

## Together with Tenants: Working to adopt the charter 2020

Leeds Federated would like to adopt the Together with Tenants Charter in order to strengthen and demonstrate the organisation's commitment to listen, learn and act upon the customer voice. The report 'Together with Tenants: Working to adopt the charter' made the following 26 recommendations to support the development of Leeds Federated current approach to customer engagement in order to meet the criteria of the Charter.

We have been working to implement these recommendations during 2021/2022 and will update progress before the end of March 2022.

### Strengthen the Challenger Panel

- 1 Promote the work of the Challenger Panel, including its influence and impact in order to increase the number of Challenger Panel members. Consider the use of incentives, including payment of members.
- 2 Increase the scope of the Challenger Panel, the information that is taken to the Panel and their involvement in service re-design. Agree the parameters for service improvement that will go to the Panel for comment and raise awareness of this amongst staff.
- 3 Develop a programme of training following recruitment, including a guided scrutiny review.
- 4 Involve Challenger Panel in the formulation of the 2021-2026 Corporate Plan and the setting of priorities within the plan.

### Develop an effective feedback loop

- 5 Consider how to create the 'space and time' to enable staff to consider and process customer feedback and take action where required based on informed decision making.
- 6 Put a system or process in place to be able to demonstrate how customer involvement and customer feedback influences decision making.
- 7 Consider producing an annual customer satisfaction report for circulation to both staff and customers.

## Strengthen the organisations communications with customers

- 8 Develop a customer communication strategy for the whole organisation.
- 9 Consider producing a digital newsletter for customers.
- 10 Expand the use of social media and virtual platforms to engage with customers.
- 11 Introduce a communication related measurement to the quarterly satisfaction survey that would allow benchmarking with other housing providers.
- 12 Learn from how other organisations communicated with customers during the pandemic. Develop a crisis communication plan that can be followed should another lockdown type situation occur.
- 13 Promote and embed the existing communication service standards within teams.

## Improve the customer experience through shared responsibility

- 14 Ensure adherence to the Charter is promoted across the organisation by embedding and highlighting the Customer Focus principles in the 2021-2026 Corporate Plan.
- 15 When writing Board, Committee and Leadership Team papers, formally include how the customer perspective has been considered.
- 16 Consider how policies and procedures could be considered by customers in an effective, efficient and timely way, e.g. establishing a virtual customer 'reader panel'.
- 17 Undertake a customer experience impact assessment when deciding new measures, targets and service re-design.
- 18 Through Managing for Value embed a 'one organisation, one team' approach in delivering services to customers.

### Increase the scope of insight collection

- 19 Expand the insight programme to incorporate service areas currently missing from the programme i.e. shared ownership, Community Spaces and ASB.
- 20 Review feedback that is collected by staff delivering the service and consider how appropriate that is.
- 21 Consider expanding the use of SMS surveys based on the success of the planned works SMS surveys.
- 22 Utilise customer journey mapping methodology when re-designing services.
- 23 Record and learn from insight gained outside of specific consultations.
- 24 Develop our reporting capability to allow feedback and insight collected through a variety of sources to be presented in a comprehensive way to aid decision making.

### Increase staff resource

- 25 Increase staff resource to deliver change required to improve customer engagement and enhance the customer voice across the organisation, particularly around the use of digital tools and communication with customers.

### Measure Impact

- 26 Measure the impact of the recommendations once they have been delivered.