



CUSTOMER CARE POLICY

SMT approval date	24 November 2016
Committee / sub-committee	Operational Services Committee
Approval date	03 March 2017
Implementation date	03 April 2017
Review date	April 2020
Version	2.0

Version	Date of approval	Implementation	Changes
2.0		3 April 2017	Full re-write, and development of standards for the Customer Charter

1. Introduction

Langstane Housing Association is committed to delivering excellent services to customers. As part of this commitment, the Association has developed customer service standards that form the Customer Charter.

Link to the Business Plan

This policy supports the Association in meeting its key objective of Delivering Excellent Customer-Focussed Services.

2. Policy Statement

This policy provides a clear statement of the Association's commitment to Customer Care and how this commitment is met and performance is monitored and improved.

3. Objectives

- To know our customers and understand their priorities
- To increase tenant satisfaction levels to achieve the target set in the business plan
- To provide a clear set of service standards for both staff and customers in order to manage expectations of the service provided by the Association and minimise customer complaints

4. Links To Other Policies

- [Complaints Policy](#)
- [Unacceptable Actions Policy](#)
- [Compensation and Redress Policy](#)

5. Knowing Our Customers

Customers may be broadly categorised as follows:-

- Association tenants and their immediate families, carers and advisors
- Applicants and former tenants
- Partner organisations
- Contractors and consultants
- Funders
- The Scottish Housing Regulator and other public bodies
- Members of the Association
- Internal customers

6. Customer Care Charter

The Association developed the following service standards. Both staff and tenant groups contributed to the development of the standards that describe a range of actions, expectations and indicators relating to customer service provision. Together these form the Customer Care Charter as follows:

What we will do

- Show respect and listen
- Apologise when we make a mistake, or things go wrong
- Recognise the needs of individuals, and take reasonable steps to meet them.
- Reduce barriers that prevent tenant involvement by offering a wide range of options for engagement to suit as many people as possible
- Communicate regularly about what we do using a range of different approaches
- Provide clear timescales for responding to enquiries. Where we are unable to meet them, we will explain why
- Ensure that we direct phone calls to the most appropriate person to deal with it, or arrange a call back as soon as possible
- Make sure our letters provide contact details of a team member who can assist with enquiries
- Ensure that staff and contractors identify themselves and will provide identification upon request
- Be open and transparent when dealing with issues such as complaints
- Publish our performance information and provide information about how we plan to improve services
- Raise awareness of services we do not provide, and where appropriate, give details about how to access them through other organisations

What we expect from you

- Respect our staff as individuals and listen to information provided
- Understand that sometimes things go wrong, or mistakes are made
- Do not use abusive or threatening language or behaviour. This includes any sort of speech that attacks, threatens, or insults a person or group on the basis of national origin, ethnicity, colour, religion, gender, gender identity, sexual orientation, or disability
- Keep to appointments, or let us know if you need to rearrange the date or time
- Provide us with full and accurate information to help us to deal with issues effectively
- Where possible take steps to resolve minor problems for yourself
- Understand our responsibilities as a landlord, and what your responsibilities are as tenant
- If we provide a timescale for doing something then please allow us this time to complete the task

How you will know we have made our commitment?

- We will acknowledge general correspondence within 5 workings AND we will always provide you with a timescale for responding to you or completing a job
- You will always be told which member of staff is dealing with your inquiry
- You will regularly be asked for feedback about how we have performed
- Overall customer satisfaction levels will increase
- The number of complaints we receive regarding services that we provide will decrease
- You will be more aware of how you can help us make decisions, and the number of tenants getting involved will increase
- Regular updates will be available on the website/newsletter highlighting changes that have happened following customer feedback or complaints

The Customer Charter above forms the foundation for all staff providing a service to any Association customer. Team Leaders and Managers are responsible for the implementation of the standards in their teams at an operational level.

7. Staff training

The Association induction process covers the Customer Charter for all new staff. In addition, further training is arranged where appropriate covering areas such as:

- The Scottish Social Housing Charter and associated legislation
- Customer service skills
- Telephone call handling
- Dealing with difficult situations

8. Monitoring and Review

A range of activities contributes to the provision, monitoring and review of excellent customer service. In order to work to achieve continuous improvement in customer service, staff teams carry out the following:

- Tenant satisfaction survey action plan reviews
- Monthly complaints reviews by front-line teams and maintenance of the complaints action list
- Customer feedback monitoring in Housing and Social Justice, and Asset Management
- Call monitoring and telephone system performance reporting in Reception team

Performance against the Association's Customer Charter will be reviewed after the first full year of operation. Upon completion, the outcome of this review will be reported to the Senior Management Team, and the Operational Services Committee.

Right to Complain

In the event you are not satisfied with the service you have received, please contact the Association for a copy of the Complaints Policy, which can also be viewed on the Association's website – www.langstane-ha.co.uk

Equality and Diversity

The Association is committed to promoting equality and diversity across all areas of its work, and discrimination or harassment of any kind is not tolerated

Approved by Operational Services Committee:

Review Date: 3 years

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