

# Customer Engagement Impact assessment 2023/2024

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**MAY 2024**



## The Citizen Vision for Customer Engagement

- Colleagues value and seek out customer perspective.
- Customers scrutinise, shape and improve our services in a variety of ways that suit their interests and lifestyle.
- Engagement is a key element of the meaningful and strong relationship we have built with our customers.

## Driving success

- Our customer satisfaction
- It's the right thing for us to do
- Compliance – We have to do it!



## Level of impact

An Engagement Impact Assessment (EIA) measures and evaluates the effect customer engagement has, and the difference it makes to Citizens services. This report identifies what has changed because of customers getting involved.



Significant impact

a **direct change** has been made to how services are planned or delivered because of engagement



Moderate impact

**some influence** or minor change/s to service/s have been made because of the engagement



Low impact

no change to service has been made as a direct result of the type of engagement but outcomes do **contribute towards** ongoing reviews and services

## Citizens Together

Citizens together are our engaged customers. Some customers wish to receive emails, texts or letters about engagement, while others prefer to register on our digital engagement platform called Citizens together Hub. Both options give access to surveys, webinars, and groups, giving customers choice to engage how and when they choose.

Members of Citizen Together help monitor performance and shape service improvements.

## Scrutiny

The Customer Scrutiny Panel play a crucial role in overseeing the standard of our services and holding us to account. Their work feeds directly to the Customer Assurance Committee. This makes sure that the work they do has a direct impact on how we improve our service delivery to customers.



The graphic is a promotional graphic for the Citizen Together Hub. It features a red and yellow gradient background with a white wavy shape. At the top right is the Citizen logo (a stylized 'C' inside a circle) and the word 'CITIZEN'. Below that, the text 'ARE YOU A CITIZEN CUSTOMER?' is displayed in large, bold, white capital letters. Underneath, the text 'Do you want to help us to improve our services?' is shown in a smaller, white, sans-serif font. In the center, the text 'JOIN OUR CITIZENS TOGETHER HUB TO SHARE YOUR VIEWS' is written in a bold, black, sans-serif font. To the right of this text is a QR code with the text 'SCAN HERE TO REGISTER' above it. Below the QR code is a small icon of a smartphone. At the bottom, a call-to-action box contains the text 'Check out our platform here' and a link 'www.citizenstogetherhub.com' with a small icon of a hand pointing to the link.

# Customer Experience

You told us or we found....	So, we...	That led to...	
We need to reduce waste contacts and understand customers communication needs. We want to understand why our website and online tools are not being used more.	Surveyed customers and held focus groups. Customers told us they prefer to call as they receive excellent service, the functionality in Myaccount and on the website does not provide as much as a call.	Using the insight to support and shape the future of the service. New functionality is being developed in MyAccount, such as adding repair pictures and uploading documents. The website will also be reviewed.	
Many engaged customers wish to interact more online. They prefer to do things from the comfort of home when it works for them.	Introduced a digital engagement platform.	A small group of customers viewed and tested the system to test the navigation and functionality. We shared how the platform could feedback in a range of ways such as surveys, comments and polls.	
The customer viewpoint needed to be included in the complaints process more.	Held a focus group to challenge the current approach. We heard that customers felt second to the process itself.	Understanding how it feels during and after a complaint. Communication style and timing have all been reviewed with the customer voice.	
Communication in complaints underwent a service review. The Customer Assurance Committee requested a Scrutiny review of the customer experience in complaints.	Worked on a Scrutiny sprint with the panel. This included reviewing information available, reporting channels, staff focus groups and customer surveys.	Twenty-one recommendations being made. The recommendations will improve the customer experience including more customer focused information and more regular contact with customers.	
Overall Impact			

