



Customer Engagement Principles and Offer

2019-20



building
communities

Our Customer Engagement Principles

- ✓ We will provide a range of opportunities to ensure customers can **feedback on their experience, scrutinise performance, influence decisions and shape recommendations for improvement:**
 - ✓ Feedback on **Individual** experiences to help improve Orbit's services and properties. This may include feedback surveys, perception research, complaints and specific focus groups
 - ✓ **Local** views on customers homes, neighbourhoods and communities where they live. This may include face to face meetings, digital forums and consultations
 - ✓ **Strategic** opportunities to influence Orbit's business plans, strategy and policies. This may include our customer engagement groups, board membership and digital engagement platforms
- ✓ All our engagement activities will have a clear business purpose. Senior Managers will champion and recognise the value of customer engagement and are accountable for ensuring that agreed recommendations are implemented
- ✓ All feedback captured as part of an engagement activity is valued, no one type of activity is more important than another
- ✓ Customers will help shape the way we engage with customers working towards the goal that "*Every customer contact has potential for meaningful customer engagement*". We will work with customers to evaluate the impact of these activities
- ✓ We will provide regular communication updates on the value and impact of engagement activities including our annual report to customers, website and intranet. We will work with customers to shape the information we provide to maximise their engagement opportunities
- ✓ We will proactively target our engagement activities recognising the needs and views of different and diverse customer groups thereby enabling us to capture a cross section of views. We will target under presented groups and develop innovative approaches to achieve this
- ✓ We provide training and support to enable a diverse range of customers to engage effectively in engagement activities

What we want to engage with you about



Place

- How you **feel** about you local neighbourhoods
- The **buildings, homes and properties** where you live
- The **safety and standards you expect** for the homes and neighbourhoods you live in
- The development and design of **new homes and neighbourhoods**



Services

- How it **feels** to receive services from Orbit
- **How** you contact and interact with us
- The **way** we deliver our services to different customer groups
- **Driving** future service improvement and innovation



Community

- Activities and opportunities to **get involved in community**
- Priorities, challenges and issues **within the community**

