



**Yorkshire
Housing**

Customer engagement impact report

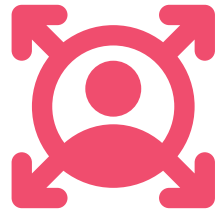
How customers have been involved in
shaping our services
April – June 2025
Quarter 1



Customer Engagement and Community Independence Teams

How our customers are making an impact this quarter

Quarter 1, April to June 2025



5,392*

Customers engaged



10,877*

Hours of engagement



3

Focus groups and scrutiny sessions



0

Policy co-designed



1317

Hours of volunteering



3

Community grants



112

Extra care scheme events



0

Services shaped



723

Your Voice Matters customers



123

Joined this year

275

Also on our Facebook group

24

Joined this year

*Figures include formal customer engagement and engagement with customers in the community, schemes and community centres. Some customers have been engaged multiple times.

Highlights of our engagement activity

Quarter 1, April to June 2025



Complaints forum

Number of customers engaged - 24

Hours of engagement – 57

Background

Our Complaints Forum has continued to meet and undertake their quarterly survey review of a stage 1 and stage 2 complaint. This quarter they held one online meeting and completed two sets of surveys to give feedback on our complaints process.

Feedback and impacts

Stage 1 Complaint

- Quality of notes on the complaint: **4.22 / 5** (last quarter: 3.64)
- Outcome of the complaint: **2.89 / 5** (last quarter: 3.18)

Stage 2 Complaint

- Quality of notes on the complaint: **3.89 / 5** (last quarter: 4.5)
- Outcome of the complaint: **2.78 / 5** (last quarter: 4)

“Once the complaint came in the communication was good but after the closure letter was sent, the follow up communication reverted to being poor and the customer had to chase yet again. This should definitely not have been the case.”



“Every time I do these surveys I say the same word, empathy. There never seems to be any empathy from a YH employee until it's too late. The staff that pick up these complaints at the start need to be better trained.”

“There were too many loose ends that the customer was having to be 'kept informed' about after the complaint was completed. Perhaps you don't sign off on a complaint until all these issues are dealt with because the final outcome hasn't been reached.”

Next steps

Some of the feedback we're getting from customers about how they'd like us to handle complaints doesn't always match the Housing Ombudsman's guidance. This means we can't always act on the suggestions from the forum.

To improve this, the Customer Engagement Team and the Customer Resolution Team will work together with the forum to review and adjust the survey. The goal is to make sure we get more useful, actionable feedback from the forum's reviews of complaints.

Diversity Counts

Number of customers engaged - 6

Hours of engagement – 24

Background

The Diversity Counts customer group was launched in April as part of our commitment to making our services more inclusive and representative of the communities we serve. We held our first meeting that month, creating a space where customers from diverse backgrounds could share their experiences, offer feedback, and help shape how we engage with underrepresented communities. The group now meets monthly, and discussions have already led to actionable insights—particularly around improving visibility and involvement in ethnically diverse areas like Manningham.

Feedback and impacts

A key theme raised during recent Diversity Counts sessions has been the importance of increasing our visibility within ethnic minority communities by actively participating in local events and initiatives. Since the launch, we've built new partnerships in Manningham with the Bangladeshi Youth Organisation and BEAP Community Partnership. Both groups already have a strong presence in the community and are actively supporting some of our customers, making them valuable partners in helping us reach and understand local needs.

In response, we launched several new outreach activities:

- **BEAP Eid Family Fun Day (Manningham):**

We hosted a stand to raise awareness of our services and connect with local residents. While there, we were approached by a staff member from Lilycroft Primary School who invited us to attend their upcoming school fun day. This direct result of being visible in the community highlights how simply showing up can open meaningful doors.

- **BYO Cycle for Health Launch:**

We attended to support and promote physical activity and healthy living within ethnic minority communities, across all age groups.

- **Lilycroft Primary School Fun Day:**

We attended the school following the Eid event invitation. We hosted a stand and spoke directly to some of our customers, building new connections with families and local stakeholders. This has led to an emerging partnership with the school and future opportunities for engagement—particularly with mothers in the school community.

