

# Customer Engagement Framework

## Customers are at the heart of our organisation and how we make decisions here at Aster.

Our customer voice work is all about how we listen to your needs and expectations and what we change and improve because of this.

This Customer Engagement Framework explains what we're doing to make sure you're listened to at all levels of the organisation and how your feedback shapes our services. We're proud to have achieved accreditation from Tpas, an independent body that promotes customer engagement, in our approach to engagement. This is something everyone at Aster follows and it is a central point to everything we do.

Whether that's understanding how and why you contact us, how we co-design services with you

or acting on your feedback and complaints, we always listen to your personal experiences. This helps us make sure we're getting feedback at every stage of your journey with us.

We're focused on listening carefully and taking action based on what you tell us. By asking the right questions, we make sure decisions are informed by what matters most to you. Your insights help us understand how you experience our services day to day, what works well and potential changes for the future.

This allows us to design and deliver services that reflect your lived experience, makes sure we're always improving, and ensure you stay at the heart of everything we do.

## What's inside...

Here's a quick guide to what you'll find in our Customer Engagement Framework. Each section walks through a different part of how we listen to customers and gather feedback to shape our services.

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# Our principles

Our principles explain how we involve and listen to customers in the decisions we make.

## 1 Customer voice shapes decisions

What matters to you genuinely influences our services and priorities

## 2 Customers have real influence

You feel able to provide open feedback, ask questions, and see how your views make a difference

## 3 Customer involvement is fair and inclusive

We hear from a representative base of customers and use different ways to reach you

## 4 Clear and effective ways for customers to be heard

We make sure that your feedback and insight is heard and acted on

## 5 Safe, respectful conversations

We encourage open discussion and challenge, where you feel safe and able to share views

## 6 Meaningful engagement

We engage with you to make changes to our services

## 7 Local insight matters

We use customer feedback to shape services that reflect local community needs and experiences





# Ways we engage with you

There are lots of ways for you to get involved. This ranges from joining one of our formal groups or co-design workshops through to sharing specific feedback on a service you've received.

## Our engagement activity falls into four main themes:

- **Consultation:** we consult when there is a genuine opportunity for your feedback to influence decisions and change how we deliver services
- **Research:** we carry out research surveys to understand your needs in more detail. We use the information to monitor and review how we can improve and shape the services we offer now, and in the future
- **Co-design:** we create specific opportunities for you to influence decision making and help us design future customer services
- **Governance:** formal customer groups scrutinise performance and decision making, reporting into our wider governance structure.

### Formal customer groups



Customer Voice Committee (CVC)  
Customer Scrutiny Panel (CSP)  
Designated Complaints Panel (DCP)

### Surveys



Transactional surveys  
Research surveys  
Tenant Satisfaction Measure surveys

### Focus groups



My Home and Neighbourhood  
My Repairs and Improvements  
Home Ownership  
Digital Consultation Group

### Engagement



Co-design groups  
Community events  
High rise building strategies  
Complaint learning circles  
Compliments

### Informal feedback



Customer facing teams  
Partnerships (local authorities)  
Board Walk About days

### Digital channels



MyAster portal  
Contact Centre demand

Channel	Method	Description
<b>Formal customer groups</b>	Customer Voice Committee (CVC)	A formal committee of the Board. The Committee scrutinise the service we deliver, provide assurance, and make sure customer voices are heard in our decision making.
	Customer Scrutiny Panel (CSP)	Carry out scrutiny activity of Aster's services to ensure customers receive a good service and that value for money and service standards are being met.
	Designated Complaints Panel (DCP)	Support Aster's approach to complaints and how we can improve this for customers, through complaint deep dives, attending learning circles and making sure we meet the Housing Ombudsman's Complaint Handling Code.
<b>Surveys</b>	Transactional surveys	Sent to customers who have accessed our services, ranging from how they found becoming an Aster customer, reporting a repair, through to making a complaint.
	Research surveys	These more focused surveys cover a range of use, from supporting insight for service improvement and modernisation, customer involvement in the procurement process, helping us to understand customer priorities and informing strategic decision making.
	Tenant Satisfaction Measure surveys	Our regulatory satisfaction surveys which provide insight and feedback on key customer service areas.
<b>Focus groups</b>	My Home and Neighbourhood	A group of engaged customers to capture feedback on their home and neighbourhood including service charges, grounds maintenance and communication through surveys and research.
	My Repairs and Improvement	A group of engaged customers who are dedicated to sharing their views on our repairs service including environmental issues through surveys and focus groups.
	Home Ownership	We have a dedicated group for homeowners and leaseholders to capture their views on the service they receive.
	Digital Consultation Group	A group of engaged customers to capture feedback on our digital services e.g. MyAster and digital strategy. Customers may also be part of system testing before go-live on our digital portal.

