

**Information document**

Tenant and Customer Engagement

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**Introduction**

Plus Dane is taking a fresh approach to engagement by providing more dynamic opportunities for customers to have a voice to help shape, influence and improve services that Plus Dane provide. Plus Dane acknowledges that having effective customer engagement enhances our business and helps us understand how we can improve service delivery to ensure customers are receiving the best services. Plus Dane Voices falls within the tenant and customer strategy which sets out a strategic direction and supports our commitment to involving our customers in governing, shaping and scrutinising our services. Plus Dane Voices recognises that as an organisation we can only succeed when staff and customers work together in partnership.

**The role of Plus Dane Voices**

Plus Dane Voices is a flexible resource which will ensure that customers voices are embedded in the services that Plus Dane provide to help ensure that we put customers at the heart of everything we do.

Plus Dane Voices customers are integrated within CRM. Service areas can utilise this resource in a number of ways including; consulting tenants and customers on strategies, policies, ideas for new products and specific service related issues to ensure that they meet the needs and expectations of customers. Plus Dane Voices is an integral part of Plus Danes core business functions as all new service developments (products, services, policies etc.) require tenant feedback/input before approval so Plus Dane Voices will enable this to happen.

Plus Dane Voices customers can be categorised so service areas can specify specific requirements for their consultations which can include:

* Age range
* Gender
* Geographical area
* Tenancy type (tenant, shared ownership, lease owner).
* Preferred method/s for involvement i.e. focus group
* Service area of interest (Homes, Neighbourhoods, Customer, Home ownership)

Customers who are part of Plus Dane Voices have agreed to be contacted by Plus Dane. In addition to this, customers have chosen their preferred method/s for involvement. This approach enables customers to have flexibility whilst ensuring that we are providing equal opportunities for the diverse needs and expectations of our customers across the business.

**Overview of Plus Dane Voices customers**

The Plus Dane Voices customers are identified on CRM. A workflow has been created which identifies the customer’s service area/s of interest and there preferred method/s for involvement:

**Customers service area/s of interest:**

* **Homes** (property & repairs, how we let our homes, managing your tenancy, rents and your finances, supported housing, health & safety)
* **Neighbourhoods** (grounds maintenance, community safety & ASB, projects/activities)
* **Customer** (customer service, communications, involvement opportunities, complaints)
* **Home Ownership** (leaseholder, Right to Buy, Shared Ownership)

**Customers preferred method/s for Involvement:**

* Email
* Text
* Telephone
* Postal
* Focus group
* Mystery Shopping

**How Plus Dane Voices is managed**

Plus Dane Voices is managed by the Engagement Team which is based in Cheshire East, Ellesmere Port and Liverpool. The Engagement Team are responsible for facilitating all aspects of Plus Dane Voices. All queries can be sent to the mail box: [PlusDane.Voices@plusdane.co.uk](mailto:PlusDane.Voices@plusdane.co.uk)

**Overview of all preferred methods for involvement**

Customers who are part of Plus Dane Voices have agreed to be contacted in one or more of the follow ways. Below are some useful points to consider when deciding how to involve customers for your consultation:

**Telephone survey** – allows for a more person centred approach, can enable you to probe further on questions. It’s an accessible form of consultation for most people. (6 weeks)

**Focus Group** – useful to obtain detailed information and promote further group discussion around specific topics, they can also provide a broader range of information. Focus groups can be more time consuming to organise. (8 Weeks)

**Email** – design, distribution, completion and data collection are done through an online application which can be a quick and efficient. This can also be relatively quick and convenient for customers to complete. (6 Weeks)

**Text** – Ideal for quick snap shot consultations which require a minimal response i.e. yes/no answer. This form of survey is more likely to get an immediate response. Texts are generally limited to around 152 characters. Questions have to be concise and generally in the form of closed questions. (6 Weeks)

**Postal survey** – used when questioning is predominantly simple. They can reach all groups (including off-line / without telecommunication). Respondents can complete questions in their own time and without time pressure. Please note, these can be a costly and can generally take longer to receive responses from customers. (8 Weeks)

**Mystery Shopping** – TBC.

**Criteria for joining Plus Dane Voices**

Plus Dane customers (tenants, leaseholders and shared owners) who are over the age of 18 years can join Plus Dane Voices. Unfortunately we can’t consider applications if customers:

* Are in serious breach of the conditions set out in the tenancy/leaseholder agreement •
* Have Rent/service charge arrears where an agreement to pay is not in place or that agreement has been breached
* Are subject to an anti-social behaviour order or investigation

**How to use Plus Dane Voices**

Please download and complete the Plus Dane Voices Consultation Request form (also available from the intranet) and send it to: [PlusDane.Voices@plusdane.co.uk](mailto:PlusDane.Voices@plusdane.co.uk)

A designated officer from the Engagement Team will then arrange a meeting with you to go through your requirements.