



Customer Plan

2018-22

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1. Introduction & purpose

Satisfaction with our services has risen significantly over the last few years, with overall satisfaction for tenants increasing from 78% in 2010 to 85% in 2016. However, we still score as below average for customer satisfaction versus our HouseMark benchmarking group in the East of England and against other Arms-Length Management Organisations.

In the current environment, maintaining and improving satisfaction rates will be increasingly challenging but it remains a critical measure of business success. Achievement of the ambitions set out in this Customer Plan will require focus, dedication and investment on our part.

This Customer Plan therefore sets out our approach to attaining the **improved customer satisfaction** which we have identified as a key factor in achieving our mission of delivering **great value services that make a difference**.

2. Strategic aims

CBH's overall ambition as set out in our Strategic Plan 2017-22 is to be the **trusted choice for local housing, property and community services**.

We plan to do this by **delivering services that are valued by our customers** and **serving our communities**. Investing in our customer service will not only help us improve our headline measure of **customer satisfaction** but will also enable us to deliver **value for money** and **positive outcomes in the community**.

Our Strategic Plan acknowledges that we will need **excellent customer service** in order to achieve our ambitions. The aims of this plan are therefore:

- **To deliver services that reflect the needs and diversity of our customers**
- **To make it easy for customers to do business with us**
- **To improve customer satisfaction.**

3. Our ambition by 2022

Our latest Survey of Tenants and Residents in 2016 showed overall satisfaction with our services at 85% (13th place out of 19 similar organisations who have carried out the same satisfaction survey in the last 2 years). In an environment of reducing funds available for investment it makes sense to measure our performance against organisations facing similar challenges.

Our ambition is **to achieve top 25% satisfaction** when compared with other local authority-owned housing management companies by 2022.

To deliver this we will need to show that:

- **We have helpful, customer-focused, committed staff who feel empowered to make decisions**
- **We are clear and consistent in the way we communicate with customers and deliver services**
- **We can anticipate customers' needs before they contact us**
- **Our services are accessible to customers in the ways they choose, both online and offline.**

4. How we will achieve our aim

We plan to achieve our aim by:

- **Empowering staff & supporting a customer-focused culture**
- **Communicating more clearly with our customers about our services and being consistent in the way we deliver them**
- **Creating insight into our customers and using it to improve service delivery**
- **Improving access to services.**

This will be supported by the projects and workstreams in the Customer Action Plan which accompanies this document.

5. How we will measure progress

We will monitor the following indicators to ensure we are on track over the course of the plan:

- **% overall customer satisfaction**
- **% satisfaction that we listen to & act on customers' views**
- **% customers accessing services digitally**
- **Completed resident engagement impact assessments.**

6. Consultation

The following were consulted during the drafting of this plan, and input incorporated:

- Directors Management Team
- Senior Management Team

The following were consulted as part of the strategic plan consultation which informed this plan:

- CBH Board

- Staff forum
- All CBH staff (via roadshows & survey)
- Colchester Borough Council – Housing Portfolio Holder & senior officers
- CBH customers (via focus group & survey)
- Mondrem UK (external consultant).

7. References

2016 Colchester Borough Homes STAR Survey results

HouseMark benchmarking data for Colchester Borough Homes – 2015/16

Homes and Communities Agency - Tenant Involvement and Empowerment Standard – July 2017

8. Related documents

The CBH Strategic Plan 2017-22 gives overall direction to this plan. The CBH Board provides overall strategic direction to the company and is responsible for monitoring progress against the strategic objectives.

The CBH Medium Term Delivery Plan 2018-22 sets out how we will deliver services on behalf of Colchester Borough Council to fulfil our management agreement obligations. These include our obligations to ensure good customer service.

CBH People Plan sets out how we will support to ensure they can make a difference to our customers.

The CBH Leadership Plan sets out how the Board and management of the company will be supported to set and follow the strategic direction of the company, including ensuring we are accountable to our customers through our governance arrangements.

The CBH Community Plan sets out how we will deliver our services to make a difference in the community in line with our social purpose.

The CBH Business development plan shapes how we will generate income to protect the services we provide to customers.

The CBH Value for Money, Technology & Investment Plan guides how we will work more efficiently and invest savings and new income for the benefit of our customers.

This plan is also supported by the Colchester Borough Homes Resident Insight and Engagement Strategy 2016-19, which details how we will use customer insight and engagement to improve our services.

Document control sheet

Title:	Customer plan 2018-22
Electronic File Name & location:	https://colchbh.sharepoint.com/sites/fnc/dmtsmt/Strategic Delivery Plans/Customer Plan.docx
Consultation with stakeholders:	<p>The following were consulted during the drafting of this plan, and input incorporated:</p> <ul style="list-style-type: none"> • Directors Management Team • Senior Management Team <p>The following were consulted as part of the strategic plan consultation which informed this plan:</p> <ul style="list-style-type: none"> • CBH Board • Staff forum • All CBH staff (via roadshows & survey) • Colchester Borough Council – Housing Portfolio Holder & senior officers • CBH customers (via focus group & survey) • Mondrem UK (external consultant).
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Document amendment history

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1.0	New	Feb 2018	New plan approved by Board