

Customer Strategy 2026–2030

A customer-led, connected organisation



Introduction

Hi and welcome to our new Customer Strategy,

At Stonewater we're committed to delivering great services for you. We've always said that if something matters to you, it matters to us, and our customer strategy reflects that continued commitment. As your experience with us grows, as our communities evolve, and your needs of us as your landlord change, it is only right we take time to reflect and reshape our approach.

We know from your feedback that we haven't always hit the mark, that our services have felt disconnected, and that we aren't as visible in your communities as you would like us to be. Feedback from our customers, colleagues and partners is invaluable and helps us learn and do better. We've taken that feedback on board, learnt from your experiences, and have channelled that into this customer strategy.

We're committing to reconnect with you. To understand your needs better, and shape our services to be there when you need them. We're going to reconnect to our communities, to become an anchor within them, and support their growth and aspirations. And we're committed to better connecting our services and supporting our colleagues to work better together in delivering for you and the community around you.

David Ripley

Chief Operating Officer

“Working together as one Stonewater to get our services right and build trust and empathy into them can only be achieved by us being better connected.”



Vision

Stonewater will become a customer-led, connected organisation.

Connected to our customers and their needs, connected to our communities and their aspirations, connecting our services and colleagues to ensure we are responsive, respectful, and reliable.

Objectives

Connected to our Customers

We're committed to reconnecting to our customers, listening and developing shared goals, and being a compassionate and effective service provider. Focused on great quality homes, value for money, and the right support for customers when they need it, we'll understand our customers' needs and work hard to meet them. If we're unable to do it, we'll establish new relationships with partners to allow us to meet those goals and needs quickly and effectively.

Deliverables

- Develop our understanding of our customers and their needs.
- Redesign our service offer based on the understanding that each customer is different.

Connected to our Communities

We're going to reconnect to the communities we work in, invest in colleagues to give them time to work on local issues, and provide a consistent, high level of service for our customers no matter where they live. Using our scale and our influence to win for the communities we work in, we're committed to protecting the future of social housing and believe in the power of society to provide, cementing our place as an anchor institution.

Deliverables

- Start the roll out of our new locality approach across five regions in 2026.
- Be visible to our customers and enable effective relationships.



Fosse Park Community Day.

Connected Services

And by reconnecting our services to each other, we'll build stronger foundations to become easier for our customers to deal with.

We'll support colleagues to be agile, grow and develop through high performance and the ability to make the most of every opportunity.

Deliverables

- Continually learn from our customers' experiences.
- Reduce both the time it takes to respond and any outstanding work. Increase right first-time delivery across all services.
- Raise the ease of dealing with Stonewater.



Reconnecting our services for customers.

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