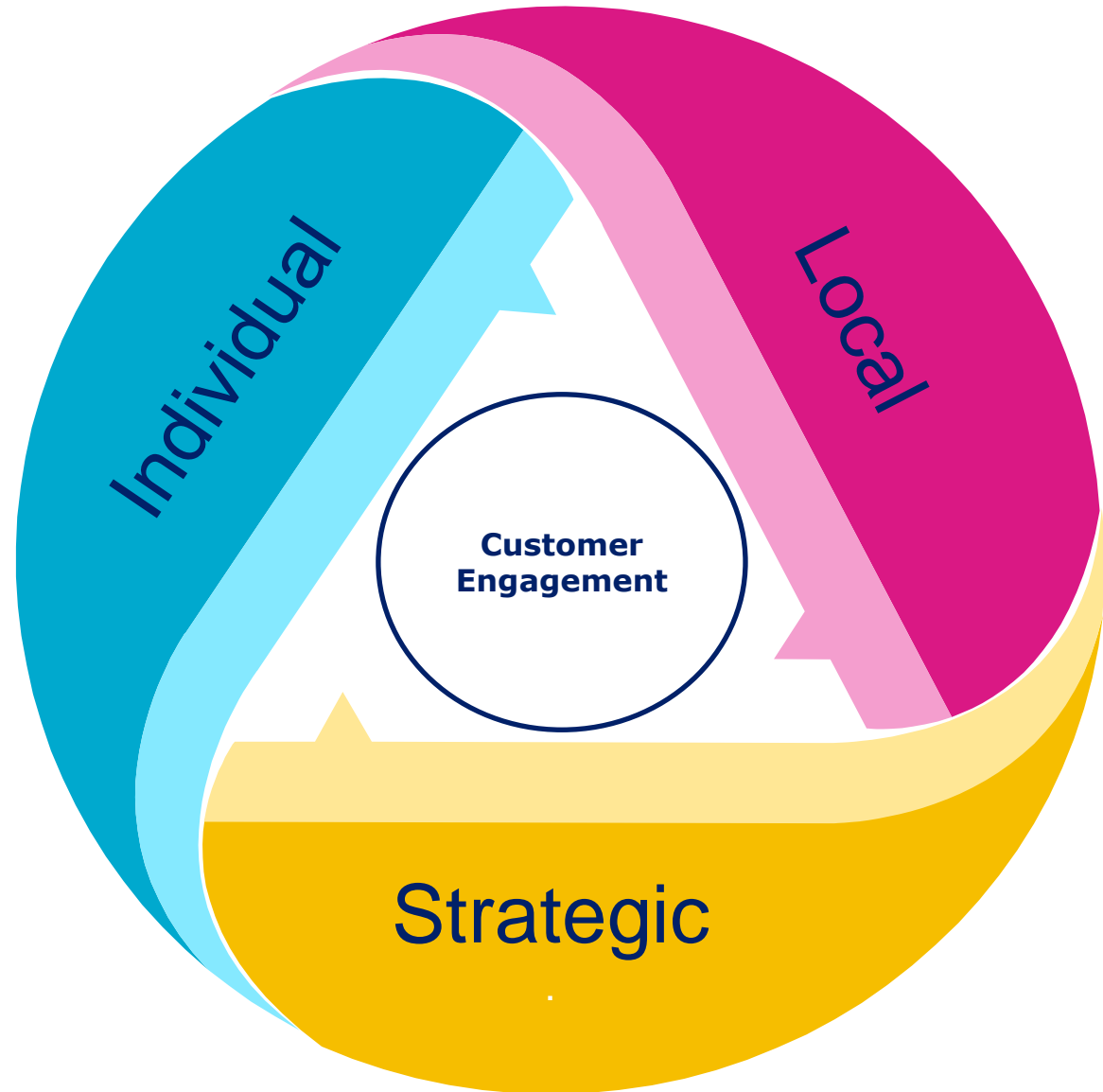


Strategic

- **Business priorities** and strategy development
- **Scrutiny** and transparency of performance
- **Policy decisions**
- **Governance** and **accountability**

Opportunities to engage with Orbit

We will provide a range of opportunities to ensure you can **feedback on their experience, scrutinise performance, influence decisions and shape recommendations for improvement**



