



# Customer Engagement Framework

## 2021 - 2024

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## **1. Introduction...**

- 1.1 This framework sets out the ways in which Ongo provide opportunities for customers to get involved and the customer engagement service available.
- 1.2 It allows us to plan for where we want to develop customer engagement in the future, thinking about where we are now and where we want to be.
- 1.3 When we talk about customer engagement, we're referring to the different ways our customers can shape and monitor the services that Ongo provide. It's a two way process which means we share information and ideas with them, and in turn we listen and act on their suggestions. If we do this well, customers should see an improvement in the services we offer and help inform better decision making for Ongo.

## **2. We believe...**

- 2.1 Our customers are the best people to tell us what's working well or not so well, which is why it is important that they have their say on issues that affect their local communities and the services we deliver.
- 2.2 The reason we involve customers is simple - as part of Ongo, we are dedicated to a single vision...
  - **Creating and sustaining truly vibrant communities**  
...and we have one promise, which is:
  - **Everything we do is put back into local communities**
- 2.3 Involving customers links directly to our core values of:
  - **Partnership** – customer engagement is at the heart of our business and we will work to develop a culture where residents, officers and stakeholders can work together effectively
  - **Drive** – excellent service delivery can best be achieved by the genuine and active involvement of residents in the decision making and monitoring of our services. With this in mind, we'll continue to encourage more people to get involved
  - **Responsibility** – we have a duty to keep residents informed of our activities and to consult with residents on proposals and changes which will affect them. We continue to develop existing and new methods of involvement to ensure that everyone has the opportunity to contribute at a level that suits them
- 2.4 We know this is working and that we are providing an effective customer engagement service because we have been awarded the Tenant Participation Advisory Service (TPAS) accreditation and we are acknowledged as a national high performer by Housemark's annual benchmarking. However, we will always look for ways we can improve, to make sure we're doing everything we can to:

- Provide opportunities for customers to shape and influence the planning, delivery and monitoring of the services we provide
- Give customers a clear voice to hold the organisation to account
- Involve customers in our decision making
- Ensure that customers can make a significant difference to what we do and how we do it

### **3. Our objectives for the future...**

3.1 Our objectives are set out in the Customer Engagement team plans (annually) and our main aim is to continue to support and strengthen our existing customer engagement groups, making them even more effective whilst modernising the way we work. The main themes that will run throughout all of our work will be to:

- Ensure there are opportunities for everyone to get involved
- Continually strive to increase the diverse representation of our involvement opportunities and structures, so that that customer feedback is representative of the wider customer base
- Develop digital feedback and engagement
- Promote the achievements of our involved customers and the groups

3.2 When deciding on our objectives, we have taken into consideration a number of different factors including:

- What is happening nationally
- What the Regulator for Social Housing (RSH) tells us we should be doing (RSH Tenant Involvement and Empowerment Standard)
- Our own information, using performance data, customer surveys, staff feedback
- What our customers have told us, including which issues are important to them
- How these fit with the Ongo Homes Corporate plan, Strategies and Charters
- How these fit against the TPAS standards

### **4. How we will monitor success...**

4.1 Customer feedback has a positive impact on service delivery and helps us to deliver an efficient and effective, customer focused service.

4.2 We will monitor customer engagement activities and outcomes to ensure the needs and priorities of customers are taken into account and that customer feedback is used to shape and improve services now and in the future. We also want to make sure that customers who are involved can see their achievements and know they have made a real difference.

4.3 We will work alongside our customers to monitor the successful delivery of this framework. To assist us in this monitoring process we will engage with:

Community Voice Officers, Resident Scrutiny Panel reports, the annual impact assessment process, performance management and benchmarking exercises.

4.4 We will publish information and outcomes of customer engagement in a variety of ways, for example, reports to Community Voice, the Ongo Homes Key News magazine, our Annual Report, on our public website and via social media articles.

4.5 We will also look at the following measures and aims:

- Customer Satisfaction that Ongo Homes listens to, and acts upon, customers views
- The diverse representation of tenant feedback, e.g. the percentage of engaged tenants that are younger voices, (30yrs and below)

4.6 We will retain our TPAS accreditation for providing excellent resident involvement services.

#### 4.7 **Annual Impact Assessments**

4.7.1 Every year we undertake impact assessments with our different customer engagement groups to ensure each group remains fit for purpose.

4.8 **The RSH** has set out a standard for housing providers to engage with their customers. This standard is the Tenant Involvement and Empowerment Standard. Each year we are required carry out a self-assessment against this standard and our Board reviews the assessment to be assured that we comply with the requirements of the standard. Once this has happened, the Board submits a statement of compliance to the regulator.

#### 4.9 **Social Housing White Paper**

4.9.1 The Social Housing White Paper: the Charter for Social Housing Residents sets out how landlords are expected to raise the standard of social housing and meet the aspirations of residents in the future. It includes the steps that landlords need to follow to work with the RSH to create a strong, pro-active consumer regulatory regime, strengthening the formal standards against which landlords are regulated and these include:

- Be transparent about performance and decision-making so that tenants and the RSH can hold landlords to account
- Put things right when they go wrong
- Listen to tenants through effective engagement

#### 4.10 **How we compare to other housing associations**

4.10.1 Every year we compare the costs of our customer engagement service and customer satisfaction levels against other national housing organisations as part of an annual benchmarking exercise.

## 5. Other things to bear in mind...

### 5.1 Customer satisfaction STAR data for 2020/21

Questions	2020/21	Sector UQ 20/21
Tenants satisfied that their views are being listened to and acted upon	88.60%	75.00%

5.1.1 88.6% of Ongo tenants are satisfied that their views are listened to and acted upon which means we are in the upper quartile level. When comparing our tenant satisfaction with satisfaction of tenants of other housing providers, we rank up there with the absolute best. The wider housing sector customer satisfaction average for upper quartile only being 75%, (basically all satisfaction percentages are categorised into three levels with the highest scoring being classed as upper quartile, the middle scoring being medium quartile and the lowest scoring being lower quartile).

### 5.2 Housemark benchmarking data 2019/20

KPI 2019/20	MEDIAN	Ongo	Quartile
Total cost per property of resident involvement	38.86	44.62	Medium
Direct cost per property of resident involvement	22.58	25.27	Medium
% residents involved in consultation groups	7.76	26.35	Upper
% residents registered to access services online	21.05	42.72	Upper

5.2.1 This table tells us that when compared against the wider housing sector, our total and direct costs per property for resident involvement are within the average bracket (falling within the medium quartile). It also tells us that the percentage of residents engaged and the percentage of residents registered to access our services online are better than the majority of other housing providers, Ongo fall within the upper quartile on these.

5.2.2 This Customer Engagement Framework will ensure that we continue to deliver our Customer Engagement service in the most effective and cost efficient way.

## 6. We'll look at this again...

6.1 This framework will be reviewed every three years. We will review earlier if any regulatory or legislative changes occur and have an impact on this framework.