The group has responded positively to these efforts, recognising the growing impact of our work and the relationships being built in Manningham. The visibility strategy is already paying off by creating trust and organically growing our network within these communities.

Next steps

- **Develop regular drop-in sessions at BEAP:**

These informal sessions will give customers a chance to speak with us directly—sharing feedback, raising concerns, and helping shape future services based on their needs.

- **BEAP's Men's Group:**

We've built a strong relationship with one of our long-standing customers who leads the Men's Group. He's lived in our property for over 25 years and is a respected voice in the community. His support provides a valuable bridge into the group, which meets weekly on Mondays.

- **BEAP's Women's Groups:**

We plan to strengthen relationships with this group with a focus on creating safe, relevant spaces for women to share their views, raise issues, and get involved. We'll explore tailored engagement activities that reflect their interests and priorities.

- **Lilycroft Primary School:**

We want to deepen engagement with them, particularly with mothers and caregivers, to ensure our support reaches families in meaningful and relevant ways.

- **Bangladeshi Youth Organisation's Annual Food and Arts Festival:**

We'll be attending this on July 27th. This will be our next major outreach event and a valuable opportunity to connect with the local community, promote our services, and continue building visibility and trust within the area.

Review Crew

Number of customers engaged - 4

Hours of engagement – 20

Background

At the start of this year we worked to relaunch our customer scrutiny group and rebranded it to a more customer friendly name of Review Crew. Our aim with this group is to hold one day in person sessions to deep dive into one specific subject. This will allow us to get in depth feedback from customers quickly so that we can then look to implement any changes suggested by the group quickly too. We ran a pilot session of the Review Crew to make sure the format worked well for both customers and colleagues. To do this, we focussed on the Customer Engagement Team and how we reach out to new YH customers and show them what customer groups they can get involved in.

Feedback and impacts

The session went very well and the customers gave some really great feedback on the emails, SMS texts and postal cards we send to customers. For the full list of recommendations the Review Crew gave, check out “The ‘so what’ of our engagement activity” on page 13.

“Two months is too soon to contact the customer about engagement opportunities. They need more time to settle and feel comfortable before being offered opportunities to get involved.”



“Give customers a very easy way to join a group. What if they don’t want to click away from the text message to look at the web link or send an email, they want a very quick and easy way with minimal effort to say that they want to join a group.”

Next steps

The recommendations from the session have been collated and shared with the Review Crew customers who attended the session. We’ve explained which recommendations we’ll be able to complete, which ones we may not be able to complete exactly as they wanted but what we can do as an alternative, and which we’re not able to complete and why. We’ll be working on putting these changes together and will be sharing a first draft of the updated documentation with the Review Crew by August 29th.

Smart technology survey

Number of customers engaged - 760

Hours of engagement – 190

Background

Across the sector there has been reluctance from some customers to have smart devices installed in their homes. The Disruptive Innovators Network are asking housing associations to take part in collecting data from their customers to find out why customers are hesitant to have smart devices installed in their homes. We'll benefit from finding out what our customers think about smart devices but also from all the other data collected during the study.

Feedback and impacts

- **55%** of customers were either very or fairly comfortable having a smart device installed in their home by their landlord.
- **58%** of customers thought that having a smart device could improve their experience of living in their home.
- **53%** of customers biggest concern about smart meters was privacy and who can see the information.

The top 3 reasons that customers would be interested in smart devices helping with are:

1. Reducing energy bills.
2. Keeping me safe (e.g. from fire or leaks).
3. Keeping the home warm enough.



“As technology moves forward I think both Yorkshire housing and myself need to keep up the pace. It would greatly improve my living standards and improve the way Yorkshire Housing can keep track of their properties in a manner that's not intrusive.”

“I don't know enough about smart devices to form an opinion.”

“It would depend on what information the smart device took from my home and to whom.”