01

Opportunities to provide your personal feedback on experiences of our services

02

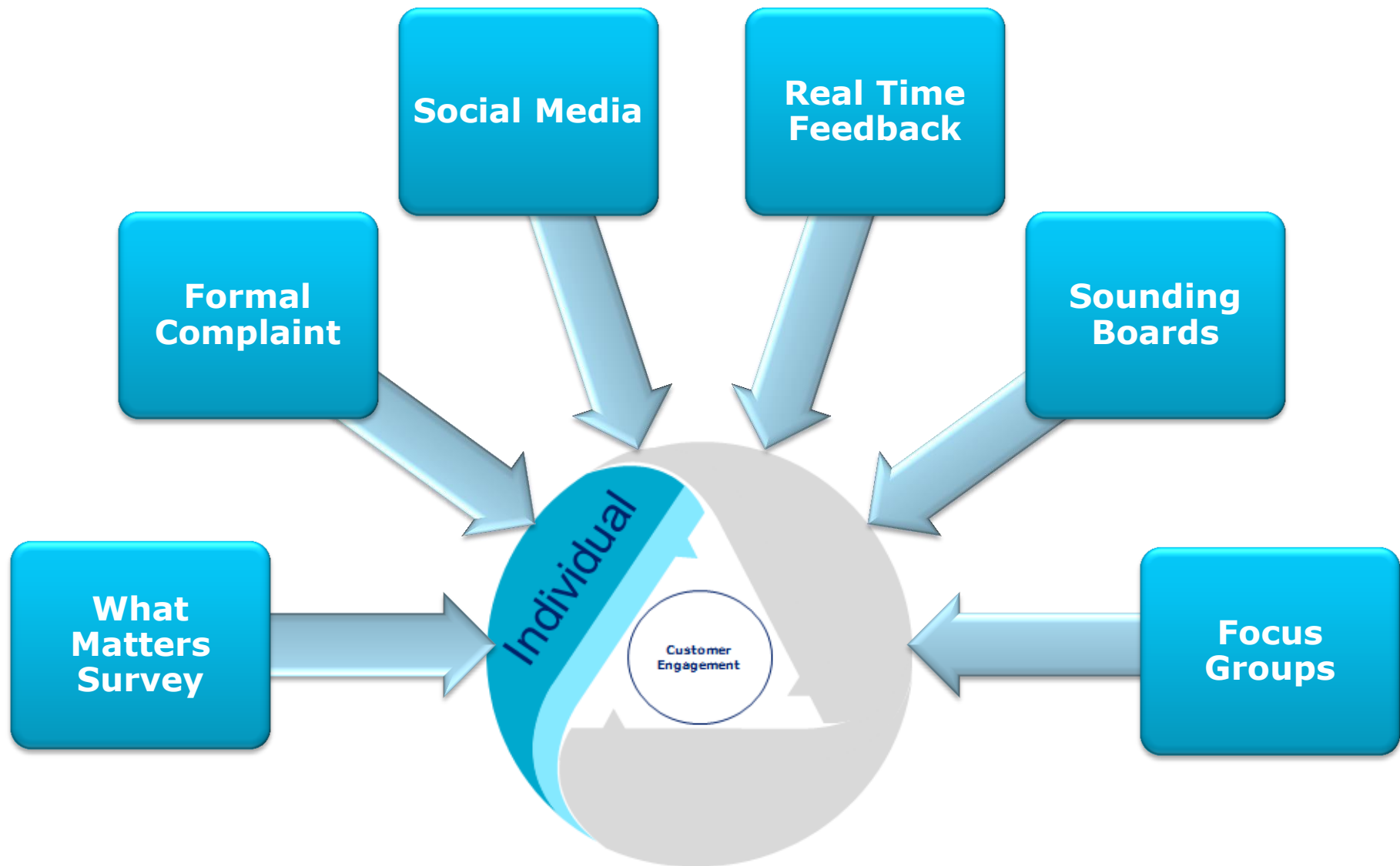
Opportunities to share views on your homes, neighbourhood and communities where you live

03

Opportunities to influence Orbit business plans, strategy and policies.

