



# Customer Engagement Framework

February 2025



# Introduction

This framework, developed with feedback from our customers, outlines our approach to customer engagement over the next three years.

At Alliance Homes, customer engagement means actively listening to our customers in a wide range of ways, giving you the opportunity to influence how we work and how our services are developed, delivered and improved.

We will regularly update the '**You said, we did**' webpage with examples of the actions we've taken in response to customer feedback, needs and priorities.

**Get involved in a way that works for you - we'll make it simple and accessible.**



## Why is customer engagement important?

Placing customers at the heart of what we do helps us understand what matters most to you. This enables us to make decisions about our services based on your feedback.

## What are the benefits?

Engagement improves customer satisfaction – not just with your home, but with your wider community – by giving everyone a voice. Your ideas will help shape our services and influence the decisions we make as an organisation.

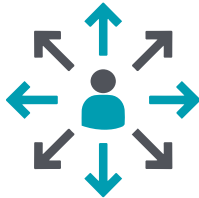


# Our vision

Customers feel listened to and can see that their involvement makes a difference.

*Our customer engagement promise*

*We will:*



**Offer multiple ways for you to get involved, making sure your voice is heard at all levels of the organisation.**



**Create opportunities for you to tell us what you think and shape the ways our services are delivered to you.**



**Build trusting relationships with you by being open and honest in the way we involve you.**



**Listen to what is important to you and use this information to improve what we do.**



**Make it easy for you to get involved and make sure everyone has a fair and equal opportunity to take part.**



**Use every opportunity to learn from others to make sure we adopt best practice in our approach to engaging with you.**

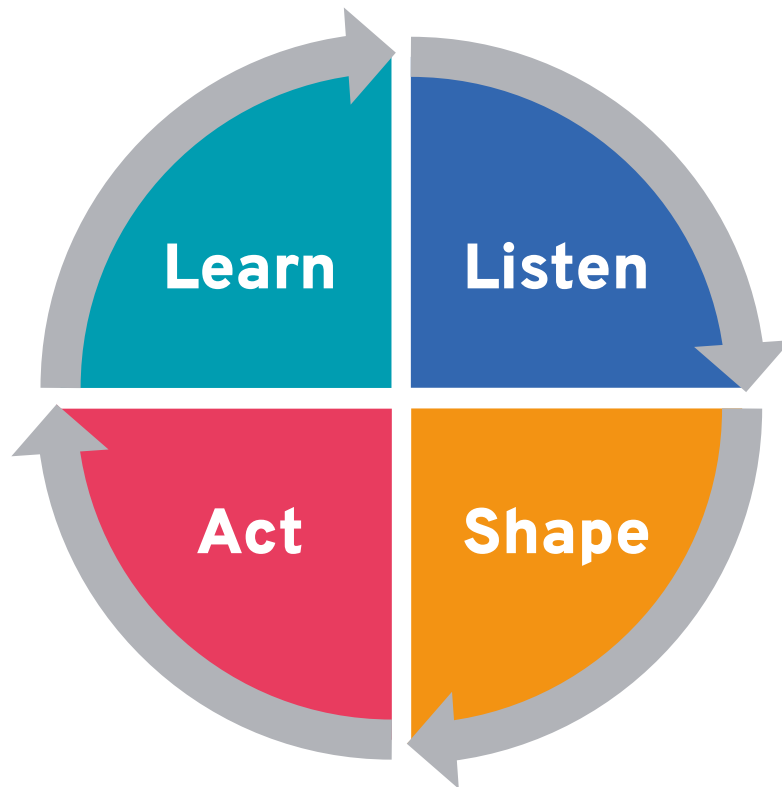


**Make involvement rewarding by giving you the opportunity to develop and share your skills and experience with us.**



**Keep you informed about how your involvement has influenced decisions and made a difference.**

# Our approach and outcomes



## Hearing your voice

- Using a wide range of ways to listen to make it simple and easy e.g.: online and face to face
- Making sure all customers can have their say
- Making it easy for customers' voices to be heard at all levels of the organisation

## Informing our decisions

- Taking your views into account when we make decisions that affect you
- Involving you in how we design and shape services for customers
- Giving you the information that enables you to hold us to account on our performance

## Delivering services that work for you



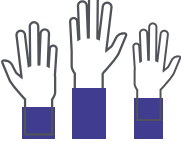





- By keeping our promises to you so that you can influence the way our services are delivered in a way that works for you
- By letting you know what changes we have made based on your feedback

## Making improvements

- We will use the information you give us to keep improving our services to you
- We will understand more about what is important to you and use that information to plan for the future
- We will use what we learn to inform the training and development needs of our teams



# How we engage – the methods we use

| <b>Inform</b><br>  | <b>Insight</b><br>  | <b>Involve</b><br>   | <b>Inclusion</b><br>                    |
|---|--|--|--|
| <p><b>We want to keep our customers informed about our services, policies and events.</b></p>   | <p><b>Opportunity for customers to provide feedback and express views.</b></p>   | <p><b>Opportunities to influence decision making and service design and delivery at local and strategic level.</b></p>   | <p><b>Scrutiny of services, strategies and performance.</b></p>  |
| <ul style="list-style-type: none"> <li>• InTouch (e-newsletter)</li> <li>• Annual Report</li> <li>• News and information on website and social media channels</li> </ul> <p><i>(Online)</i></p> | <ul style="list-style-type: none"> <li>• Tenant Satisfaction Measures surveys<br/><i>(Telephone and online)</i></li> <li>• Hive surveys and polls<br/><i>(Online)</i></li> <li>• Transactional surveys<br/><i>(SMS, email and telephone)</i></li> <li>• Complaints and compliments<br/><i>(Multi-channel)</i></li> </ul> | <ul style="list-style-type: none"> <li>• Resident associations</li> <li>• Communities Together Grant Panel</li> <li>• Volunteering</li> <li>• Community hubs and gardening (events, activities and volunteering)</li> <li>• Estate Champions</li> <li>• Building Safety Engagement</li> </ul> <p><i>(In person/ multi-channel)</i></p> | <ul style="list-style-type: none"> <li>• Customer Feedback Panel<br/><i>(In person/ multi-channel)</i></li> </ul>          |
|  <p>Low customer time commitment</p>   |  <p>Low customer time commitment</p>  |  <p>Medium customer time commitment</p>  |  <p>High customer time commitment</p> |

# How to get involved

If you're interested in finding out more take a look at our website:

**[www.alliancehomes.org.uk/get-involved/customer-engagement](http://www.alliancehomes.org.uk/get-involved/customer-engagement)**

Or call our team on **03000 120 120**

## Removing barriers to getting involved

We recognise that not everyone finds it easy to get involved, but we're here to help and support you.

If you don't use a computer or the internet, we can provide information in alternative formats.

If we invite you to an event, we can arrange transport or reimburse your travel costs.

If you have caring responsibilities or support needs, we can discuss how we can support you to get involved.

The most important thing is hearing your voice, and we're happy to find a way that works for you.



**If you need this document in another format, such as large print, Braille or a different language, please let us know.**

40 Martingale Way, Portishead, BS20 7AW

03000 120 120

[alliancehomes.org.uk](http://alliancehomes.org.uk)