# Housing Care and support

You told us or we found....	So, we...	That led to...	
The cost-of-living crisis is seeing an increase in demand for money advice services.	Held a webinar about energy efficiency to try and reach a wider audience.	Customers telling us that they had found the tips useful and would share with others too.	
People would benefit from digital courses to increase confidence and access to services.	Asked engaged customers what their needs are, and the Digital inclusion officer tailored the support.	Digital inclusion sessions in Coventry and Birmingham. Guides on how to use Teams have also been created.	
Homeowners wanted to engage more about maintenance and services.	Invited shared owners, leaseholders, and owners to join a Homeownership group.	The group are supported by the Head of Leasehold with guest speakers and new information being piloted.	
Customers in parts of Coventry shared low satisfaction levels in August 2022.	Held resident meetings to discuss issues and planned out improvements together.	Prioritised improvements, increased officer presence in the area, improved parking, replacement door entries and area clean ups.	
The Tenancy sustainment offer needed to be reviewed.	A low response and comments made to a survey, highlighted a lack of awareness of the service.	Realising the need to promote the service and how to access more.	
The Concierge service is due for renewal and procurement.	Asked about the satisfaction of existing service.	A service provider that can deliver what our customers want and need.	
Domestic abuse Policy due for review.	A survey was sent, and a small focus group held who suggested more training, resources, and support was needed.	The engagement contributed to cross-team discussions that shaped both the policy and the recommendation for two new dedicated Domestic Abuse Advisor posts.	
Estate maintenance guidance needed bringing together.	Asked about the content, navigation, style and look of the document	A better laid out, easier to read document for use by officers and customers.	
Removal of bin chutes is recommended for fire safety reasons. Customers also wanted more recycling options in High rise buildings.	Are piloting new bin stores outside Thomas King House. A drop-in session was held to answer customer questions and identify any other factors.	More informed customers. Concerns about splitting bags resulting in spills were raised which will be addressed by Neighbourhoods and estates.	
Customer Assurance Committee requested a Scrutiny review of customer experience of Antisocial behaviour.	Completed a Scrutiny bootcamp, including reviewing information available, reporting channels, staff focus groups and customer surveys.	Twenty-three recommendations that will improve the customer experience including more customer focused information and more regular contact with customers.	
<b>Overall Impact</b>			

## Maintenance

You told us or we found....	So, we...	That led to...	
The repairs policy and service delivery needed customer input and perspective.	Invited customers to join a Repairs Task and finish group.	Customers being consulted and involved in the changes.	
The repairs policy does not have enough information about damp and mould.	Asked the repairs group to agree customer focused Damp and mould information that clearly states the responsibilities of Citizen and customers.	An updated Repairs policy including improved information about damp and mould.	
You had missed appointments as not receiving text reminders.	Worked with IT who found an error. Text messages were not being sent when operative is on the way.	The system being fixed. We may not have known that without the engagement discussions.	
The Damp and mould leaflet could be more customer friendly and explain responsibilities.	Sent a survey asking for further input to the leaflet and website content.	A new improved website page and leaflet written in plain English. The responsibilities and how to report are clearer.	
The 'Sorry we missed you' cards were not clear. People did not know what to do next.	Sent a survey to asking to review the wording.	A new card, with clear instructions to rebook. A new QR code linking to MyAccount was also added.	
You were not aware of the time slots when booking a repair and that reminders could be sent.	Asked the repairs group – who suggested a confirmation text once booked. Also, a reminder 24 hours before with an option to cancel or rearrange.	Suggestions taken on board and will be considered by the repairs service.	
The repairs group is looking at the repairs process, from booking a repair to having the repair completed, recharges & communication.	A survey was completed with our engaged customers and platform users.	The results have already influenced a 'Help me Fix' project, a video call with an operative to ensure that the right parts are ordered for a first-time fix.	
Challenges to delivering estate services and the timings.	Held a Focus group to discuss the pilot 'One call does all' as a way of delivering grounds maintenance.	Customers have mixed feelings. Customers fed back they would like more communication as to what is due to be completed and when.	
Damp and mould was a high priority. The Customer Assurance Committee requested an urgent Scrutiny review of the customer experience of reporting Damp and mould.	Worked on a Scrutiny sprint with the panel. This included reviewing information available, reporting channels, staff focus groups and customer surveys.	Twenty-one recommendations being made. The recommendations will improve the customer experience including more customer focused information and more regular contact with customers.	
<b>Overall impact</b>			