How customers can engage with Orbit

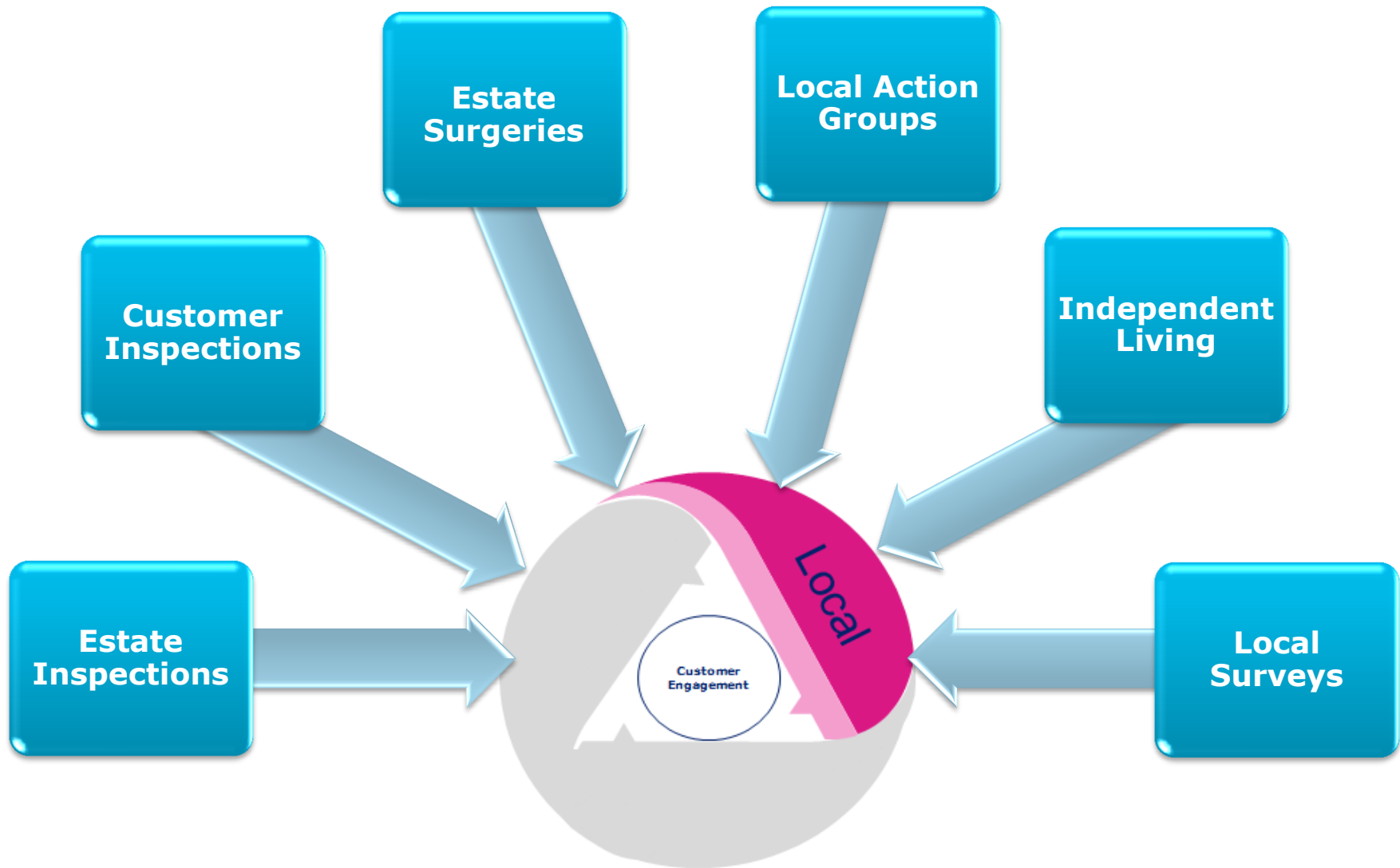
Engaging customers as 'individuals'



Opportunities to share views on your homes, neighbourhood and communities where you live

