



Excellent customer experiences

Customer strategy



Our mission

“To make a sustainable, positive change to the housing crisis for our customers and communities”

There is no such thing as a typical B3Living customer. Meeting your housing needs and providing you with good landlord services has always been at the heart of our organisation. But to keep up with expectations as they change, we must continue to change how we work and do more.

This Customer Strategy, which links into B3Living's central 'Better Futures' strategy, is led by our Board and sets out our approach for providing an exceptional customer experience.

Where we want to get to

Our ambitions

We aim to provide an exceptional customer experience for everyone.

We will do best at what matters most to you. We will need to understand the diverse needs of our customers to make sure we deliver services that meet those needs. We know that sometimes we need to provide a different service to different customers to provide an equally good service to all. You should be able to trust us to meet your expectations for good customer service.

We will use our local knowledge and partnerships to make the biggest impact

in our communities. As these communities thrive, we also intend to tackle stigmas. No one should feel embarrassed to say in conversation that they live in social housing.

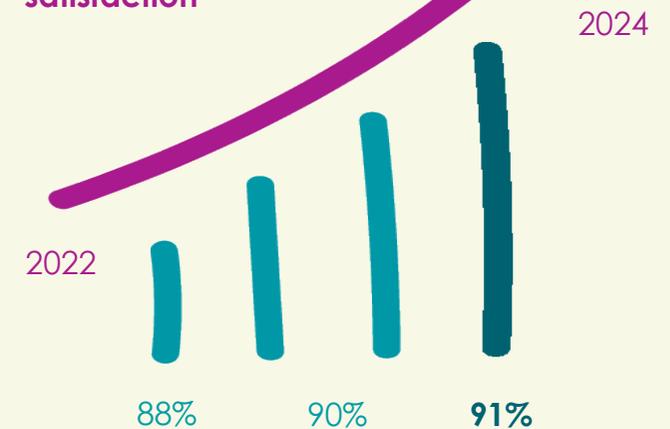
Learning from your feedback is very important. Our approach will reflect the spirit of the Social Housing White Paper, which means we will be open and honest, while improving how we engage with you. Your voice will be at the heart of our decision making. We put this strategy together in partnership with our customers, who felt it was “right for now” but challenged us to make sure that we always look to improve.

Outcomes we want to see

- **Stronger customer voice** - to ensure you are part of shaping both our services and strategy and make sure we are accountable to you by clearly showing that ‘you said, we did’.
- **Trust built** – so that our customers, partners and colleagues know we will deliver the services we say we will and be honest with them throughout.
- **Choice** – where you are shaping what services are delivered and we make sure that, no matter what your individual circumstances, you can easily access our services in a way which meets your needs.
- **Great customer experiences** – where we are providing an experience like that you would expect to receive from leading providers of customer service in other sectors.
- **Sustainable communities** – which we work with you to build, where you can feel safe and secure, and where you are given the support you need should you fall into difficulties, so you can stay in your home.



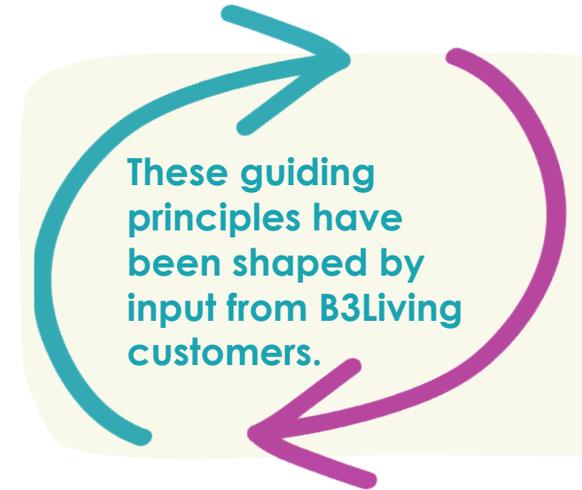
Overall customer satisfaction



How we will get there

We will deliver services designed around your feedback. Putting the customer voice in focus will make sure we provide the services you want, in the way you want them. We will listen and adapt until you experience our service with most ease and least effort.

By following the guiding principles below, we will make sure that you experience of service in the same way, regardless of which team you contact. Our colleagues will work as one team and we will promote a shared Customer Ethos (overleaf).



Guiding principles

- Listening to feedback
- Data and insights
- Understanding our customers' needs
- One-team approach

Customer service ethos
 We will provide training and use our Customer Ethos Champions to build a relationship with you that is based upon trust, listening, and working together. Our Customer Ethos sets out how B3Living colleagues will interact with you and with each other.

Customer insight
 We will use surveys to help us understand how well our services are working, particularly our complaints process. Alongside our data, listening to the customer voice will help us make better decisions to get the best customer satisfaction against the best value for money.

B3 Digital
 We want to offer more face-to-face services, but we will also build our digital channels to give you more choice and help us be more inclusive. We will keep piloting and experimenting with new tech. Our plans include improving our app and website, affordable broadband, and the 'Internet of Things'.

Value for money
 We will make every pound count. Our Value for Money Ambassadors will help us make sure we are weighing up cost, quality and performance as we look to improve customer journeys and satisfaction.

Customer Community and engagement
 The customer voice will be heard at all levels, including at our Board. We will grow our feedback group, called our "Customer Community", to help us learn from your real experiences. We want to engage with you in a dynamic way so you can hold us to account for our performance.

Service standards
 We will have clear, honest standards setting out the nature, quality and frequency of our services, and which things are your responsibility. We will work with our customers to regularly monitor and review how we're performing against these standards.

Diversity and inclusion
 We will make sure everyone has equal access to our services. One size does not fit all, so we will respect and celebrate everyone's differences. We will tailor our services to you and support you if you experience discrimination.

People
 Our Customer Ethos champions will empower our colleagues to deliver great services. We will recruit the right people based on their behaviours, support them to develop, and encourage them to make/suggest ways we can improve.

- Easy to deal with
- Continuous improvement
- Customer choice
- Trust

Customer Ethos

We know that you will expect the same level of service from us that you get from other businesses, and you need us to be easy to deal with.

We have developed our Customer Ethos. It sets out how we should be interacting with you. It also applies B3Living staff when they are working with each other, because we know that if things run smoothly internally there's a knock-on effect that leads to better customer service.

Embedding this Ethos is one of the key guiding principles of this strategy. We will work to give all our teams the tools and knowledge the need to consistently deliver a good quality service for all B3Living customers.



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ACTIVELY
LISTEN

LOOK FOR
BETTER
WAYS TO
DO THINGS

ALWAYS
HONEST

TAKE
OWNERSHIP
OF EVERY
CONTACT

DELIVER A
personalised
AND
Inclusive
service