Next steps

The survey results have been shared with the Disruptive Innovators Network along with results from other housing associations. We'll hear back from the network with the key findings and recommendations in time for Q3 2025.

Community Champions

Number of customers engaged - 4

Hours of engagement – 16

Background

We've continued to work closely with our four Community Champions in their local areas. Together with other customers, they've helped us create action plans that focus on what matters most in their communities.

We're now meeting regularly with the champions to update them on progress and hear their views on how things are going. Their feedback is helping us keep the plans on track and make sure we're delivering real improvements.

The Customer Engagement Team is also working alongside the Place and Community Independence teams to carry out the actions. This joined-up approach shows how important it is for different teams to work together to achieve the best outcomes for our customers and their communities. Here's some highlights from each of the pilot areas.

- **Flockton Court and Flockton House, Sheffield:**

We've two champions, John and Michael, who are doing a fantastic job focusing on social activities, with support from our brilliant Community Independence Team. The communal room has just been redecorated, and next up are customer drop-in sessions and cooking classes, all run by local volunteers from the buildings.

- **Brudenel Gardens, Bradford:**

Michael has been a huge help in tackling a fly-tipping issue. We're also keeping an eye on a possible problem with groups of young people causing a nuisance to older residents. We've already made connections with local youth organisations, so we're ready to step in if needed.

- **Oak Grove, Leeds:**

Jackie is excited to get started now that some long-standing issues have been sorted. We've worked closely with her to create a new action plan, and we're holding a customer drop-in session on July 9th to hear from other residents about what improvements they'd like to see in their community.

Feedback and impacts

As the project is still in its early stages, it's too soon to fully measure the impact and outcomes. What we do know is that we're delivering a strong service—focused on action plans and getting real results for our Community Champions. To better understand the difference we're making, we're starting to look more closely at operational data and customer feedback. This will help us find the best ways to measure the success of the Community Champion role.



"The community champion role is perfect for me and I'm really looking forward to getting some positive stuff done around here." – Jackie, Oak Grove Champion

Next steps

Now that the project is up and running and we have a clear framework in place, we're aiming to expand it and offer it to more customers. Over the next couple of months, we'll be working closely with Place team managers to agree on the best way to roll this out more widely.

Customer annual report focus group

Number of customers engaged - 3

Hours of engagement– 4.5

Background

Each year we publish a customer annual report to give customers an overview of what we've been up to in the previous financial year. We surveyed customers to get their thoughts on last year's report and what we should do differently in this years. On the back of this survey we've created a first draft report that is text only. As this report is directed at customers, we want to make sure they're involved in every step of the process. The draft was shared with a group of three customers from the CVRC and we held a focus group so that they could give us feedback on it.

Feedback and impacts

The overall feedback from the customers for the draft version was positive. The customers gave detailed feedback on specific sections that did need adjustments. You can find the full list of recommendations they made on "The 'so what' of our engagement activity" section on page 13.



"You should make it more clear whether figures have increased or decreased from the previous year. You could use an up or down arrow/thumb to make this clear at a glance."

"Where it's appropriate, like in the money coaching section, you should add in some case studies or quotes from customers to tell more of a story and humanise it."

Next steps

We've taken the customers feedback on board and have applied the changes where possible. The second draft copy will be shared with HPC for review in their July meeting before being designed and sent to Board for final sign off.

Soothill community event

Number of customers engaged – 20

Hours of engagement - 40

Background

On 27th May, Community Independence Officer Isaac Keighley, helped to host a community event in Soothill, responding directly to feedback gathered at a recent local drop-in session. Customers had shared a desire for an inclusive event during the half-term break. One that would provide activities for children, opportunities for environmental action, and space for creative expression, while also strengthening ties between local families and support services.

In response, Isaac worked closely with a range of local partners and customers to design and deliver a day of community-led engagement. The event aimed to offer sports and games for children, a community litter pick across key areas of Soothill, and an arts and crafts area where children and families could come together in a relaxed and creative setting.