How can customers engage with Orbit

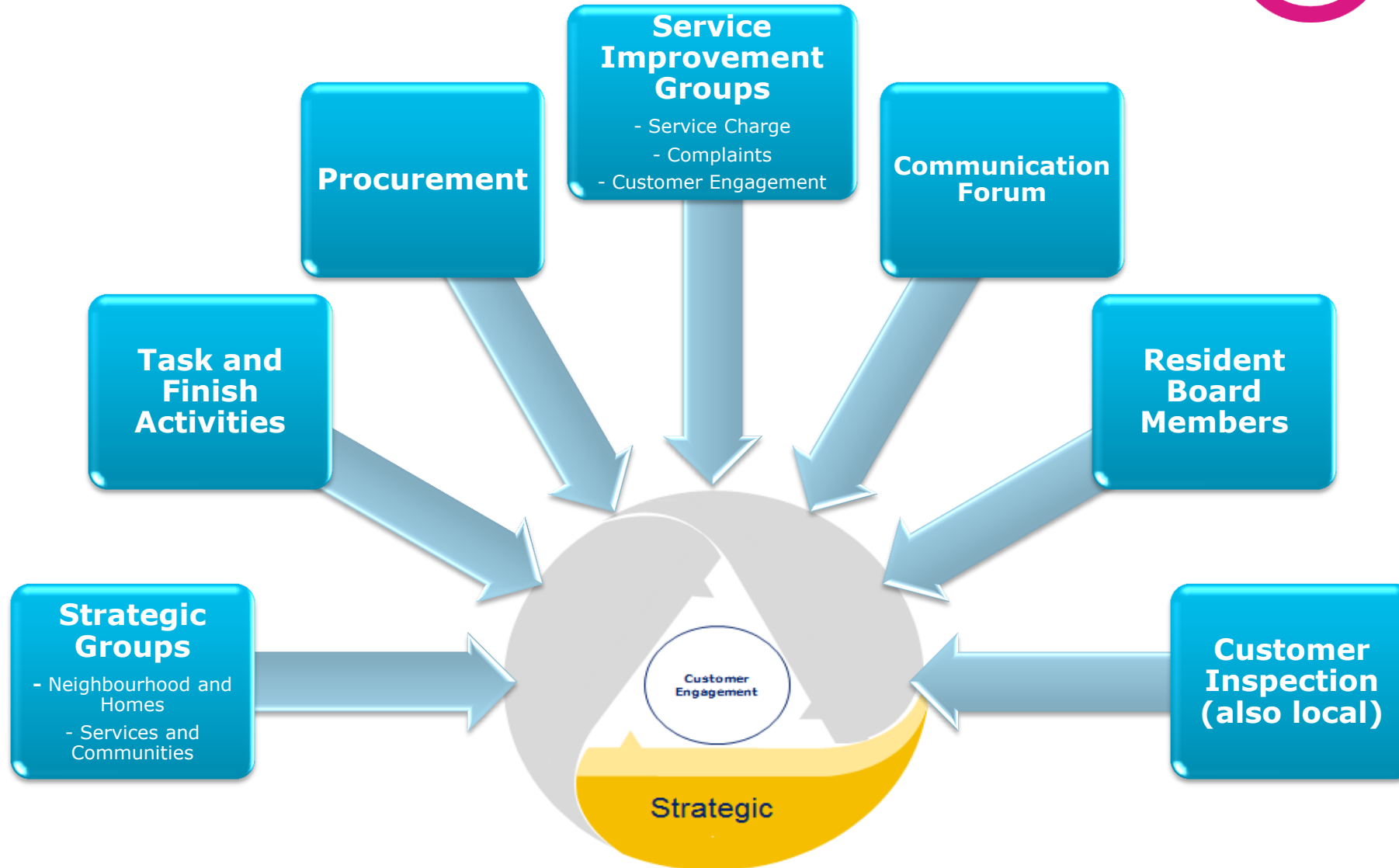
Engaging customers 'on their doorstep'



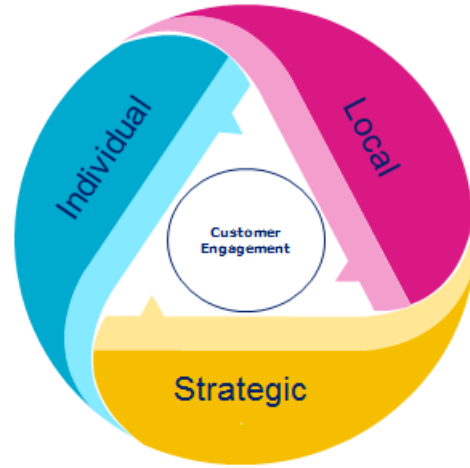
Opportunities to provide your personal feedback on experiences of our services

How customers can engage with Orbit

Engaging customers 'wherever they live'



Opportunities to influence Orbit business plans, strategy and policies.