## Asset management

You told us or we found....	So, we...	That led to...	
A new Environmental & sustainability strategy being developed that needed input from customers.	A focus group generated a good discussion with a number of ideas. The group agreed that the approach was going in the right direction.	The feedback was taken on board and used to update the strategy.	
Our supported living service needed replacement technology.	Invited the potential contractors to showcase the technology to service users.	Better understanding of potential changes. Understanding of customer needs and addressed any questions or concerns.	
A new kitchen programme is being delivered with new contractors.	Asked customers to review the colour and finish choices.	A reduced list which was led by customer choice. The reduced list will also help with future maintenance and managing costs.	
<b>Overall impact</b>			

# Building Safety

You told us or we found....	So, we...	That led to...	
Building safety is a high priority. New legislation supports seeking the views of customers living in High rise buildings.	Set up a High-Rise living forum (HRLF) to discuss safety and high rise living.	An active group supported by Building safety & Neighbourhoods. They provide firsthand experience.	
The building safety act sets out that customer should feel safe in their homes. Customer must have clear reporting, communications, and engagement challenges.	Created a survey to ask people about their communication and engagement choices. The survey questions were tested with the HRLF.	An improved and clearer set of questions that would provide us with clear feedback leading to information and engagement that works for customers.	
We need to engage with each High rise separately to create unique Building safety agreements.	A pilot of two buildings was run to engage with customers about fire safety in their homes and to agree the ways they would like us to communicate and engage with them.	Improvements to questions and our approach to seek views and increase response rates were implemented.	
Following the pilot we needed to design a unique building safety agreement.	Used the feedback to create the first template Building safety agreement.	Sharing the content with the High-Rise Living Forum for further input about the content and layout.	
<b>Overall impact</b>			

# Transformation

## You told us or we found....

## So, we...

## That led to...

More understanding about Service charge satisfaction was needed.	Tested the survey questions with a focus group. We found the questions were complex, and the feedback helped shape them to be clearer and more customer focused.	An improved survey style. The survey was rolled out to two pilot buildings that collected improved feedback from customers. The feedback has fed into the ongoing Service charge project.	
New tenancy and Tenancy Management Checks have been introduced. We wanted to find out how useful the checks were and if customers had any suggestions for improvements.	We sent a survey to customers who have recently had a Tenancy visit to find out how useful it was and suggestions for improvements.	The feedback supported the need for the visits and people said they found them beneficial. There is support for more use of digital platforms and increased communications. Following a visit the system will auto-generated tasks that are registered in Active H.	
Citizen needed input from customers about a revised tenancy agreement.	A new Tenancy agreement has been created and customers were asked about the content and for any suggestions to improve. The feedback was positive about the style and content.	The new Tenancy agreement is a clearer, consistent agreement that also includes recent changes in legislation.	
New Tenancy agreement and service charge changes need to be introduced in some buildings.	Supported a pilot in Two high rise buildings. One in Coventry and one in Birmingham.	Customers being advised about the changes and changes to the service charge costs.	
<b>Overall Impact</b>			

## Regeneration

### You told us or we found....

Three buildings were being considered for demolition.

### So, we...

Understood relocation would be of concern for the residents. To address we supported this important consultation with customers.

### That led to...

Customers being reassured of the timescales and ongoing advice. The views of customers captured and fed into the decision about the future of the buildings.



### Overall impact



## Consumer regulation

### You told us or we found....

Citizen's customers can influence the new social housing regulation that is being consulted on by Government.