Feedback and impacts

This event followed the success of a previous drop-in session we hosted, demonstrating our commitment to engaging with and responding to the needs of our communities. By actively listening to the suggestions and feedback we received, we are fostering stronger relationships and building trust with these customers.

During the event, we carried out a litter pick in several key areas of the community to help ensure these shared spaces remain safe, clean, and accessible for residents. Despite the weather-related challenges, the event was well received by customers and community stakeholders alike. It stood as a clear example of how listening to local voices and working in partnership can result in responsive, purposeful community engagement.

Next steps

The Community Independence Team remains committed to building on this momentum, with future events already in discussion to further enhance community pride and cohesion across Soothill.

York RLFC grant funding

Number of customers engaged – 47

Hours of engagement - 15

Background

In May, Yorkshire Housing awarded a £1,000 community grant to the York Knights Rugby League Foundation to deliver two multi-sport activity sessions during the half-term holidays. These sessions were part of a broader initiative to enhance community engagement and provide inclusive recreational opportunities for children and families.



The project aimed to – “support the residents of York to lead healthier and more fulfilling lives by promoting healthier lifestyles and social inclusion.”

Community Independence Officer Jennie Sharp spent time with the Delivery Manager of York RLFC to help identify under-served areas near our homes. We wanted to make sure that the free sessions reached communities not previously engaged by the rugby club’s outreach and could easily include our customers. These sessions would be held at Skelton Football Fields and Stublowe Play Park.

Feedback and impacts

We had some amazing feedback from residents at both events. They gave people a chance to have a variety of conversations. One couple, who’ve been having a tough time with a neighbour, found it really helpful to chat with the team in such a relaxed and approachable setting.

Some residents were keen to stay in the loop with what’s going on at YH and signed up to join the Your Voice Matters customer group and newsletter.

Two familiar faces who’ve been along to previous events want to get more involved and are excited to help out with future children’s activities for the estate.



“Taking our popular sessions to two new venues and collaborating with a new partner in Yorkshire Housing proved to be a true highlight for us. Being joined by North Yorkshire Police was also an added benefit and helped to create a family-friendly event.” – Adam, Delivery Manager, York RLFC

We engaged with over 15 families to gain a better understanding of their specific needs and concerns. This engagement has helped shape our approach to improving the safety, accessibility, and usability of shared communal space in their areas.

Next steps

Community Independence Officer Jennie Sharp is speaking with York RLFC about how we can work collaboratively on other events with them in the future.

Spital Field Court communal area

Number of customers engaged – 2

Hours of engagement – 10

Background

Spital Field Court is a small complex of flats in Malton. Our customer, Heather, originally reached out to our Community Independence Team to ask if they could get a new bench, as the one they currently had was rotten and being held up with bricks. This led onto a much bigger and impactful opportunity to engage with our customers, using the community team and corporate volunteers. Jennie Sharp, Community Independence Officer, and Angie El-Zoghby, Place Manager, met with the customers at their home at the end of March 2025. Through the conversation, the customers stated that they felt they were being forgotten about. They had raised many repairs dating back to 2023 and although Yorkshire Housing colleagues had come out and agreed the work needed doing, these did not progress any further.

Members of the Community Independence Team came back in May along with three volunteers from Aico. Aico provide our fire alarms and like to use their social value pledge to help out on community days. They spent the day sweeping the whole car park and pruning the hedges and plants that the residents said were too large. We used some social value funds to purchase the much needed bench, new side tables, planters and plants to spruce up the area.

Feedback and impacts

The initial contact with customers enabled us to talk about what they would like to see in the shared space, then make it happen. It facilitated us to have a positive interaction with customers that were feeling let down by our services. The further community volunteering day helped us to talk to customers more about the space, the issues they were experiencing and leave them feeling positive about Yorkshire Housing because of the action that was taken.



