


# Customer First Strategy 2022/25



## Aims



## Our six themes




**Relationships**

We will treat customers with respect in all our communications and interactions



**Quality**

Customers can expect their homes to be good quality, well-maintained, safe and well managed.




**Communications**

Customers will receive clear, accessible, timely information from Housing for Women on the issues that matter to them.



**Accountability**

Collectively, our customers will work in partnership with Housing for Women to independently scrutinise and hold us to account for the decisions that affect your services.



**Voice and influence**

Customer views will be sought and valued, and this information will be used to inform decisions. Each individual customer will feel listened to by us on the issues that matter and can speak freely.



**When things go wrong**

Customers will have simple and accessible routes for raising issues, making complaints, and seeking redress. They will receive timely advice and support them when things go wrong.w

# Our 3 Step Action Plan

**Goal 1**  
Deliver an outstanding  
customer experience 22-23

Develop and launch our Customer First Strategy.

Develop a set of measurable customer service standards; these will be co-produce with customers and will make it clear what customers can expect from HfW.

Introduce a customer service team to provide reliable and consistent contact handling.

Track customer experience, satisfaction, and sentiment through a range of feedback and monitoring mechanisms.

Continue to gain insight into our customer profiling and segmentation to provide more personalized and targeted services.

Research affordability and develop and launch approach to financial inclusion.

**Goal 2**  
Resolution at first point of  
contact to improve customer  
access to services 23-24

Introduce effective customer contact and case management to provide consistent and reliable customer experience.

Mobilise HfW colleagues through mobile working technologies to allow them to spend more time with customers and in communities and less time in the office, making them more visible and accessible.

Put in place a re-designed service delivery model co-designed by customers and HfW colleagues.

Implement improved solutions for digital access and self-service.

Increase the number of customers getting involved and accessing opportunities to participate and influence HfW policy and service delivery.

Map, analyse, monitor, and improve our end-to-end customer journey.

**Goal 3**  
Support successful  
tenancies,  
neighbourhoods &  
communities 24-25

Work in partnership with our local authority partners through formal agreements and day-to-day interactions to improve outcomes for tenants, neighbourhoods, and communities.

Through customer profiling and segmentation, provide personalised and targeted services based on the needs of individual customer and community characteristics.

Work with customers and communities to support customer initiatives and deliver community benefits.

Raise awareness of customer engagement opportunities through communication, customers, members, and others.