

# Customer engagement framework



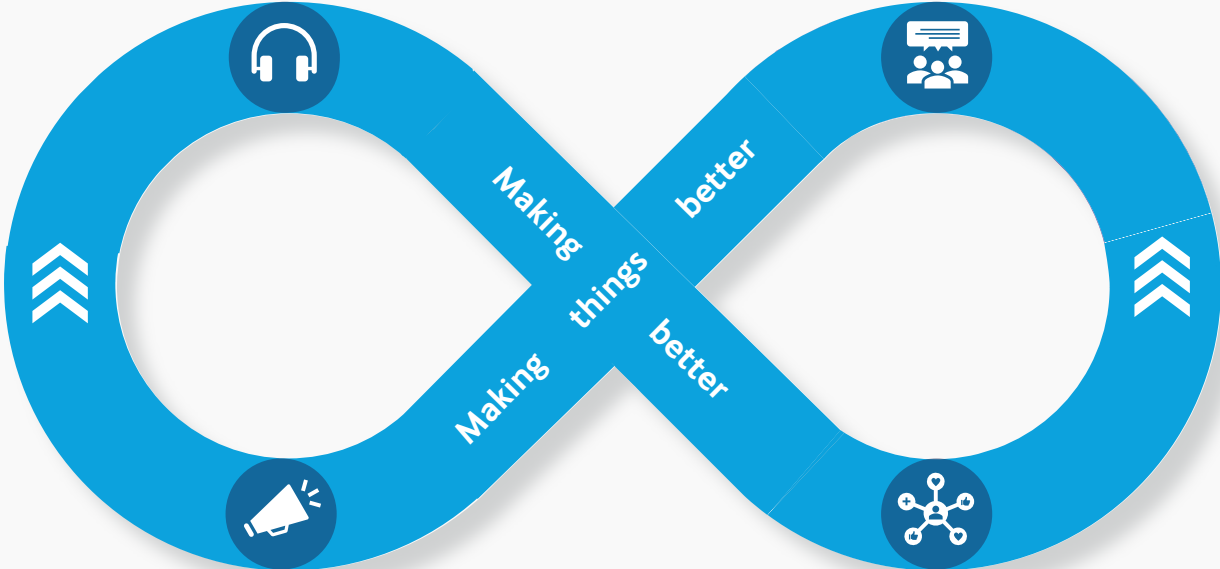
# Our engagement model

## ■ Listen

We make it easy for you to provide your thoughts and opinions on our services and use this to make improvements and learn from our mistakes.

## ■ Influence

You have the opportunity to influence decisions across the Group. We make it easy for you and actively encourage you to provide feedback and get involved in your housing association.



## ■ Making things better

We use our customer engagement framework model to drive improvements to our services and ensure that we are working with tenants wherever possible so that they are at the heart of decisions made across the Group.

## ■ Inform

We share information about our organisation and how we are performing with you in a variety of ways, including how we have used your feedback to improve how we do things.

## ■ Review

We work with you and provide opportunities for you to review and scrutinise our services and processes to enable you to drive change and hold us accountable.

# Current engagement tools for each group

	Inform								Listen						Review			Influence				
	Tenant Topics	Website	Social media	Email	Traditional mail shots	Literature	Public relations	Annual report & accounts	Annual review	Surveys/polls	Focus groups	Social media	Events	Verbal feedback	Compliments and complaints	Specific service surveys	Tenant Satisfaction Measures	Service scrutiny	Tenants' Voice meetings	Board meetings	Events	Focus groups
<b>Tenant Board Member</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓				✓	✓	✓		✓		
<b>Tenants' Voice</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Facebook Group</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓	✓		✓			✓	✓	
<b>Tenant Inspectors</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓	✓	✓	✓			✓		
<b>Focus groups</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓		✓		✓	✓	
<b>HomePlus</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓	
<b>General Needs</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓	
<b>Shared Owners</b>		✓	✓		✓		✓	✓		✓	✓	✓	✓	✓	✓	✓				✓	✓	
<b>Leaseholders</b>		✓	✓		✓		✓	✓		✓	✓	✓	✓	✓	✓					✓	✓	

These outline how we can apply the customer engagement model to each of the current customer groups. It collates the channels by which we can inform and listen to tenants and the ways in which specific tenant groups can review and influence our services and decision making processes.



# Engagement groups

## Tpas proposals and tenant codesigned



Influence



Review

### Tenant Board Member

Tenant representation on the Group Board.  
Provides constructive challenge of executive decisions and ensure that the tenant voice is at the heart of decision making across the Group.  
Able to influence decision making and review performance at the highest levels.

### Tenants' voice

Responsibility to review what matters most to our tenants and influence improvements to services tenants receive. A group of 8-10 tenants that are committed to improving their skills and making a difference in their communities, who are joined by two of our Board Members.  
Provide assurance to the Two Rivers Housing Board that Consumer Standards are being met through the effective consultation and influence of tenants which delivers service improvements. Able to influence and review services and processes across the Group and hold us to account for delivering change.



Listen



Review

### Focus groups

Small groups of five or six tenants that are selected for their experiences of a specific service or issue.  
Providing qualitative feedback and learning points on specific processes and services. Should be used to deep dive into specific issues.  
Able to review services and processes from personal experience and provide the opportunity for teams to hear the impact on tenants first hand.

### Facebook group

Closed social media group containing over 500 tenants. Desire to grow this group going forward to improve engagement and overall representation.  
Keep up to date with service reviews, complete quick surveys/polls or take part in consultations and see what training opportunities are happening.  
Able to provide general feedback and review proposals from tenant perspective. Also acts as a listening tool as tenants have the ability to raise issues directly and unprompted through the platform.

### Tenant inspectors

Allocated tenants who test housing services and report on their findings, making recommendations for improvements.  
Able to review specific housing services and provide feedback directly to the housing team.

### Communications group

Reviews and proof reads key documents such as the Annual Review, Tenant Topics and other documents aimed at tenants to ensure that they are written in a way that tenants can understand.



Listen



Inform

### General needs

Tenants that are not part of any specific engagement group, that live in our general needs properties.  
Around 50% would like the opportunity to be more involved in our organisation.  
Need to be kept informed on Group activity and be given the opportunity to review and feedback to us when they need to.

### HomePlus

Tenants that are not part of any specific engagement group, that live in our HomePlus properties.  
Around 25% would like the opportunity to be more involved in our organisation.  
Need to be kept informed on Group activity and be given the opportunity to review and feedback to us when they need to.

### Shared Owners

Own part of their home and pay rent on the other part of their homes.  
Minimal engagement currently in place.

### Leaseholders

Owns a property on a leased basis, may no longer live at the property.  
Minimal engagement currently in place.

# How we intend to use tenant engagement to shape and improve services