“I often saw other customers in the customer newsletter getting things like this, now I can say I’m one of them!” – Heather, YH customer

“Something as simple as a few flowers is a real mood lightener and is really positive for my mental health” – Nick, YH customer

Next steps

With regular Place inspections beginning, if any issues of disrepair do start to occur again they should be picked up ASAP and resolved before they become a larger problem. This way the positive interactions can continue for the customers of Spital Field Court.

The ‘so what’ of our engagement activity

Quarter 1, April to June 2025



Check out the difference our customers have been making with the feedback they’ve been providing. Some of the projects included in this section are from previous quarters as changes have only recently been made based on the feedback customers have given.

Domestic abuse policy	
It was hard to locate the essential parts of the policy. These could be marked or sectioned more clearly making them easier to find.	We’ve added clear headers to make each bit of the policy easier to identify.
Use bullet points to make it more succinct.	We’ve used bullet points where possible.
Write it in plain English with no abbreviations and if they have to be used, make sure they are explained in a clear and easy way.	We’ve minimized abbreviations as much as possible and the ones that we’ve had to use we’ve explained.
Create an easy read version that is accessible for customers with learning disabilities and communication needs.	This will be part of our ongoing work to make our policies and website more accessible to all, whether that’s in separate formats, or different languages.
The policy should be very easy to access, especially for victims. It should be on the YH website for customers to access at any time.	The previous policy is currently listed on our website and will be updated to the new policy once it’s been signed off.
In point 1.4 it states that the policy applies to tenants, sole or joint. It should also include info on the possibility that a non YH tenant is causing domestic abuse.	We’ve changed this to read “The policy will apply to Yorkshire Housing tenants and their household members”
Increase awareness of the policy, it’s likely that some customers don’t know it exists and that they can come to YH for help.	We’ve spoken to our Comms team who will increase awareness of the policy in line with national awareness weeks, such as safeguarding week, 16 days of action.
You should provide the policy to customers when a domestic abuse case is raised.	This is something we will ask customers if they would like when a case is raised going forwards.
The policy should make it very clear how much help victims can get from YH.	Each case is managed on an individual basis so we’ve had to give a general overview of what support can be offered in this policy. There is more detail on our Domestic Abuse page on the website that we will link to in the policy.

Domestic abuse policy	
The section on Partnership Working and DAHA Accreditation could be simplified or summarised.	We've simplified this as much as possible, where there were 8 sections about the DAHA Accreditation we've reduced this to 5 bullet points.
Include a flowchart showing the reporting process could help readers understand what to expect when reporting abuse.	We've changed this to bullet points to make it easier for customers to understand, each case is managed on a case by case basis so we've had to include a general overview on what support we can offer.
Make it easy to access the policy from the online customer portal.	We've asked to make this more accessible in the online customer portal.
Provide the policy in a way that suits the customer's needs, whether that be email, text or postal letter.	If a customer requested a copy of the policy, we'd ask how best they'd like to receive it, whether that be email, post or translated.
Include a number that can be used 24/7 for customers reporting or requesting help.	We've added the number for the National Domestic Abuse Helpline which is available 24/7 for people seeking support.
Include this policy in the sign up pack at the start of a customer's tenancy.	We've asked that this can be added to the sign up pack.
Include relevant agency contact numbers that can offer help.	It wouldn't be possible to put every agency across Yorkshire on the policy. We've included the national one for people to get access to 24/7 support and a full list of specialist services is available on our website Other Help and Support Services Yorkshire Housing Once a case is raised our Safeguarding officers will be able to offer referrals to the relevant DA agencies that can help.
Include real-life examples or scenarios of domestic abuse cases. A short case study of how Yorkshire Housing supports victims could make the policy even more relatable.	A case study or real life example would be too long to add to a policy. Instead, as part of safeguarding awareness week and 16 days of action we do share case studies, this has to be anonymised due to the sensitive nature of these cases, an example of this is on our website that customers can access, Making a fresh start away from domestic abuse – A customer's story
The section that explains what constitutes domestic abuse could be simplified to make it easier to understand.	This is the legal definition of domestic abuse based on the Domestic Abuse Act 2021, its key we include all form but we've tried to make it as simple as possible.
Create a customer guide version of the policy that includes just the key points. Include graphics and images to break up the text and help make it easier to read.	This is something that is in the pipeline as part of our DAHA accreditation. We want to make a guide that is easily accessible and shows customers what they can expect from us when they report domestic abuse, without the legislation requirements we need in the policy.

