.org)



# What is customer insight?



Customer insight tells us a lot of what we need to know about our customers. We get this from a wide variety of sources, such as data, customer feedback through surveys, complaints and involvement, operational data and staff knowledge.

It's a great way for us to then tailor how we develop and deliver our services so that they are cost effective and provide great customer experience throughout Stonewater.

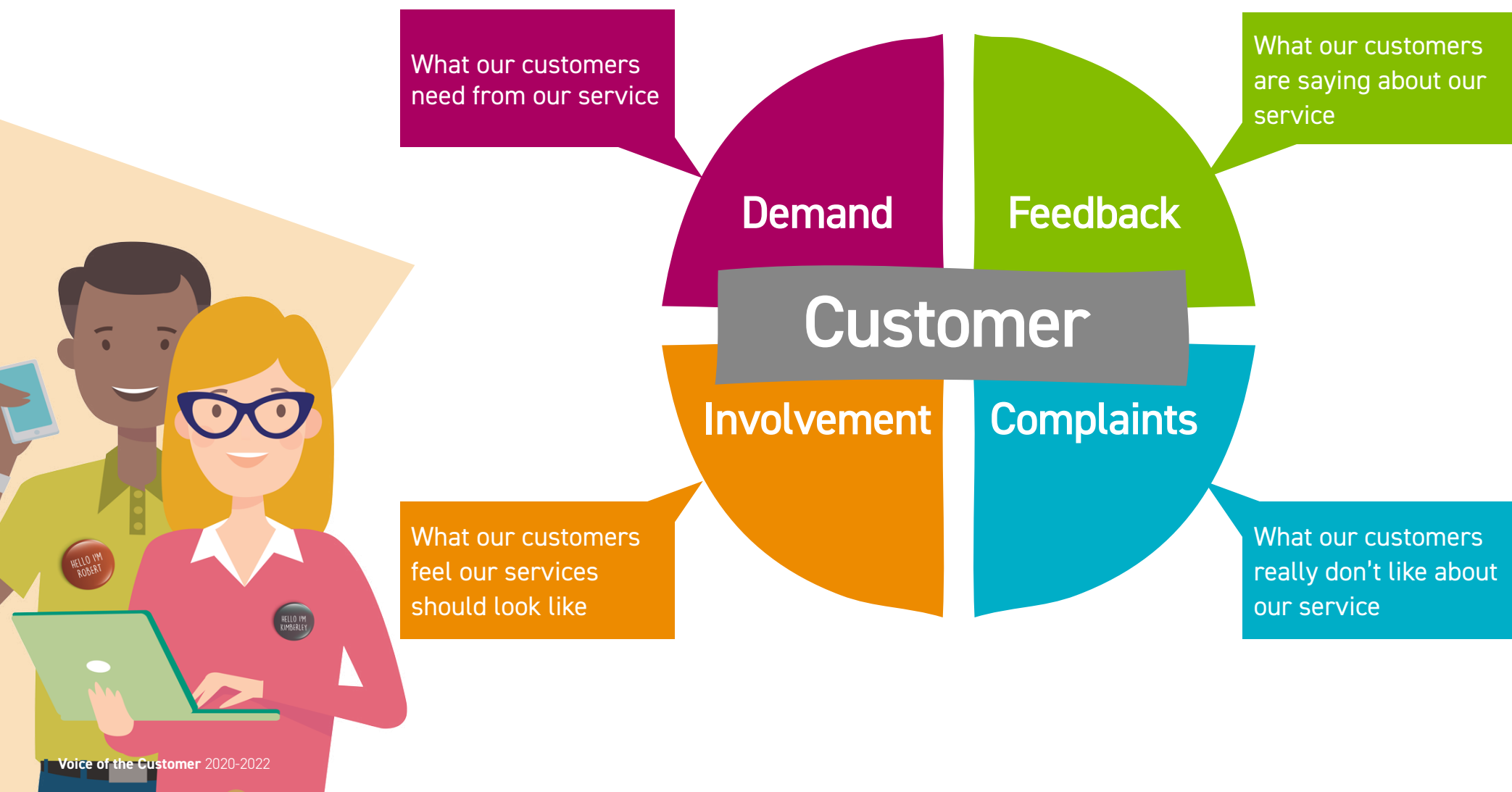
To help us, please keep your details up to date and inform us of any changes and make sure you understand your role within your tenancy conditions.