### So, we...

Customers were invited to attend an event in Walsall being held by the Social Housing Regulator. Information included in the customer email and on the digital platform.

### That led to...

Consumer influencing the new regulations.



### Overall impact



## Citizen Local Fund

### You told us or we found....

There are so many local groups supporting our communities. Our homes are a foundations for life set within communities.

### So, we...

Awarded £50,000 of community local funds to 30 projects across areas that Citizen operates in have received funds of up to £3000.

### That led to...

The funds have help groups, projects, and initiatives to support the wellbeing of people in our communities.



### Overall impact



## Being present in your community

### You told us or we found....

You wanted more Citizen presence. We wanted to get out to the communities where customers live to share important updates and encourage more engagement.

### So, we...

Held events in Birmingham, Coventry, Nuneaton and Worcester.

We provided information about damp and mould in targeted areas, supported money advice events during this cost-of-living crisis and supported energy events too.

### That led to...

An increase in customers signing up to the Citizens together Panel and using the Citizens Together Hub.

More awareness of the support available from Citizen and how it can be accessed. Building a network of organisations, we can work with to improve local communities.



Some estates are affected by ongoing issues of rubbish and dumped items. In areas with a lot of flats there are less options to dispose of unwanted items.

Held Tidy up days in, Coventry.

People from across Citizen and local people came together to litter pick. The supply of skips meant many could dispose of items without additional cost.



### Overall Impact



# Customer Engagement Strategy – The Vision continues

Brave

- Willing to try innovative ways to engage, learn from failures
- Early engagement and throughout service reviews and improvement
- Co-create with customers
- Plenty of opportunities to be in the same room as customers
- We have difficult conversations with customers

Honest

- Clear about what we can deliver, current performance and improvement plans
- Focus on improving customer satisfaction
- Provide information, training and support needed to engage effectively
- Track customer engagement activity, feedback and share the impact widely

Ambitious

- No reviews/improvement of customer facing services without customer engagement
- All colleagues value customer engagement and consider it their responsibility
- TPAS accredited
- The Customer Engagement Team is award winning

Citizens

- Embedded in Citizen culture
- Reduce barriers and make it easy for any Citizen customer to engage
- Easy for colleagues to listen and engage
- Use technology to enhance not replace the customer engagement experience

## Impact rating

### Citizen has achieved a Low - moderate rating.

This year has seen the Customer Engagement strategy leap into action. With an overall impact assessment of low – moderate, momentum is building. Business areas have planned and delivered some great engagement with real benefits being experienced by our customers. A wide and varied range of engagement opportunities have been delivered, allowing our Customers to engage, influence and scrutinise. Customer engagement continues to be embedded as we strive to review and improve services to meet the needs of its Customers and new regulations.

We thank and appreciate every Customer who has given up time to complete surveys, attend focus groups, meetings, webinars or spoken to us when we have been out and about. **We are listening, your voice is being heard and making a difference.**

## What's next?

In addition to planning, delivering and embedding engagement activities within business areas we will deliver the year two objectives set out in the Customer engagement strategy including:

- Co-create customer engagement strategies for each tower block with customers
- Collect diversity data of customers engaging and reduce barriers to engage and/or create specific mechanisms for those we find hard to hear
- Record and collate the impact from neighbourhood events and inspections
- Create community maps that any colleague can access detailing organisations and initiatives in neighbourhoods that can benefit our customers
- Delivery of twelve customer events (three per quarter), sixty pop ups and a customer conference
- Increase membership of Citizens Together Panel & Hub (digital platform) to 1000 members
- Introduce customer engagement into procurement processes for customer facing services
- Review and support contractor social value activities
- Develop a bank of customer engagement best practice case studies

## **MORE INFORMATION**

If you would like to know more about the different opportunities for Customers to engage and feedback, please contact the Customer Engagement or visit <https://citizenstogetherhub.com/>

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# Thank you

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