

Customer services strategy

our **vision**

Customer-focused, easily accessible, good and safe services.

our **purpose**

To improve people's lives, supporting people when they need it. We provide good, safe, reliable landlord services to our customers in rented, shared ownership and leasehold homes, and are committed to working in partnership with others to invest and create sustainable local communities.



Customer services strategy

our **key** objectives

our customers

We will improve customer satisfaction by:

- Developing a blend of highly specialised and centralised teams, with a growing network of local generic colleagues for our new or existing homes, delivering core landlord services to our customers
- Working as a network of teams to deliver efficient customer services across all of our operational teams
- Promoting the use of digital self-service for our high-volume transactions
- A clear focus on delivering our core responsibilities and obligations to a good standard
- A rebalancing of expectations, by clarifying and specifying our offer through customer voice, and in line with our published Customer Promises
- Using our range of customer voice and insight to understand our customers' needs more, enabling us to continually evolve and meet our customer requirements
- Offering a range of opportunities to encourage customer voice to shape and influence our services
- Through our Independent Living service, we will support the work of specialist care and support providers to enable customers to live independently in their own home.

our homes

We will manage our homes proactively by:

- Promoting and protecting the health and safety of our customers and colleagues
- Maintaining homes and communal areas to a safe and compliant standard
- Investing in improving our neighbourhoods within our communities through enhancements
- Delivering all identified repairs and investment / maintenance work
- Improving the energy efficiency of our homes and limit their impact on the environment
- Ensuring that our Group Asset Management Strategy is closely linked to, and supports the objectives of, the Customer Services Strategy
- Using smart procurement, working with partners where appropriate, to reduce costs, improve service standards and achieve social and environmental benefits.

digital evolution

We will embrace modern digital solutions to provide better services by:

- Simplifying how we work across our landlord services
- Developing the MyAster portal, providing the platform for intuitive and automated agile working
- Ensuring that our customers have access to digital training and support
- Developing our multi-media Contact Centre, enabling the reduction of demand and the provision of insight and intelligence to better understand the customer voice
- Developing access to connected living and aids & adaptations to ensure that the health and wellbeing needs of our customers are being met.

income maximisation

We will continuously refine how we manage the impact of Welfare Reform, so that we maximise our income by:

- Promoting financial independence whilst supporting customers to pay their rent and service charges to sustain their tenancies
- Working with other agencies such as the Department for Work and Pensions (DWP), support agencies and local authorities for the benefit of our customers
- Promoting a variety of digital payment methods, whilst making sure that our offering is as accessible, quick and easy for all
- Promoting financial inclusion, wellbeing and into work services for our customers, including the suite of customer services delivered through the Aster Foundation
- Raising re-charges where appropriate and chasing former tenant debts to maximise income owed to us
- Making reasonable and sustainable payment plans with customers who have developed a debt with us.