

## Customer Engagement



### Introduction

At BCHA we put our customers first by providing excellent service and this includes how we listen and act on what our customers tell us.

We are committed to making sure that our customers have a real say in how we deliver services and that they are truly at the heart of every decision we make. We want to be fully accountable to customers and offer a range of different ways for residents to work in partnership with us to develop and improve our services

Customer Engagement Service Standards have been developed with the Together with Tenants charter, and agreed with our customers to reflect what is most important to them. These are the standards you can expect us to meet.

### Why do we have service standards?

They explain the services we provide at BCHA and how we will respond when you contact us about these services. We always aim to provide the best service to our customers, however when we don't meet these standards, we want you to tell us, so we can put things right. Customer feedback is essential to enable us to continuously improve the service we provide. Should we not be able to meet your needs ourselves, we will refer you to other agencies that can help.

### Fairness and inclusion

When offering and providing our customers opportunities in which to participate, we will treat everyone equally regardless of age, race, gender, disability, sexuality religious belief or any other protected characteristics under the Equality Act 2010, to ensure everyone's voice is heard. We will take steps to increase representation from all areas of the community, to ensure we obtain feedback from every sector.

### Multiple channels for communication

You can contact anyone at BCHA, to communicate and give feedback. Your Customer Engagement Coordinator is available by telephone, mail and email, or you can contact the Staff at your accommodation (of applicable) or your Support Worker.

We engage across all social media platforms - Facebook, Twitter, Instagram etc. to ensure we reach as wide a demographic as possible, with information, comments, videoclips and photographs.



## **Our Staff are recognisable, knowledgeable and approachable**

- All BCHA staff will wear branded clothing and/or ID badges when engaging in the community.
- All information shared with our customers will be of good quality and presented professionally
- Our delivery of meetings and activities and provision of information will be sensitive to individual needs
- We will ensure that all statutory and regulatory requirements are followed when providing good practice examples.
- We aim to empower, support and develop strong representative frameworks that are accountable, accessible and transparent.
- We will validate and check that all Processes, Procedures and guidelines are being adhered to, with routine feedback provided to customers
- BCHA will offer strategic direction on community engagement, when working with our partners, and provide good quality advice on how to ensure an inclusive process.

## **Range of activities for customer involvement**

We aim to offer a range of activities to engage and obtain customer feedback and ensure this approach gathers views from a cross section of our customers.

We will ensure that customers have the opportunity to talk to us in the way they feel comfortable, by having activities that are 'right one, at the right time, and in the right manner' thus enabling more customers to have access to opportunities to engage and give feedback.

Included in the menu of involvement opportunities:

- Scrutiny Groups
- Customer Satisfaction Surveys
- Residents' Facebook Group
- Focus Groups for Specific Services
- Ad-hoc engagement
- Mystery Shopping
- Virtual Groups
- Local coffee mornings (when possible)

## **Training for customers**

- We will identify any training requirements, and offer a suitable programme to help customers increase their confidence with engagement and involvement.
- We offer Customers the opportunity to join Tpas (Tenant Engagement Specialists) to benefit from their free training and webinar programmes, and the UK wide Tenant Forum, which share best practice.
- We will provide analysis of all information published for the community, to ensure it is factually correct, fair and unbiased in its content.
- BCHA will support the development of a productive community, and professional relationships, by building strong relationships and encourage deliverable and sustainable community-led processes.
- We will ensure that the decision-making frameworks are effective in making good use of all feedback given by the community, and presented in a model that suits all parties involved.

## Delivering on our promises and acting with integrity

- BCHA staff will act with integrity, and never make promises that cannot be delivered.  
We will not offer personal opinions, but will always provide information that is independent, unbiased, open and transparent.
- We will never enter into gossip, criticism or other personal conversations about any involved party and will challenge any miss-informations.
- BCHA do accept gifts or other benefits, as a result of our association or relationship with involved parties or professional bodies.
- We will acknowledge any difficulties that emerge during any customer engagement and work to resolve as soon as possible, - ensuring any stakeholders are informed, and who may intervene if necessary.

## How we monitor/measure

- We will ensure our approach is planned, measured and has clear aims, objectives and desired outcomes at the start
- We will regularly review, monitor and publicise our performance against these Service Standards, which are aligned with the National Housing Federations' Together with Tenants Charter, to ensure a continued delivery of quality service.
- We will actively track and monitor all activities and share outcomes in a clear, accessible and timely manner.
- Effective customer engagement and challenge will help us make improvements to our services, processes and procedures.
- Check how satisfied you are with the opportunities for involvement
- Measure customer satisfaction with regular tailored surveys
- Routinely review and assess our approach to identify the value of the process
- Publish results in Tenant Talk magazine and on our website.
- We will track if customer involvement is making a difference by measuring against our Customer Engagement Strategy and the Together with Tenants Charter and will complete yearly impact assessments
- Results will be reported at BCHA Board