

Customer Engagement –are you really listening?

Val Alker



Onward

Listening

take notice of and act on what someone says; respond to advice or a request.

make an effort to hear something;
be alert and ready to hear something.



It's a cycle





Holding to account

Scrutiny

Direct

Contact

Newsletters

Website

Social Media

Reports,
compliments
and complaints

Surveys

Neighbourhood
Plans

Influencing
Communications

Complaints
Panel – helping
us to learn from
complaints

Influencing,
monitoring, co -
creating service
delivery

Influencing and
co creating
policy & strategy

Customer
Engagement
at
Onward

Day to Day Repairs

Scrutiny



Respond to questions and contribute to reviews

**Influencing policy ,
strategy , standards,
delivery**

Work with customers to monitor performance and co create improvements



Feed back the story



General and direct comms - include 'you said we did', complete the loop

**Collect and use
feedback**
listen and act



Showing you've listened is the perfect way to build a positive customer experience following your research programme.

“Closing the loop” by communicating to customers what the survey has told you, and what you are going to do as a result of it, is a vital part of any customer engagement strategy. TLF



Stockport Homes Group
One team, transforming lives

31st March 2021
**Listening to the customer
voice**

Pilot project with MHCLG

Ministry of Housing and Local Government pilots

- **Information and Understanding** (Stockport Homes, Chelmer Housing Partnership and Your Homes Newcastle)
- **Landlord and Residents responsibilities** – (Clarion Housing Group, Poole Housing Partnership and Phoenix Community Housing)
- **Action to take in the event of a fire** – (Optivo and Sheffield City Council)

Stockport Homes, Chelmer Housing Partnership and Your Homes Newcastle



Fire safety in your home

Top tips for keeping you and your family safe

Plugs



Turn off appliance plugs when not in use.

Doors



Do not leave a fire door open and never disconnect an automatic closer.

Appliances



Do not leave appliances running when no one is home.

Smoking



Do not smoke in bed and always put out cigarettes fully.

Smoke alarms



Test your smoke alarm weekly and do not cover or remove.

BBQ



If you have a balcony, do not have a BBQ on it.

Cooking



Do not leave cooking unattended.

Belongings



A tidy home with fewer belongings can reduce the risk of a fire spreading.

Candles



Do not leave candles unattended and always put out fully.

Matches



Store matches and lighters in a safe place, away from children.

Electrical



Do not overload electrical sockets and switch them off when not in use.

