

CUSTOMER STRATEGY 2023 – 2026

Delivering a positive customer experience



INTRODUCTION

This strategy has been developed by listening closely to what customers are telling us. Customers want us to provide good quality, reliable services, especially when it comes to repairs. Customers also want to see more of us face-to-face, and to have well-maintained homes and neighbourhoods. Most importantly, customers want us to listen and act on what we're being told.



CUSTOMER FEEDBACK

We carried out an online survey in May 2023 to gain customer views on priorities and areas for improvement. We received 931 responses – if you were one of them, thank you for taking the time to give us your views.

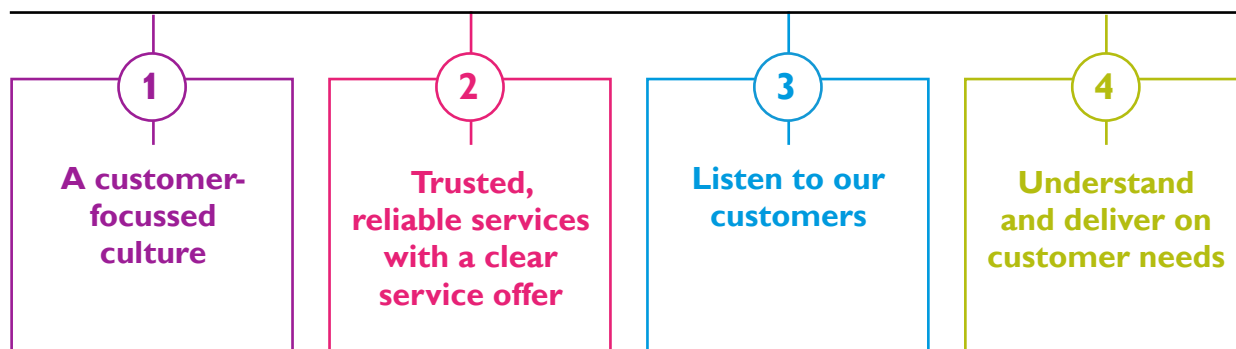
We also considered feedback from other sources, including complaints, customer focus groups, general satisfaction surveys and our frontline staff.

OUR VISION: delivering a positive customer experience

We want customers to see and feel a difference in the quality of services they receive and the relationship we have with them. When customers need something of us, we want them to trust that we will deliver. Most importantly, we want to consistently and reliably ensure our customers have a positive experience across all our services.

To achieve this, we have built this strategy around four themes:

Delivering a positive customer experience



How will we measure success?

We will monitor success through some key satisfaction measures as set out below, with targets set annually. These are the targets for year one:

| TARGET | Year to date | Target July 2024 |
|--|--------------|------------------|
| Overall customer satisfaction | 75% | 80% |
| Satisfaction with repairs | 73% | 80% |
| Trust that Saxon Weald will do what they say they will | 71% | 80% |
| Saxon Weald treats tenants fairly and with respect | 80% | 85% |
| How satisfied are you that Saxon Weald listens to your views and acts on them? | 67% | 80% |

1. A CUSTOMER-FOCUSSED CULTURE

Having a customer-focussed culture underpins everything we want to achieve with this strategy. It will drive the right behaviours, actions and decisions throughout our business. This will be a key focus for the first year of this strategy and includes a comprehensive training and awareness programme for all staff.

Other areas for us to work on include:

- Speeding up our resolution of problems and complaints
- Improving our day-to-day service communications

Customers will see:

- ✓ Staff taking ownership of issues
- ✓ Better communication
- ✓ Quicker complaints resolution



2. TRUSTED, RELIABLE SERVICES WITH A CLEAR SERVICE OFFER

We will agree a set of clear service standards in partnership with customers and then deliver what we say we will. These standards will be reviewed at the end of 2024, once we have improved the data we hold on customers and their needs.



Using technology

We will also be investing in technology, making our systems more efficient and providing better digital services to customers.

Customers will see:

- ✓ Wider choice of communication channels
- ✓ More self-service options
- ✓ Improved access to information

Repairs

We know we need to complete repairs more quickly, resolving problems on our first visit wherever possible. Our HomeFix improvement plan is well underway, with additional operatives and a new management structure already in place.

Customers will see:

- ✓ Quicker repairs
- ✓ More first-time fixes

Neighbourhood management

In terms of our neighbourhoods, we have put new grounds maintenance arrangements in place. We are also reviewing the work of our neighbourhood team so they can visit our estates more regularly, undertaking more preventative maintenance jobs and safety checks.

Customers will see:

- ✓ More estate inspections
- ✓ Well-maintained grass and landscaping
- ✓ Clean and tidy estates



Housing management

We have clear feedback that customers would like a closer relationship with their housing manager, with more presence in communities. We will review the structure and resources of our housing team in year two of this strategy to see what we can improve.

Customers will see:

- ✓ Improved visibility of and access to housing managers
- ✓ An option to have an annual visit from the housing team

3. LISTEN TO OUR CUSTOMERS

Our ambition is for customer influence to flow through every part of the business. To reinforce this, we will introduce a new customer committee to our Board structure by early 2024. This will create capacity for Board members to consider customer issues more deeply.



We have a wide range of feedback and involvement options, so customers can choose what works best for them. We will keep our customer engagement plan under review, learning from each activity and adapting the plan accordingly.

Customers will see:

- ✓ A broad range of ways to get involved and give feedback
- ✓ How their views make a difference

4. UNDERSTAND AND DELIVER ON CUSTOMER NEEDS

We need to understand our customers and their needs so that we can tailor our services accordingly and ensure fair access. We are working on improving the information we hold and will have reached out to all customers by May 2024.



Customers will see:

- ✓ Their individual needs taken into account
- ✓ Service standards that make allowances for different circumstances

CONCLUSION

Customers are telling us we are doing well, but with room for improvement. We must listen more and act more quickly on what we are being told. Customers want more of a relationship with us, with more face-to-face contact. They would also like a faster repairs service and well-managed neighbourhoods. These are the cornerstones of this strategy and getting them right will ensure we achieve our ambition to deliver a positive customer experience.





Saxon Weald is a charitable community benefit society
(reg no. 7971) and is regulated by the Regulator for Social Housing.

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member 2023-2024