

# TAFF

## Customer Voice Strategy 2025-2030



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## Our Vision

**We will listen to our customers, ensuring their influence improves our services.**

We will do this via the effective use of customer insight, making all of our contacts count. The Customer Voice will be representative and effective at delivering an excellent customer experience.



# Our Engagement Structure

This strategy provides a clear structure around how we capture and act upon the customer voice. The three main categories are set out below:

- **Service level engagement:**

Capturing feedback and views via surveys, complaints, compliments, general contacts and sentiment analysis, and turning it into actionable insight.

- **Informal engagement:**

Direct conversations with customers via community events / activities and pop ups.

- **Formal engagement:**

Working with our Scrutiny and Have Your Say Tenant Panels to provide direct engagement on strategic matters and using our data to lead service reviews.





# Key themes of our Customer Voice Strategy



Knowing our customers



Making every contact count



Acting upon customer feedback



Develop qualitative feedback



Demonstrate the difference we make



# Knowing our customers

Holding accurate and accessible information about our customers allows us to offer a tailored, personal service.

## Customers



We will review the current data we hold on our customers, identify the gaps and update our data through a comprehensive tenant profiling exercise.

We will make key customer information available to our operational teams, so they can offer a personal and tailored service.

## Service Delivery



Through the insight we gain from our contacts we will consider how our services are accessed and received by various segments of customers.

This process will enable us to adapt our services across a range of demographic indicators, eliminate barriers, improve efficiency and ensure our service meets the specific needs of each customer.



# Making every contact count

Capturing our daily contacts with customers and understanding what insight they provide will help us improve service.

## Customers



Traditionally engagement has been focussed on panel discussions. Our intention is to focus a significant part of our engagement on capturing our daily contacts we have to enable us to make data driven decisions.

Through our repairs, neighbourhood, support and customer service activities we will gather intelligence and insight about how our services are received and where efficiencies and improvement can be made.

## Service Delivery



We will do this by exploring the full potential of technology to record contacts, summarise themes, track sentiment across our service areas and predict future trends. We will do this responsibly and ethically.

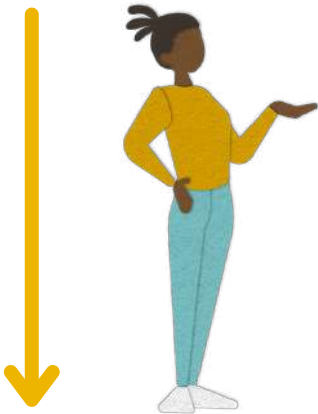
This process will form the basis of our engagement, from which broad themes will emerge that can be taken forward with more in-depth conversations with our tenant panels.



# Acting upon Customer Feedback

Seeking and acting upon customer feedback, and understanding the lessons it offers provides a consistent basis to improve services.

## Customers



We gather customer feedback through transactional, perception and topic based surveys, and via our complaints and compliments.

This service based engagement offers both insight at a individual case level, and when analysed collectively, insight into the 'customer voice' to guide our strategic decision making.

## Service Delivery



We will develop our automated surveying platform to build a comprehensive surveying & engagement programme, and report the findings to our Executive Team, Tenant Panels and Board.

We will continue to welcome complaints, viewing them as an opportunity to improve. We will use this information as a key pillar of our customer engagement structure.

We will also continue to treat compliments with the same importance, ensuring we understand what our customers value in the services we offer.



# Develop qualitative feedback

**Direct engagement with customers via community activities and formalised panels provides detailed, rich and specific insight.**



Discussing our services with customers remains an important avenue for inclusive engagement. We will continue our Community Pop Up programme, as we engage with customers on what matters to them in their area, as well as supporting tenant led special interest groups.

We will also continue to offer activities and events, understanding that these are unique opportunities to get closer to our customers and gather a better understanding of their concerns.

**In addition, we will review and relaunch two formalised Customer Engagement Panels:**



Our Have Your Say Panel will meet monthly to review our key customer performance information, discuss customer insight and feedback on emerging themes. They will suggest areas for our Strategic Panel to focus on.

Our Strategic Panel will focus on service review and strategic oversight. They will report their service reviews directly to Board, and will carry out tenant impact assessments on strategic decisions that impact tenants.

We will also form one off, specific Customer Focus Groups to support us on strategic and operational decision making.



# Demonstrating the difference we make

**Demonstrating how our engagement methods make a measurable difference to services will give confidence to customers.**

**We will measure the impact of our work in this area through a variety of means:**

Tracking customer satisfaction rates with our services

Evidencing customer influence at a strategic decision making level

KPIs on customer led metrics

Quarterly "You Said We Did" publications

Evidencing customer influence at an operational level

Producing an annual Customer Engagement Report

Measuring the quality and integrity of our customer data

Assessing the effectiveness of our insight gathering methods

Measuring how representative our engagement

Benchmarking our performance



# Customer Voice 2025 - 2030

**TAFB**