Group Descriptions

(To be used as pop ups on the website)

How customers can engage with Orbit

Engaging customers as 'individuals'

Type of Activity	What is it?	When?	How?
What Matters Survey	A perception survey designed to understand customers overall views on their experiences with Orbit.	These surveys are conducted monthly	Digital and online
Formal Complaint	Opportunity for you to formally report dissatisfaction with the service you have received as an Orbit customer	You can report a formal complaint in line with our policy and procedure	Digital and online
Social Media and Chat	Engage with us through various social media outlets such as Twitter, Facebook and webchat on our website	Anytime	Digital and online
Real Time Feedback	Transactional survey carried out following experience of one of our key service areas, including: Responsive Repairs First Impressions Customer Hub contact	These surveys are completed on the completion of a transaction with us	Digital and online
Sounding Boards	Test or comment on Orbit ideas and specific service improvement opportunities before they are made public	These will be on an ad hoc basis throughout the year	Digital engagement platform
Focus Groups	Discussion intended to gain understanding on particular topic or service area	Face to Face YourVoice online platform	Face to Face Digital engagement platform

How customers can engage with Orbit

Engaging customers 'on their doorstep'

Type of Activity	What is it?	When?	How?
Estate Inspections	Meet with Property Managers to walk around where you live and talk about real issues that affect you	These inspections are held throughout the year All estate inspections are advertised...	Face to face
Estate Surgeries	Drop in sessions with Property Managers to provide opportunities to talk through issues on a 1-2-1 basis	These inspections are held throughout the year All estate inspections are advertised...	Face to face Digital engagement platform
Customer Inspections	Hold us to account against service standards by carrying out onsite joint inspections with Orbit staff focusing on quality of service, including: Empty Homes Grounds Maintenance Responsive Repairs Communal Cleaning	These inspections are arranged throughout the year and during Orbit working hours.	Face to Face
Local Action Groups	A groups of customers from a specific geographic community who come together to address issues within their local area and act as a voice for their local community.	These groups can be formed by a group of customers at any point during the year	Face to Face Digital engagement platform
Local Surveys	Provide your thoughts and comments on a particular topic or service that affects your local neighbourhood.	These will be on an ad hoc basis throughout the year	Digital engagement platform

How customers can engage with Orbit

Engaging customers 'wherever they live'

Type of Activity	What is it?	When?	How?
Neighbourhood and Homes	<p>A strategic group designed to challenge, monitor and scrutinise service performance and satisfaction</p> <p>Services areas discussed in this activity include:</p> <ul style="list-style-type: none">• Property Management• Capital Delivery• Estate Services• Responsive Repairs• Property Compliance• Design Standards• Asset Management	<p>These meetings are held bi-monthly in locations across Orbit regions throughout the year</p> <p>Dates of meetings can be found at:</p> <p>www.orbit/engagement.org.uk</p> <p>If you are unable to attend meetings, there are also opportunities to have your say online through the YourVoice engagement platform</p>	<p>Face to Face</p> <p>Digital engagement platform</p>
Services and Communities	<p>As above but service areas include:</p> <ul style="list-style-type: none">• Tenancy Services• Income Services (NAME CHANGE)• Tenancy Sustainment• Community Investment• Community Safety and Anti-Fraud• Lettings• Independent Living	<p>As above with Neighbourhood and Homes group</p>	<p>Face to Face</p> <p>Digital engagement platform</p>

How customers can engage with Orbit

Engaging customers 'wherever they live'

Type of Activity	What is it?	When?	How?
Service Improvement Groups	A strategic group aimed at providing opportunities to scrutinise and hold us to account on the performance of the Customer Relations Team	Meetings are held quarterly throughout the year, however, there will be opportunities to engage with us on an ad hoc basis through the YourVoice engagement platform	Face to Face Digital engagement platform
Task and Finish Groups	Short time sensitive projects focusing on a specific service issue, where customer's recommendations can lead to improvement	These groups will be formed on request by customers during any other engagement activity	Face to Face Digital engagement platform
Procurement	Work with us to provide your views and challenge when we procure services and contracts	These will be on an ad hoc basis throughout the year	Face to Face
Communication Forum	Review our customer facing policies, documents and information to ensure they make sense and tell you what they need to	These will be on an ad hoc basis throughout the year	Digital engagement platform