Flammable

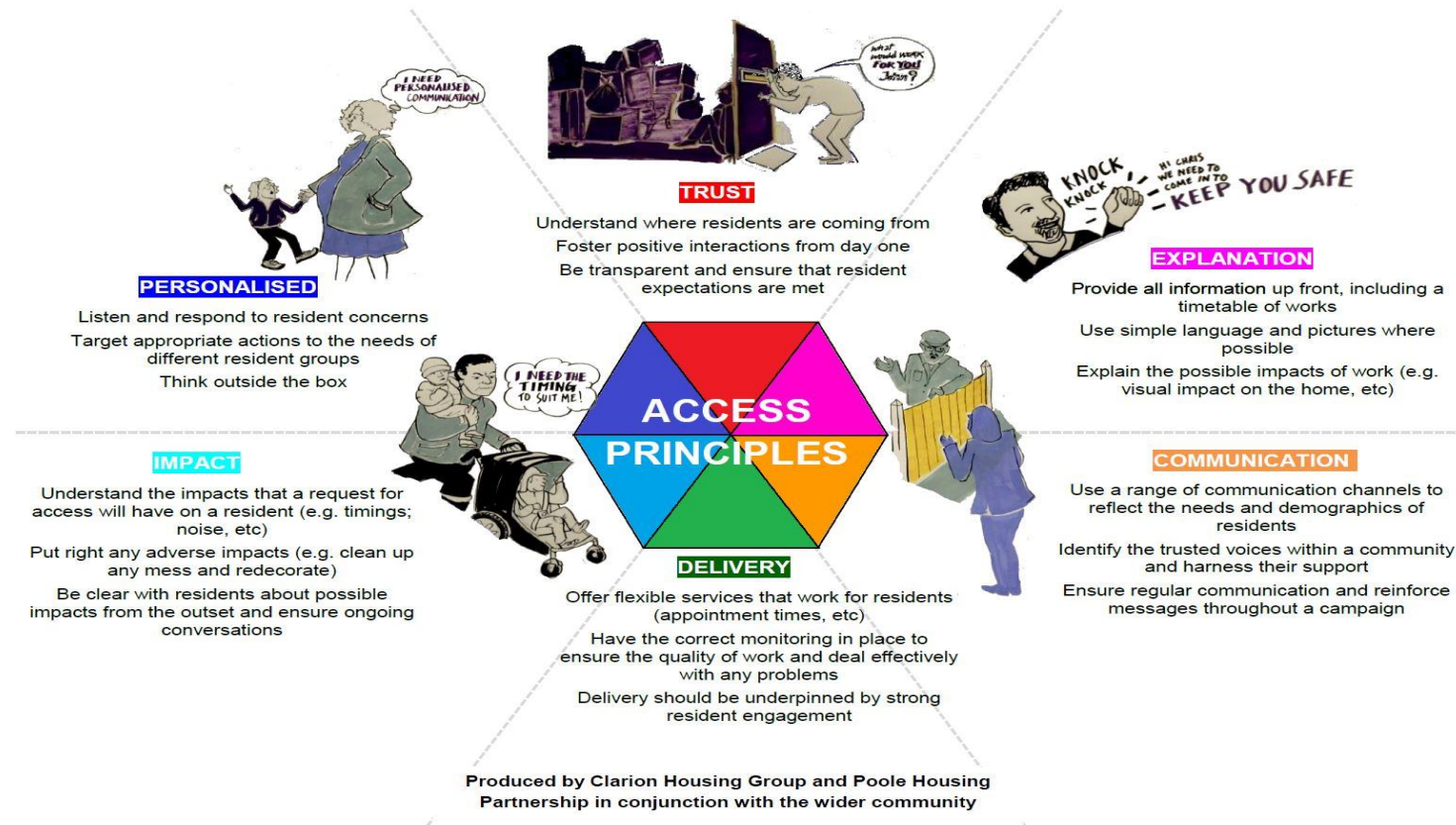


Do not store anything flammable such as petrol in your home.



www.stockporthomes.org

Clarion Housing and Poole Housing Partnership



Optivo and Sheffield Council

Action to take in the event of a fire

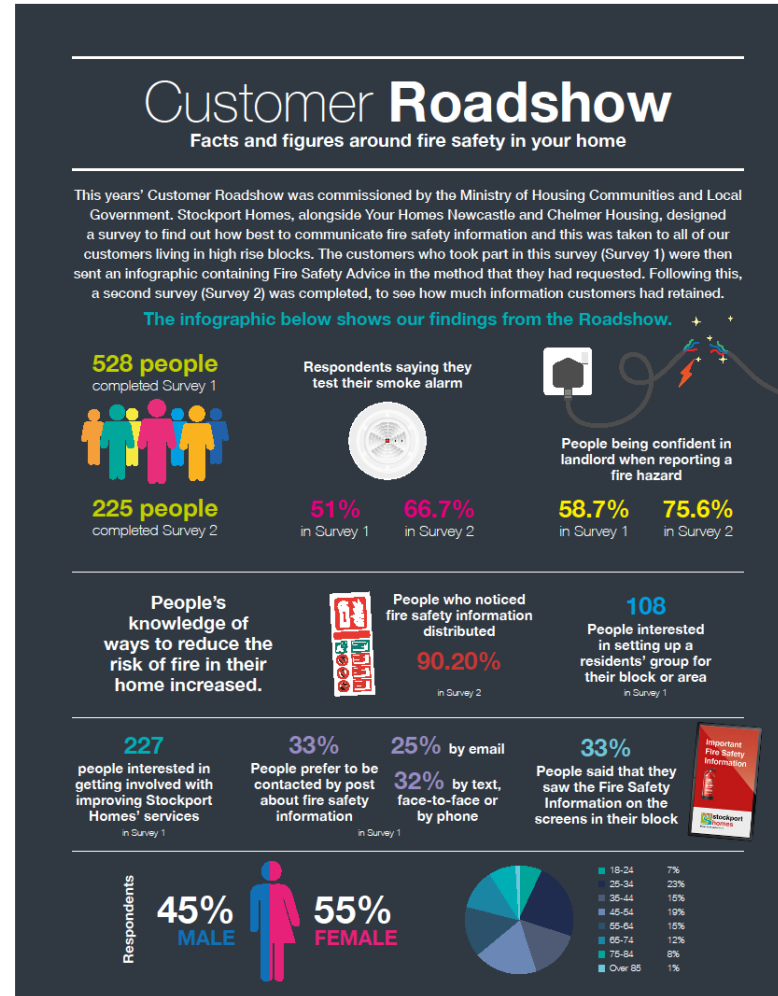
Written advice and videos were equally effective in improving residents' understanding of what to do in the event of a fire.

- More participants (up to 25% depending on the scenario) would follow the London Fire Service's advice having had access to its written guide or video.
- Roughly 40% of participants would still evacuate in the event of a fire elsewhere in their building while they were in their flat, which is contrary to the Fire Service advice.

Key learning from all 3 pilots

- Consider residents' different learning styles and preferences when developing communications
- Use a range of messaging and communication channels to ensure disengaged and hard to reach residents can access fire safety information
- Regularly remind residents of their responsibilities by using resident meetings; messaging in a variety of formats or video message boards in blocks (very effective)
- Design and facilitate a positive environment for open and honest engagement within your communications
- Recognise that trusted partners are important in communicating messages, especially the Fire Service.

Customer Feedback is important



What's next?

- Ensure that the Customer voice is central to any work throughout the organisation through to Board level
- Co design a Customer/Resident Engagement for Building Safety
- Develop a strategic customer group that ensure SHG is transparent and accountable
- Plan a variety of communication methods to ensure customers can engage in a variety of ways such as high rise living customer group

Are the team on board?

- SHG have set up engagement partnering system across the organisation to ensure the customer voice is being heard
- Each team has a responsibility to involve customers in any service changes and design
- Used the knowledge gained from the recent Covid surveys to inform future plans
- Used the learning and feedback from the Customer Voice and influence strategy to shape future plans

What could engagement look like?

- Varied and inclusive methods of communication
- Accessibility for all customers at a level that suits them
- Use new methods to reach the hard to reach
- The “customer voice” is a mandatory part of reporting at Board level within a report

How does the customer voice improve the business

- The customer voice runs through the business
- Lived experience of services is key to change
- Visible evidence of change needs to be communicated to the customer or why take part?
- The organisation can plan for the future

MHCLG final report

<https://www.gov.uk/government/publications/the-social-sector-building-safety-engagement-best-practice-group-final-report>



Ministry of Housing,
Communities &
Local Government



Any further questions?

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