



# What is Customer Voice?

Our Customer Voice strategy sets out how we will listen to customers to understand and improve the effectiveness of our services and how we can create opportunities for customers to get involved in shaping what we do and how we do it in the future.



## Why are we doing it?

Listening to customers, acting on their views and effective consultation will be vital in making sure Tai Calon achieves its mission of 90% customer satisfaction by 2025. Without frequent feedback, conversations, and engagement there is a significant risk that we will be unable to meet the diverse and constantly changing needs of our customers both now and in the future. Consequently, we will fail to achieve our 2025 mission.

# Customer Voice has four key aims.



**Customers feedback will be used to improve day to day service delivery and improve customer experience.**

We will do this in 2 main ways:

- Ask for your views shortly after you have received a service from us. We will send you a text message or email asking you to rate our service out of 5 and tell us why you gave that score.
- Provide listening posts (a link to a simple on line survey) which allow customers to give us feedback on any of our services at any time.

What you tell us will be used to identify and prioritise areas we need to improve along with continuing to focus on the things we do well.

When we get poor feedback, we will contact customers straight away to see if we can help to resolve the problem.



**Customers feedback will be used to provide a detailed assessment of overall organisational performance.**

We will ask customers to complete more detailed surveys twice a year which will help us to further understand how well we are performing and where we need to improve.

These surveys will ask for feedback on the whole range of services we provide and will be used as the main way to measure our progress towards achieving 90% customer satisfaction by 2025.

The results from these surveys will also allow us to compare ourselves with other organisations and look for ways to learn and improve. This will include other housing associations and some well-known brands like Amazon.



**Customers will have frequent opportunities to influence decision making and service design.**

We will continue to have a wide range of options through which we will consult with customers so they can express their views, opinions, and feelings on our plans for the future. The activities will be flexible so as many customers as possible can engage, in a way, and time that suits them. Some of these activities include:

• **Online consultation** - We will use social media, our consultation hub on our website and emails as the main way to seek views and feedback on proposed changes that effect all our customers, e.g. our Repairs Procedure or our Rent Setting Policy. Where needed we may also supplement this approach with more traditional activities such as phone surveys and face to face or home visits.

• **Tenant Quality Forum (TQF)** - This is a group of tenants who meet on a regular basis to ensure that the feedback from our customers continues to be used to influence the way we deliver our services. They will also frequently monitor the quality of our services.

• **Focus groups** - Groups of customers we bring together for a short period of time to participate in a conversation about specific areas for improvement or to help us with designing and testing new services.

• **Local area-based consultation** - A series of local events and activities that will be used to discuss ideas, issues, and solutions to local community challenges. The information from these events will help to form the basis of our Community Improvement plans.



Customers will know how our Customer Voice strategy is making a difference.

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