

The Tenant Voice

Customer Engagement and Insight Strategy



We've been putting together our new Customer Engagement and Insight Strategy 2024/2027. We sent out a survey to the Check it Challengers and involved tenants to ask their views on the draft version of the strategy. We had 16 responses and below are the highlights.

→ **The delivery of this strategy affects tenants, residents, leaseholders and applicants on the Housing Register which of the following titles do you prefer?**



Customer Insight and Engagement Strategy

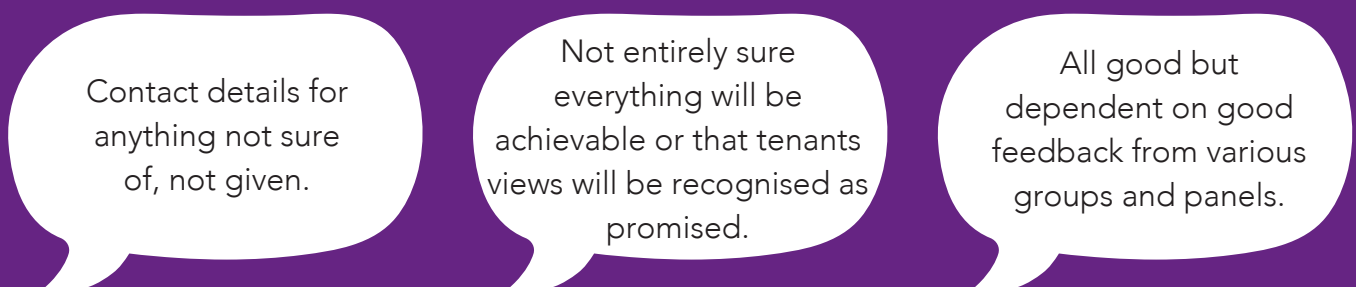


Resident Insight and Engagement Strategy

→ **Tell us what you like about the strategy**



→ **Tell us if there is anything in the strategy that you are not sure about**



→ How easy is it to understand?

Very Easy

36.4%

Fairly Easy

63.6%

No one clicked the options fairly difficult or very difficult.

→ Comments

- Some misleading comments in the wording need more clarity - "We'll conduct a joint review" - who are 'we' and with who?
- Use of abbreviations especially in the action plan

→ Is there anything missing from the strategy that you'd expect to be in there?

“ Less of the 'we', the wording is still BH focussed. ”

“ Contact details for departments within BH to query/question what is happening. ”

“ More personal engagement with tenants about complaints. ”

100%

of those who answered said that they thought the strategy set out a wide range of opportunities for tenants to be involved.

→ Do you think the measures, set out on page 15, will make sure that we have meaningful tenant engagement?

81.8%

Yes

18.2%

No

→ If no, please state why:

“ But.. engaging with our customers means our customer wanting to engage with us. The strategy lays out what we want, but no contact details are there for easy access. ”

“ There is no mention of any feedback to involved tenants on how these measures are performing, either from BH or between involved tenant groups. ”

“ Generally, yes, but not all tenants have access to website, or would read an Annual Report. Perhaps a printed newsletter could also help. ”

100%

of those who answered liked the design and layout of the strategy.

→ Are you confident that the action plan will benefit tenants?

Yes

80%

No

20%

→ If no, please explain your answer:

Good intentions, needs contact details for tenants to engage easily

That is difficult to give an opinion on, the action plan is in its infancy, ask the same question next June, after 18 months, it would be easier to judge

Should have more details of success measures

→ Would you be happy to support this strategy as an involved tenant?

Yes

81.8%

No

18.2%