



Creating robust customer service strategies to improve delivery for customers

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Involving customers when developing strategies to build user-informed services



- Being *Customer Pioneers*
- Timing?
- Customer influence
- Moat customer survey – 15% response
- Outside in approach – truly customer led

Feedback from customers to inform the development of customer service initiatives

- Customer promises
- Moments of belief
 - A great quality home from the start
 - Never making any customer homeless
- Repairs and maintenance contract
- But what information do you already hold?
- Customer segmentation



Tips for ensuring customers receive responses in an acceptable timescale



- Culture (and beyond)
- Service standards – can you measure them?
- Transparency with customers
- Customer service training – not a cliché?
- Learning from complaints

Regular reviews of customer service policies and practices to maintain high service standards

- The policy framework
- “We’ll just do what we have always done”
- Approach to style and tone!
- Design in customer influence
- Customer voice at Board level
- Scrutiny to influence



Any questions....?

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