



HONEYCOMB
GROUP

**Customer
Engagement
Policy**

Customer Engagement Policy

Who's this for?	Honeycomb Group
Version control – document status/implementation date	Final V.1 July 2024
Consultation with stakeholders – please list	Neighbourhood Managers; Head of Homeless; Leadership Group; Customer Reading Group; Executive Team; Customer Services Committee
Equality impact assessment if applicable & date	29 August 2024
Data Protection Assessment (by DPO) & date	July 2024
Date created	May 2024
Last revised/updated	New policy
Review required	3 years from approval date
Owner	Executive Director of Operations
Approved by Executive Team	Executive Team June 2024
Approved by Customer Services Committee	Customer Services Committee July 2024

1. Introduction and purpose

This policy sets out how Honeycomb Group will involve our customers in decisions about our long-term priorities, policies and delivery of services and empower them to scrutinise, be involved in and influence our activities. It describes our aims and outlines the approach we will take to specific aspects of customer involvement and empowerment. It also describes how we will be accountable to customers for our service delivery and performance.

We understand and support national government's efforts to improve accountability of social landlords to their customers.

We recognise the importance of a positive and sustainable relationship with its customers. We also value the involvement of customers in shaping, delivering, and monitoring our priorities and services, because it can result in mutually beneficial outcomes.

2. Policy aims and objectives

We aim to hear and respond to a strong customer voice within our organisation and address customer priorities in our policies and services. We will be accountable to customers for our actions and the outcomes. We also aim to expand the involvement opportunities for our customers.

To ensure these aims are met we will:

- Develop a variety of opportunities for involvement
- Review our customer engagement annually
- Report customer feedback and satisfaction at board level
- Develop insight into the profile of our customers and their needs
- Consult with customers and consider their views and different needs when developing and reviewing operational policies or making significant decisions
- Publish performance information, tenant satisfaction data and responses to consultation

We will fulfil our commitment to the Customer Voice Strategy to continually improve the customer experience, by making sure our customers are at the heart of key decisions, changes, and improvements across the organisation.

We will make sure that customers have an opportunity to have their say, use their experience to influence services, while making sure we can continue to meet changing needs, manage expectations, and grow a mutual understanding of the challenges we all face.

We will ensure there is a variety of ways to be involved and engaged including:

- Meetings, face to face, hybrid, to suit individual needs.
- Neighbourhood voice – through a range of activity at neighbourhood level led by our neighbourhood, patch-based teams.
- Assurance and scrutiny – through membership of our assurance pool, where our expert customers can select to engage in areas that interest them.
- Governance – through membership of Customer Service Committee and ultimately feeding up to our Board of Management.
- Virtual voice – through customer surveys and virtual feedback opportunities.
- Information and communication – through our newsletters, website, online and in person events and many other methods of communication adapted to reach diverse groups and those that have been hard to reach.

3. Policy detail

Opportunities for involvement

We are committed to ensuring that it offers a range of methods for customers to influence the services that we deliver.

We will ensure that customers are provided with opportunities to input, whether directly or indirectly into the decision-making process by:

- Seeking transactional feedback from all customers on key housing management activities e.g., routine repairs, delivery of planned maintenance, annual rent increase
- Conducting an annual customer satisfaction survey, to include at least the mandatory Tenant Satisfaction Measures (TSMs)
- Communicating to all customers when we are reviewing operational policies, and inviting comment
- Periodically consulting with customers on how we present and provide performance information
- Communicating when we publish performance information, and inviting feedback
- Carrying out regular scheme walkabouts which will be publicised in advance
- Develop our customer engagement strategy

We will allocate staff time and funding to develop our customer involvement.

4. Complaints, compliments, and other feedback

We have a complaints policy and customer guidance which is designed to be straightforward and effective in helping to resolve issues and identifying areas for improvement. The Customer Services Committee and Board will receive regular information about complaints, compliments, and other customer feedback with examples of service improvement.

5. Accountability

We will be accountable to customers for its activities by:

- Publishing an annual report on our housing management service performance including repair and maintenance budgets and management information specified in TSMs.
- Making quarterly management performance information available online
- Making annual satisfaction information available online
- Ensuring information is available to customers who request it who do not have access to the internet
- Ensuring a line of communication from customer groups and committees to and from the board

6. Understanding and responding to the diverse needs of our customers

We will collect information about customers when letting properties and will periodically refresh this to ensure it remains up to date. Information

collected will initially focus on protected characteristics and any support needs. This information will be used to help us to consider if we may need to vary approaches to service delivery.

We will cross reference this data with other information, such as on customer satisfaction, to better understand views and experiences of different groups.

When considering a new policy and/or significant changes to services we will consider the potential impact on different groups of customers and how we can meet their needs. We will not make assumptions about needs based on data alone and will seek opportunities to discuss needs with distinct groups to ensure we understand what would best benefit different customers.

We will periodically report to board and customers on the profile of our customers and their diverse needs and set out how these have been taken into account in our approaches to service delivery and communication.

We will treat all customers with fairness and respect. We will ensure its staff and agents understand and abide by the Equality and Diversity Policy. Periodically we will seek customers views on whether they are treated with fairness and respect, in line with the TSM standard.

7. Monitoring and compliance

We will monitor the delivery and outcomes of our customer engagement policy and report to operational staff, senior leadership team, the board, and our customers. Key performance indicators will be used to monitor and report performance, as well as complaints & compliments received. This allows us to be accountable for our approach, identify any trends which require intervention, and focus on delivery of the objectives stated above.

We will report against the TSMs prescribed by the Regulator of Social Housing, as well as indicators developed for internal use by staff in conjunction with customers.

8. Data protection

All personal data processed, stored, shared and when responding to the rights of data subjects will be carried out in accordance with current data protection legislation (UK GDPR and the Data Protection Act 2018).

9. Review

This policy will be reviewed every three years, or as a result of feedback obtained, internal/external audits or change in legislation/regulatory



requirements. This process ensures the policy's continuing suitability, adequacy, and effectiveness.

July 2024