

engagement
Onward

Get involved



CUSTOMER ENGAGEMENT POLICY

February 2021

Customer Engagement Policy

Introduction

At Onward we want to make sure that the customer voice is at the heart of everything that we do.

Our aim is to shape and deliver an inclusive engagement service that has maximum reach and impact within our neighbourhoods and the communities we work in.

We want to create a modern and progressive engagement framework and we will achieve this through a blend of informal digital engagement activities and more formal activities such as tenant scrutiny.

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 and neighbourhoods.

This policy sets out the way in which Onward will engage with and listen to its customers.

Scope

The Policy covers all aspects of customer engagement and consultation, and applies to

- Onward Tenants
- Onward Leaseholders & Shared Owners
- Anyone else who lives in an Onward property
- Onward Employees

Our approach

- Onwards' Customer Engagement policy has been developed to ensure that there are clear processes in place for delivering customer engagement at Onward.
- 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.
- Our approach ensures compliance with the Regulator of Social Housing's Tenant Involvement & Empowerment standard.
- Everybody within Onward has a responsibility for ensuring that they capture and listen to the voice of the customer.
- The Customer Engagement Team will provide support and guidance to operational teams to help maximise the reach and the impact of activities.
- In order to shape services, 'Customer Engagement' will be evidenced at both an operational and strategic level.

Our Engagement Framework

- Our Customer Engagement Strategy provides the vision, objectives, and plan for directing our approach, this will be reviewed on an annual basis.
- We will seek to maximise the number of engaged customers in our Engagement Community and will not be reliant on the voice of just a few.

- We will develop and promote a range of tailored and outcome focussed engagement activities that aim to capture a representative view on the services that we provide.
- We will ensure that our Scrutiny Framework is fit for purpose and provides opportunities for customers to work with us, challenge us, and hold us to account.
- We will adopt a blend of both traditional and digital engagement solutions to maximise our reach and promote the value of customer engagement and its impact on our services.
- We will ensure that we have colleagues who are empowered to listen to and understand customer feedback to embed a customer focussed culture.

Training & Support

- We have a dedicated Customer Engagement Team who will provide guidance and support for both colleagues and customers to ensure that we get the most out of our engagement activities.
- We will ensure that our engagement activities are accessible and appropriately facilitated.
- Formal groups will be provided with the relevant support, coaching and training that will allow for effective engagement, and will give them the tools to hold us to account.
- Timely and appropriate information will be provided to allow customers to fully participate.

Expenses, Rewards & Incentives

- Expenses that are incurred because of engagement activities (travel, communication, subsistence and any caring expenses for example) will be reimbursed in line with our Expenses and Incentives procedure.
- At times we may offer incentives and rewards linked to our engagement activities.

Diversity & Inclusion

- We utilise a range of engagement approaches at Onward and will continuously seek out new methods to capture the views of all of our customers.
- We will identify any under-represented groups of customers and put measures in place to proactively respond to any gaps and remove and barriers that may prevent engagement.

Measuring Impact

- We will regularly report on the outcomes and impact of our engagement activities via our newsletters, website, annual reports and social media.

Responsibility and Monitoring

- The Customer Experience 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.
- All Onward colleagues will have a responsibility for capturing the voice of the customer.

- Engaged customers will ensure that the policy is being adhered to via regular scrutiny and review.

Linked documents:	Onward Scrutiny Framework
	Onward Customer Training Offer
	Onward Customer Expenses and Reward Procedure
	Onward Engaged Customer Code of Behaviour.
Date implemented:	
Policy lead:	Jo Phillips Customer Engagement Manager
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Approved by:	
Version	
Approved on:	
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Document replaces	Onward 2018 Customer Engagement Policy