**What does this mean...**

**Dean Ballard**  
Head of Customer Insight



# Gathering and understanding customer insight



# Customer demand



## What our customers need from our services

This will include information such as volumes of repairs requested and is taken from data gathered from calls into the Customer Service Centre or requests raised through MyHome.



# Customer feedback



## What our customers are saying about the services they receive

After most of our service interactions we ask customers to tell us what they think. These surveys are conducted either by SMS, email or phone. We use this information to help improve the services we provide and the services provided by our contractors.

Doing this gives us the information we need to remove any areas of frustration or dissatisfaction you've experienced.

This feedback also helps us to recognise when we deliver services well, so that we can ensure that this is done consistently for all our customers.



# Customer complaints

## What our customers don't like about the services we provide

We recognise that we don't always get it right and sometimes things go wrong. When this happens, we have made it as easy as possible for our customers to make a complaint or share a compliment with us.

We learn from the of complaints we receive, and this helps us to improve the services we deliver and prevent similar issues from happening again.

 Find out more:

[stonewater.org/get-involved](https://stonewater.org/get-involved)



# Customer involvement



We need you to be involved and tell us what is important to you when we design our services.

We have various ways you can do this, from our online forum, the Customer hubb where you can give your views wherever you are and at a time that suits you, to more formal ways such as our national Scrutiny Panel.

Our involvement opportunities are open to all of our customers regardless of whether you are renting, a leaseholder, in supported housing or retirement living.

We will help and support you, if you need it, to get your voice heard and to make more of the involvement opportunities open to you.

Your opinions really do matter to us and help us to improve and shape the services you receive.

**Read on to find out more...**

**Michelle Hocknull**

Customer Involvement & Scrutiny Manager

# Involvement opportunities – get your voice heard

## FORMAL

- Scrutiny Panel
- Committee member
- Complaints Panel

## INFORMAL

- Customer hubb
- Estate Champion
- Online groups
- Live labs
- Customer surveys

## INFORMATION

- Social media
- Customer Annual Review
- Website



# Formal

## Scrutiny Panel

The Scrutiny Panel is made up of 12 customers from across the country. They carry out reviews into services and make recommendations for change or improvement. They meet every two months. If you have less time available we also have an online 'friends of scrutiny' panel.

## Committee member

There are two customers on our Customer Experience Committee. They are there to ensure the customer voice is heard within our governance structures. Meetings are held every three months.

## Complaints Panel

A group of customers who independently review formal complaints to ensure we are being fair in our findings. They meet when a customer requests that their complaint is reviewed.



# Informal

## The Customer hubb [discuss.stonewater.org](https://discuss.stonewater.org)

An online community where customers can talk to each other and Stonewater colleagues about everything from local events to pictures of your pets, or share ideas and suggestions to help shape our services.

## Estate Champion

Estate Champions are customers who help to keep their estate looking clean by carrying out a monthly/bi-monthly inspection. They share their findings with Stonewater colleagues, who will organise the work to keep the estate tidy.

## Online groups

We have a number of specialist online groups which discuss different services areas and issues affecting customers. These include repairs, estate services and disability groups.

## Live labs

Live labs are small groups of customers who help test our online services to ensure they are easily accessible and user friendly.

## Customer surveys

We post surveys and questionnaires to the hubb or website to ask you for your thoughts and comments about ideas or services. We may also text, email, or phone you to ask for your views where you have given us permission to do so.





# Information

## Social media

Social media is a great way for us to engage with our customers and encourage conversation at a time that suits you. We currently use Facebook, Twitter and LinkedIn.

