



Developing a Service User-Informed Approach to Improve Customer Services

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- ▶ A bit of background
- ▶ Our Journey
- ▶ Aspires Engagement Structure
- ▶ OASIS,
- ▶ Customer Assessors
- ▶ Customer Led Service Reviews
- ▶ Engaging Customers in Service Improvement
 - ▶ Ready to Let Standard
 - ▶ Home Alterations

A bit of background

- ▶ Established in 2000 via stock transfer
- ▶ Around 9,500 homes
- ▶ Mixed tenures and an increasing shared ownership portfolio



Our Journey



- ▶ Summer 2019 – Chat2 Aspire Event
- ▶ Spring 2020 – Launch of Engagement Commitment, Communications Promise and Customer Promise
- ▶ Summer 2020 Customer Assessors Formed
- ▶ Autumn 2020 OASIS Formed
- ▶ Spring 2022 Tpas Accredited
- ▶ Winter 2022 First CLSR Completed



Engagement Structure



Accountability



Service Development

Ad-Hoc Consultation

Customer Led Service Reviews

Community Living Forum

Comms Group

Complaints Review Group, Sustainability Group, My Home Group

Customer Feedback

STAR Surveys

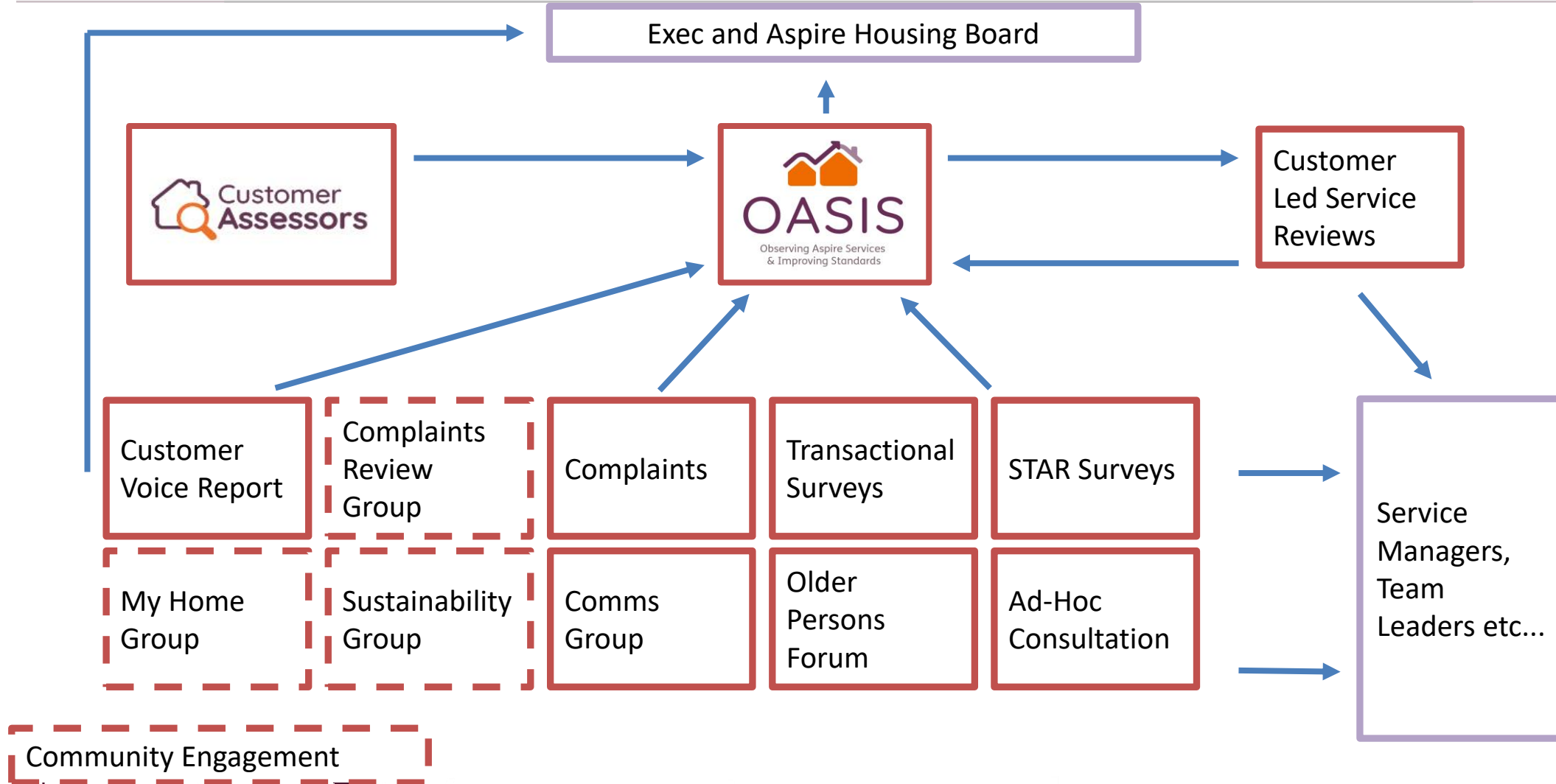
Transactional Surveys

Complaints

Reality Checking



Engagement Structure



OASIS meet twice quarterly to monitor and challenge Aspire Housings performance

- ▶ Review Landlord Performance against Promises through tailored report
- ▶ Summary of Customer Assessor actions
- ▶ Action Plans resulting from Customer Led Service Reviews
- ▶ 6 Monthly Complaints Overview
- ▶ Annual session reviewing position in relation to Ombudsman Code, Together with Tenants Charter and Regulatory Submission
- ▶ Endorse customer facing policy
- ▶ Sign off Annual Report

Customer Assessors



- ▶ Assess Communal Spaces, Ready to Let Properties and Customer Excellence Team once a quarter
- ▶ Report to Service Leads to respond to areas that fell short of required or expected standards
- ▶ Responses to areas concerned collated and provided to OASIS



Customer Led Service Reviews



- ▶ Service review conducted by customers within the CLSR framework, where possible customers to have lived experience of service
- ▶ OASIS member forms part of the CLSR
- ▶ Identifies strengths, areas to improve and subsequent recommendations
- ▶ Recommendations are evidence based
- ▶ Recommendations are not dictatorial
- ▶ Actions in relation to recommendations are agreed by CLSR group and colleagues
