

## CUSTOMER SERVICE PRINCIPALS CONSULTATION OUTCOMES

Thank you to the 86 customers who took the time to provide feedback on the Customer Service Principals. All feedback has been reviewed and considered by the Task & Finish Group and details of how this has been used to finalise the Principals is detailed in the table below.

One of the questions included in the consultation, was on the most appropriate name to use to describe these statements; **Customer Service Principals** has been selected by a slight majority.

FEEDBACK	ACTION/OUTCOME
They should hyperlink to the principles and also how to access information on each "box"	Agreed. We will ensure this is incorporated into the website design to make it easy for customers.
Probably information about who takes the lead on each section with contact details etc.	We have considered this feedback and feel that the most efficient way of contact is through a single point so that enquiries can be reviewed and directed to the right team/person to resolve. We recognise the need for the enquiry to be acknowledged upon receipt with clear details on where the enquiry has been directed to and the anticipated timescales for response. Colleagues to be held to account on ownership of queries.
Communications needs to be communications and contacts as it is nigh on impossible to find all ways to contact you from the current website format.	We have considered this feedback and agree that the title may be open to different interpretations. The purpose of the Communications box is to enable customers to navigate quickly to news items, customer communications and leaflets and details of notices that may have been sent out. Based on the feedback we will re-name this box Latest News and Customer Communications.
New homes and exchanges-are you meaning riversides will support people to transfer houses or is it just going to say people need to join home swap or Cumbria choice-if that is the case then by putting 'exchanges' as an item gives people the wrong message and from experience will cause frustration and false hope.	Again, we accept from the feedback that the naming of this box has resulted in different perceptions from customers. The intent is that the box will provide all the necessary information a customer would need to support their desire to move home, whether that be through a transfer or mutual exchange. To make this clearer to customers we will rename this box Moving Home.
There needs to be one on accountability showing all the policies and procedures, how will you ensure consistency of practice across all housing managers?	This feedback prompted a good discussion and as a consequence we will add a tenth box named Policies. All customer policies will be available when clicking this box and listed in alphabetical order. When opening

	any of the other boxes, we will include a hyperlink to the policy section for ease of reference.
Complaints etc needs to include feedback. Feedback can be constructive as well as positive-enquiries about what -shouldn't each boxed item need an element of enquiry.	We agree with this feedback and will ensure there is a 'contact us' option included in every box to make it easy for customers to request additional information or support.
Getting involved add TENANTS VOICE-it's one thing to ask us to do things but rarely do we see the feedback or actions that result from our involvement	We agreed that there needs to be a clearer focus on sharing with customers how their feedback has influenced decisions; similar to this document you are reading now. We will ensure that the 'getting involved' box includes information on the purpose of consultation, the feedback received and how that feedback was used in decision making.
ASB your policy doesn't match the practice delivered-your definition used practically doesn't match the definition used by the police.	Customer scrutiny is being undertaken on the Anti-Social Behaviour service and the feedback and outcomes will be used to support a review of the policy and procedures which will then be incorporated into the ASB box on the website.
care and support-this should have the words 'inclusive' added	Following this feedback, we will rename this box Care & Support Services to make it clear that it contains information about the full range of services that are available and we will ensure that the content within this section highlights the fundamental principal of inclusivity.
Once you have finalized these 9 boxes after people's comments it would be good to explain why you have chosen the boxes names that you do	We have chosen descriptions for the boxes which use words that are meaningful to customers rather than the words used by landlords, ie, repairs, maintenance and environmental services rather than asset management services.
The 6 golden rules are very basic	Our aim was to keep this is simple as possible for all customers.