## Customer Annual Review

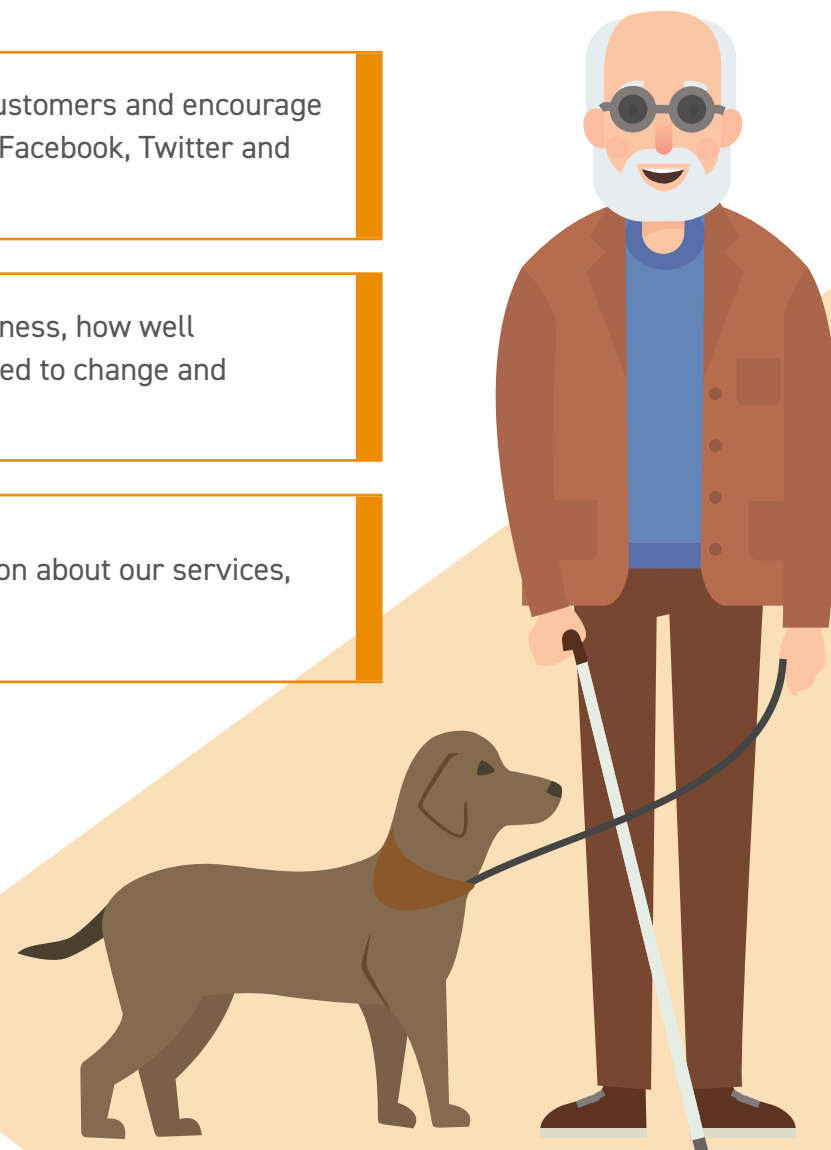
Our annual review tells you how we are doing as a business, how well we are performing, and how your involvement has helped to change and improve services.

## Website

Our website gives you all the latest news and information about our services, which you can access at your convenience.



Don't forget you can also log on at **[discuss.stonewater.org](https://discuss.stonewater.org)** to keep up to date with local information and Stonewater news



# How we can support you to get involved

## Expenses

We will reimburse all reasonable out of pocket expenses, including travel, carer and food costs\*\*\*.

We will also arrange overnight accommodation if you have to travel for more than two hours to a meeting.

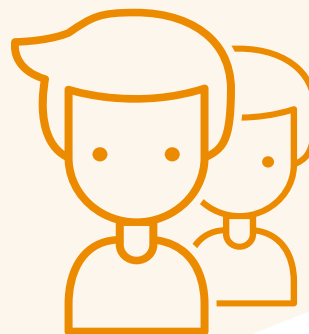


## Coaching/mentoring

If you need a little extra help to get involved and have your say, we can arrange for you to have a coach or mentor who can help you through your involvement journey.

## Training & development

As a thank you for getting involved, we will help you to develop your skills by offering training to help you carry out any involvement activities. You can then take these into the workplace or use in your everyday lives.



\*\*\* You can find a full list of expenses in our expenses policy



# How we can support you to get involved

- The Scrutiny Panel will monitor the actions arising from the action plan to ensure we are meeting our aims.
- Our Customer Experience Committee will be responsible for overseeing implementation within Stonewater.
- Information about how we are doing will be published in our Customer Annual Review for customers and on our social media channels.
- The actions will be reviewed every 12 months to ensure they are still fit for purpose.



# Who do I contact for more information?



For more information about the voice of the customer document, please email:  
**[customer.engagement@stonewater.org](mailto:customer.engagement@stonewater.org)**

or visit the Customer hubb:  
**[discuss.stonewater.org](https://discuss.stonewater.org)**