- ▶ Actions are measurable and delivery of Action Plans are monitored and challenged by OASIS.



CLSR Framework



Communication and Access	Equality and Diversity
Was accessing/using the service straightforward	Is the service accessible to all customers
Did customers feel informed throughout their time using the service	Is service information available in a variety of formats
Were customers given a choice of communication methods	
Is service information clear and easy to understand	
Are service achievements promoted through a variety of media	
Quality Service & Value for Money	Customer Engagement
Is the service delivered in an effective way	What evidence is there that we learn from complaints about the service
Have any time/money/quality improvements been identified	Are customers engaged in shaping and influencing services
Is there evidence that the service/process continually evolves/improves	Does the service use customer feedback
Are service standards in place and are they currently being met	Does the service feedback to customers following engagement
Do staff actively search out examples of best practice	
Do current procedures and service provision meet customer need and expectations	
Are customer focused performance measures in place and are they being met	

Customer Assessors, Looking at case studies, Visits to other organisations, Interviews with colleagues, Shadowing colleagues, Listening in to calls, Surveys (Online, telephone, face to face, including outside of opening hours), Desktop reviews (Printed literature, standard letters, website review), Briefings on topics (from colleagues), Commission focus groups, Getting feedback from other resident involvement activities

Ready to Let Standard



- ▶ Commissioned by OASIS
- ▶ Survey to waiting list customers around expectations (229 responses)
- ▶ Complimented an internal review
- ▶ Outcomes of internal review influenced by survey data
- ▶ Actions monitored by Customer Assessors and OASIS



Home Alterations CLSR



- ▶ Commissioned by OASIS
- ▶ Review of Aspire Housing Website – Including Comparison to others within the Sector
- ▶ Interview/Questions to Asset Management Programme Manager
- ▶ Telephone calls with customers who have requested a home alteration in past 12 months
- ▶ Review of responses made to customers following their request
- ▶ 8 recommendations for improvement made
- ▶ Delivery monitored by OASIS



