



# Customer Voice and Engagement Policy

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## Customer Voice – Involvement and Engagement Policy

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### 1.0. Introduction

- 1.1 This Customer Voice - Involvement and Engagement Policy 2021-2024 sets out Livin's approach to involving and engaging with tenants and customers.
- 1.2 The Policy is an organisational cross-cutting policy and is aligned with:
- Livin's mission, vision, and values,
  - Livin's Plan A,
  - the Regulator of Social Housing Regulatory Standards,
  - The Together with Tenants Charter, and
  - The Charter for Tenants (Social Housing White Paper 2020)

### 2.0. Policy Principles

- 2.1 This policy sets out Livin approach to seeking and valuing the views of Livin customers, building relationships, respect, and trust, whilst facilitating continuous and, where appropriate, amplified conversations.
- 2.2 The policy adheres to the Regulator of Social Housing's Regulatory Standards and promotes fairness and respect in all aspects of involvement and engagement whilst being innovative and forward-thinking and tackling stigma.
- 2.3 The policy aims to reflect and deliver the ethos and principles of the TWT Charter, and these are embedded in the policy scope.

### 3.0 Policy Scope

#### The Continuous Conversation

- 3.1 The Customer Voice will be heard and driven by real-time transactional intelligence<sup>1</sup>, to facilitate quality and meaningful involvement and engagement that is measurable and tangible.
- 3.2 Livin will exploit all Livin customer knowledge to ensure Livin meet the needs of Livin customers. Sources will include customer complaints and feedback, satisfaction surveys, and service usage.
- 3.3 Livin will provide a range of flexible options to allow customers to be informed, engaged, and involved in a way or time that suits them. Livin will use digital means wherever appropriate to engage with Livin customers.

#### The Amplified Conversation

- 3.4 Livin aim is to enhance relationships, partnerships, aspirations, and capacity between and within communities. Livin will be open and honest and ensure that opportunities for involvement and engagement promote fairness and respect and address stigma.

<sup>1</sup> Examples include analysis of trends in complaints and demand for services.

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- 3.5 Livin will actively seek and value the views of Livin customers and proactively encourage and support customers to ensure they are equipped to support and challenge Livin services without fear of the issues that matter to them.
- 3.6 Livin will be accountable to Livin tenants and help them to independently scrutinise us on the decisions that affect the quality of their homes and services.
- 3.7 Livin will continue to develop and use a range of opportunities and interventions for customers to participate and influence new and existing policies, strategies, local offers, and service standards and drive-up performance and service improvement where appropriate.
- 3.8 Livin will ensure that involved customers are representative of the topic, locality, and community of interest, and align involvement based on customer insight and recent experience of Livin service delivery.
- 3.9 Livin will encourage, support, promote and empower involvement at an individual and community level, and encourage customers to self-help and assist others to do so.
- 3.10 Livin will safeguard the principles of customer co-regulation, increasing transparency and being open to scrutiny, and ensure they are adhered to and embraced across the organisation.
- 3.11 Livin will involve customers in plans to achieve value in Livin services, from a cost and quality perspective. Livin will engage with Livin tenants in setting Livin priorities in relation to VFM.
- 3.12 Livin will continue to support existing customers in the formation of new local groups in Livin communities. Additionally, Livin will work with and support local groups that aim to improve the local community.
- 3.13 Livin will have a fair, efficient, and easily accessible customer feedback and complaints procedure.
- 3.14 Livin will provide clear, accessible, and timely information on issues that matter to Livin customers including important information on their homes and local community, how Livin address problems, run the organisation, and performance on key issues.
- 3.15 Livin will codesign an annual report to customers on how the organisation is performing and include benchmarking data for similar organisations.
- 3.16 If relevant, Customers will be consulted on proposals to amend the tenancy agreement, repair, and home improvement programmes, changes in the way Livin manage Livin homes, changes to the cost or provision of services and decant programmes

## 4 Monitoring and Review

- 4.1 Livin Board and Committees will regularly seek assurance that the Customer Voice and co-regulation are influencing and informing organisation policy, strategy, performance, and service improvement.
- 4.2 Livin will consult with customers at least every three years about involvement in scrutiny and governance and update this policy accordingly.
- 4.3 Livin will produce an Annual Report which will be accessible to all customers and provide regular performance updates on the Livin website. This will include information on how Livin performs when compared to similar organisations.

End of Policy