



aspire
housing

Customer Engagement Commitment

2023



Introduction

Our Customer Engagement Commitment supports our 'People First' approach

The Commitment ensures that our customers and colleagues will have the opportunities, knowledge and insight that enable collaborative working to create excellent services that meet customer need.

The commitment has been created in partnership with customers and colleagues from across Aspire Housing.

In March 2022 our approach to Customer Engagement received the tpas accreditation for excellence in customer engagement

These commitments mean we;

- Reflect recommendations made by TPAS
- Will exceed the anticipated requirements of the Housing White Paper and Housing Regulator
- Demonstrate our commitment to the National Housing Federations 'Together with Tenants' charter

Promises

Through our engagement commitment we are making the following promises to customers and colleagues

We'll offer a range of engagement opportunities

A range of meaningful engagement activities that will enable and empower customers to shape and feedback on service provision.

We'll support and build capacity for our engaged customers

Customers will receive support to enable them to be as engaged as fully as possible at a level which they are comfortable with. This includes covering travel and care expenses and are supported in learning new skills or developing existing ones to further their engagement.

We'll support and build capacity for colleagues

All colleagues and will have the opportunity to take part in existing engagement activities and have access to learning and resources that promotes positive customer engagement.

To utilise new and existing technology to enhance our engagement offer

New technologies will be utilised to provide customers greater choice in how they provide service feedback. We will use technology to help us work smarter, simpler and slicker.

We'll demonstrate outcomes and impact of engagement

We will provide a quarterly summary report to colleagues, customers and board members giving a general overview of engagement activities. A detailed statement of engagement will be produced annually.

We'll deliver meaningful community engagement

We will continue to work alongside partners and communities to deliver meaningful community initiatives based upon community needs and customer insight.

We'll work with you to keep you safe

We will create a robust system which will engage residents in monitoring our approach to building safety as well as establishing a range of methods with which customers can quality check and hold us to account.

Engagement Structure

Our engagement approach is based upon 4 functions;

- Customer feedback
- Service development
- Reality checking
- Accountability

Our approach will generate results, some examples of these outcomes are shown in the structure chart.

The approach as illustrated in the diagram is underpinned by Customer Feedback and Reality Checking. These two parts will provide the detail required to inform Service Development and the data upon which customers will use to hold the organisation to account.

Customers have a choice as to which engagement level and associated activities they wish to take part in.



Customer Feedback

We'll provide all customers with a choice of ways that they can provide feedback on the services that they receive from us. We'll regularly review our ways of capturing feedback so that we are always offering ways that suit our customers.

The information that we gather through this feedback will be used to;

- Identify areas in which we can improve
- Monitor performance
- Inform service improvements

Methods

- Surveys
- Focus Groups
- Complaints

Reality Checking

Reality checking is the process in which customers test the delivery of services through real time activities.

The purpose of the real time tests would be;

- Making sure we meet our service promises and commitments
- Testing our processes and procedures
- Are we still meeting customer expectations?

Methods

- Customer Assessors

Service Development

We will work collaboratively with customers to improve, change or create new services. Our approaches will be informed by customer feedback and data to ensure we are delivering services that meet customer needs.

- Reviewing processes and procedures focusing on outcomes for customers
- Co-creating policy
- Approving customer focused communications

Methods

- Customer led service reviews
- Task and finish groups
- Online engagement group
- Complaints review group

Accountability

Customers will be informed, with relevant and timely data that will enable them to hold Aspire to account. Customers will be empowered to challenge poor performance and influence decision making.

- Holding us accountable to its service promises
- Monitoring customer focused service delivery plans
- Challenging service delivery

Method

- OASIS - Observing Aspire Service Improving Standards