Channel	Method	Description
Engagement	Co-design groups	As part of our approach to redesigning our services, we are piloting co-design sessions with customers. These bring together customer groups, customers and internal colleagues to map customer journeys and processes and identify areas of improvement for the change programme.
	Community events	Deliver social-purpose events aimed at improving wellbeing, reducing isolation, and creating stronger community connections. Activities include arts, fitness, cultural outings, and social gatherings. Success is measured through attendance, quarterly impact surveys, and case studies.
	Higher rise building strategies	Engage customers in higher-risk buildings through meetings, surveys, and consultations focused on building safety. Supports compliance with the Building Safety Act and ensures customers are informed, involved, and able to raise concerns.
	Complaint learning circles	Brings together colleagues and customers to talk about focused complaint topics, focused on how we can improve the complaint process and experience for customers
	Compliments	Understanding where we have got things right and we share this feedback with our colleagues.
Digital channels	MyAster portal	Working alongside our communications team we review access to our digital portal, contact centre and website to understand what customers are looking for, why they are contacting us and where we may have avoidable contact to improve our services. This allows us to easily provide a broad range of information that customers may need.
	Contact Centre demand	
Informal feedback	Customer facing teams	Our colleagues are meeting customers out and about in our communities daily. We have open feedback throughout the organisation and escalate anything required into our regional operational teams. Regular stories and case studies on how our customers are feeling about our services are shared to embed a customer first culture.
	Partnerships (local authorities)	
	Board Walk About days	Overlap Boards members, along with operational colleagues visit Aster communities and estates. These provide a space to connect with customers, teams and communities to see the lived experiences of Aster customers



# Communicating with you

Our framework is not just about how we hear from you. It's also about how we share with you what customers tell us and explain how we've used this to shape our services.

## Some of the ways we do this is through:

- **Customer Annual Report:** this is published each year on the website and contains information on our performance, activity and engagement. We work with customers to understand what information they would like us to include in the report.
- **Tenant Satisfaction Measures:** these are our regulatory performance scores which are published on our website. You can see how we are performing each quarter, alongside annual benchmarking.
- **Customer Voice website page:** you can find lots of information here on new surveys, focus groups and how to get involved.
- **E-shots and newsletters:** we send regular email E-shots and newsletters with information about our performance and stories from customers.
- **Customer Voice newsletter:** this is available on our website. It gives you updates on all the feedback we've received and what changes we're making as a result.

# Overview of our surveys

We sometimes use trusted independent research companies to run surveys on our behalf. Following recent feedback, and because we believe in being open and transparent, here's how we use surveys, how your data is protected, who carries them out and how you can opt out.

We share survey contact details and responses under legitimate interest, and your personal information is protected in line with the UK Data Protection Act. We never sell your information and only use it for the purpose it was collected.

Our current providers are CX Feedback (run by Target Applications Ltd) and their partner PEXEL:

- **Texts and emails** will come from **feedback@customersurvey.aster.co.uk** (via CX Feedback)
- **Calls** will come from **PEXEL**, they'll say they're calling on behalf of Aster.

If you're unsure, you can call us on **0333 400 8222** to check.

## How to opt out:

Taking part is your choice. You can opt out of surveys any time by:

- Emailing **contactcentre@aster.co.uk**
- Calling **0333 400 8222**
- Updating your communication preferences in your **MyAster** account.

For more information, please visit the customer voice section of our **website**.



# Customer groups at Aster

Our customer groups form part of our governance framework. The groups provide independent scrutiny and assurance over several areas, including our performance, the way we engage and communicate, and how we listen to and act on customer feedback.

The Customer Voice Committee reports into our Overlap Boards and brings customers, Executives, and Board members together. It is supported by two formal panels; the Customer Scrutiny Panel and the Designated Complaints Panel. All customer groups have a customer chair and customer members from a variety of backgrounds, tenures and local regions.

Over the last couple of years, we have been developing our **customer groups** alongside the members and with Tpas.

You can find out more about our governance on our website [here](#).

## Designated Complaints Panel

- Oversees our performance and culture to complaints handling including timescales, customer satisfaction, and accessibility
- Reviews policy and procedure, annual complaints self-assessments and compensation amounts and application
- Works directly with customers and case officers to find improvements, celebrate areas that are working well and where we can learn from complaints.

## Customer Voice Committee

- Helps shape our decisions and ensure customer voice is heard at all levels of Aster Group
- Challenges and assures our performance, how we deliver our services and the impact of changes on customers
- Provides advice and scrutiny on our approach and effectiveness to how we engage, communicate and understand our customers
- Identify gaps and new areas of customer voice and co-design activity to improve customer experience
- Most importantly, because there are customers on the committee, they bring the customer voice into each meeting.

## Customer Scrutiny Panel

- Independent panel of customers who provide objective assessment of services and business processes from a customer perspective
- Creates actions and reports about where we can improve services.

