

Customer Engagement Policy

1. Aim

- 1.1 This policy sets out the way in which Onward will engage with and listen to its customers.
- 1.2 Our aim is to shape and deliver an inclusive engagement service that has maximum reach and impact within our neighbourhoods and the communities we serve.
- 1.3 We want to create a modern and vibrant engagement framework and we will achieve this through a blend of informal digital engagement activities and more formal activities such as tenant scrutiny.
- 1.4 Our engagement activities will allow us to ensure that our decision-making and review processes are open and accountable. We want the voice of the customer to influence how we deliver, shape and improve our services.

2. Scope

- 2.1 The Policy covers all aspects of customer engagement and consultation, and applies to
 - a. Onward Tenants
 - b. Onward Leaseholders & Shared Owners
 - c. Anyone else who lives in an Onward property
 - d. Onward Employees

3. Policy

Policy Context

- 3.1 Onwards' Customer Engagement policy has been developed to ensure that there are clear procedures in place for delivering customer engagement at Onward.
- 3.2 Our approach ensures compliance with the Regulator of Social Housings' Tenant Involvement & Empowerment standard.
- 3.3 We have used the term 'Customer' throughout this policy to refer to tenants, residents, leaseholders, shared owners and anyone else who lives in a property where Onward is the landlord and whom we may seek to engage with.
- 3.4 In order to shape services, 'Customer Engagement' should be evidenced at both an operational and strategic level.
- 3.5 Everybody within Onward has a responsibility for ensuring that they capture and listen to the voice of the customer.
- 3.6 The Customer Engagement Team will provide support and guidance to operational teams to help maximise the reach and the impact of activities.

4. Engagement Framework

- a. We seek to maximise the number of engaged customers and not be reliant on the voice of just a few.
- b. We adopt a blend of both traditional and modern methods to maximise our reach and promote the value of our engagement services and its impact on Customer Services
- c. There is a range of tailored and outcome focussed engagement activity that aims to capture a representative view.
- d. Colleagues are empowered to listen to and understand customer feedback and embed a customer focussed culture
- e. Our Customer Engagement Strategy provides the vision, objectives and plan for shaping our approach, this will be reviewed on an annual basis.

5. Training & Support

- 5.1 There are a number of ways in which Onward will support Customer Engagement.

- a. We have a dedicated Customer Engagement Team who will facilitate and educate colleagues and customers
- b. We ensure that engagement activities are accessible and appropriately facilitated
- c. Formal groups will be provided with relevant support and coaching to help them understand our services and to develop the skills they need to participate at the right level
- d. Timely and appropriate information will be provided to allow them to fully participate

6. Expenses, Rewards & Incentives

- a. Reasonable expenses will be reimbursed (travel, communication, subsistence and any caring expenses for example)
- b. At times we may offer incentives and rewards linked to engagement activities

7. Equality

- 7.1 We utilise a range of engagement approaches at Onward and will continuously seek out new methods to capture the views of our customers. We will identify any under-represented groups of customers, using customer insight and we put measures in place to proactively respond to any gaps.

8. Measuring Impact

- 8.1 Each year we will produce an Impact Report which will assess the impact and effectiveness of engagement activities. We will produce a calendar of events to show both informal and formal activities linked to our objective to maximise the reach of engagement.

9. Responsibility and Monitoring

- 9.1 The Customer Services Director will be accountable for ensuring that this policy is implemented and complied with, and the Customer Engagement Manager will be responsible for its implementation.
- 9.2 All Onward colleagues will have a responsibility for capturing the voice of the customer.
- 9.3 Engaged customers will ensure that the policy is being adhered to via the annual impact assessment.

Linked documents:	Onward Scrutiny Framework Onward Customer Training Plan Onward Customer Expenses and Reward Procedure Onward Engaged Customer Code of Behaviour.
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Document replaces	Resident Involvement policies of Contour Housing, Hyndburn Homes, Liverpool Housing Trust, Peak Valley HA, Ribble Valley Homes