



## **The Langstane Group**

## **Customer Care Policy**

Date approved by leadership team	8 May 2024
Board of Management / Committee name	Performance Committee
Approval date	24 May 2024
Implementation date	June 2024
Review date	May 2027
Version	Version 4

<b>Policy Version</b>	<b>Date of Approval</b>	<b>Changes made to Policy</b>
Version 1	31 March 2009	First issue
Version 2	3 April 2017	Full re-write, and development of standards for the Customer Charter
Version 3	26 May 2021	<ul style="list-style-type: none"> <li>• Link to Business Plan updated</li> <li>• Added Tenant Participation Strategy to linked documents to match them up</li> <li>• Acknowledgment timescale reduced to two working days</li> <li>• Other communication skills added to relevant staff training</li> <li>• Changed timescale for monitoring for learning outcomes to quarterly</li> </ul>
Version 4	21 May 2024	Re-write

## 1. Introduction

Langstane Housing Association is a Co-operative and Community Benefit Society, and a registered social landlord with charitable status.

The Langstane Group (Langstane / the Group) consists of Langstane Housing Association Limited and its wholly owned subsidiaries.

This policy applies to all members of the Langstane Group or Langstane Housing Association.

Langstane Housing Association is committed to delivering excellent service to our customers. As part of this commitment we have developed a Promise to our customers on the minimum service levels we will provide as well as regular and comprehensive staff training to ensure our teams can honour our Promise.

## 2. Aims and objectives of the policy

The aims and objectives of this policy are :

- 2.1 To embed a robust customer care culture within Langstane Housing Association.
- 2.2 To encourage a high standard of professionalism across the Association.
- 2.3 To know, understand and listen to our customers and ensure we can build a relationship of trust with them.
- 2.4 To increase tenant satisfaction levels.
- 2.5 To provide a clear set of service standards for both employees and customers to manage expectations of the service provided by the Association and minimise customer complaints.
- 2.6 To ensure that feedback collected from our customers is analysed with trends discussed and service improvement suggestions acknowledged and considered.
- 2.7 To conduct trend analysis on complaint outcomes and use this information to improve our services.
- 2.8 To ensure all customers are treated fairly, equally and with respect.

## 3. Links to other strategic documents and policies

The Group's Customer Care Policy is linked to a number of strategic documents and policies in particular but not solely:

- Business Plan
- Complaints Policy
- Unacceptable Actions Policy
- Compensation and Redress Policy
- Tenant Participation Strategy
- Tenancy Sustainment Strategy
- Scottish Housing Charter Requirements

## 4. Policy

The Customer Care Policy is broken down into four key areas ensuring we can deliver excellent service to our customers.

## 4.1 Communication Channels and Styles

It is important for us to understand that we need to offer a number of different communication channels and styles to ensure that our customers feel able to communicate with us in a way they are comfortable and suits them best.

Currently customers can contact us via a number of methods:

- Over the telephone
- In person in the office
- Via email
- Through our social media channels
- In person while our teams are out on scheme

We have a number of ways we will monitor our communication channels to ensure we are delivering a consistent service such as; monitoring our telephone call wait time, abandonment rate and email response times.

## 4.2 Langstane's Promise and Customer Commitment

To ensure accountability within our teams, we have created our Promise to provide comfort to our customers that they will be dealt with fairly, equally and with respect.



In order to ensure we can adhere to our Promise, we require our customers to make a Commitment to us in terms of they way they communicate with us.

## 4.3 Employee Training

Our teams will be provided with regular comprehensive training on our service standards. This will ensure our teams are fully equipped to deliver on our Promise. Our training will focus on:

- Handling difficult conversations
- Managing expectations
- Information gathering
- Achieving the right outcome for the customer.

#### 4.4 Analysis of Complaints and Feedback

We acknowledge that we will not get things right all of the time and are committed to investigating all complaints in line with our Complaints Policy. It is important we ensure trend analysis is conducted on complaint outcomes which then inform any required service improvements.

Feedback is important to us and we encourage our customers to give us their feedback on a number of different topics. It is important we acknowledge the feedback provided and consider the suggested improvements. Customers can provide their feedback to us, regardless of if it is positive or negative in a number of ways including but not limited to:

- Taking part in customer consultations, focus groups and meetings.
- Becoming an Involved Tenant and joining our reader panels
- Providing feedback to our team members on services they have received anecdotally.
- Responding to customer surveys

#### 4 Roles and responsibilities

It is the responsibility of all colleagues in the Association to ensure service delivery is excellent. Where unacceptable service levels are witnessed, it is important accountability is taken and the situation is put right.

The Leadership and Management teams need to hold their teams accountable where service issues or improvements arise.

The Customer Service Manager will have overall responsibility in making sure that service standards are created and adhered to.

#### 5 Monitoring and review

Customer service standards will be monitored throughout the Association in a number of ways, including but not limited to:

- Tenant satisfaction survey action plan reviews
- Monthly complaint reviews and quarterly trend analysis
- Review of feedback from customers in all operational areas
- Call monitoring of the front line customer service team.
- Regular opportunities to obtain feedback on our service standards from our customers.

#### 6 Equality and diversity

The Langstane Group is committed to promoting equality and diversity across all areas of work. Discrimination or harassment of any kind is not tolerated.

If you would like this document in large print, please contact the customer service team on 01224 423000.