Domestic abuse policy	
The policy should include examples of punishment that can be encountered by a perpetrator.	We can't punish a perpetrator, we'd encourage survivors of DA to report concerns to the police where action can be taken accordingly. In the policy we've explained what action we can take to address perpetrators and we've also included links to support services for perpetrators on our website if they'd like to acknowledge and work towards changing their behaviour.

Customer annual report focus group	
Why is there a gap between calls made and answered? This paints YH in a negative light. Consider rewording this section to either fully explain or remove the calls made number and just list number of calls answered.	We've removed the calls made number and kept the calls answered number.
Clearly show whether figures have increased or decreased from the previous year. Use an up or down arrow/thumb.	We've asked our Design team to include arrow indicators if space will allow to further highlight increases and decreases.
Make sure the figures are listed from the previous to show an increase or decrease.	Where possible we've made sure all comparison figures from the previous year are also listed so that any increase or decrease is clear. However, since our move over to Salesforce for reporting, some of the data we report on has had to change. This means that some of the figures we reported on last year are no longer available so we can't compare each year. This should be rectified next year as all the reporting will then be consistent
Where spending has increased or decreased dramatically, clarify why this is. Specifically the amount spent on community improvements and the amount invested into homes.	We've included information on why there's been an increased spend for investments into homes and a decreased spend on community improvements.
Make sure any long lists of bullet points are designed in an engaging way and not just left as bullet points.	We've passed this feedback over to the Design team so that they can incorporate it when creating the fully designed version.
Break up dense text with graphics, quotes or photos to maintain the readers interest.	We've passed this feedback over to the Design team so that they can incorporate it when creating the fully designed version.
In the complaints section there's no data on Housing Ombudsman cases, only stage 1 and stage 2 cases. You should include information on the Housing Ombudsman cases too.	We've added a section in for the Housing Ombudsman cases.

Customer annual report focus group	
Include a case study or quotes in the money coaching section to humanise it more.	We've added some quotes from customers.
Add links to external support, especially in safeguarding and money coaching. Include links to domestic violence support and financial help.	We haven't added in external links as there would be too many to add. Instead we've added in links to the pages on our website where additional information can be found, such as links to external support.
Highlight community involvement opportunities and encourage residents to initiate local events.	The section on community independence highlights community involvement and we've included how they can get in contact with us if they want to get their community involved in events or partnership work.
In the customer engagement section, remove the surveys that have been undertaken. It's a bit too much information and you've already listed the policies which is more interesting for customers.	We've removed the list of surveys that customers took part in.

Review Crew – Engagement offer to new customers	
Two months is too soon to contact the customer about engagement opportunities. They need more time to settle and feel comfortable before being offered opportunities to get involved. The first contact should also not clash with any other scheduled contact from YH if possible.	We'll extend the first contact time to 6 months and check to see what documentation customers receive and at what time after they join to make sure there is no clash.
As the first contact will be made at 6 months, the second contact should be made at around one year. This gives time for the customer to be really settled in and may have had time to have some experiences with YH that would lead them to want to join a customer group and have their say.	We'll extend the second contact point to one year.
Contact customers again 3-5 years after they've joined YH. If they haven't yet joined a customer group, their situation may have then changed and they may want to take part. This could also capture younger people who initially didn't want to engage but have since gotten older and now do want to engage.	If we're able to do this we'll do it at the 3 year mark. We'll need to check if we can get the data for customers who have joined 3 years ago and also check if we're ok contacting them a third time in terms of GDPR.
Both the first and second contact should be done, where possible, via text message. The open and read rate is higher with text messages than email and if the time in	We'll change both the first and second contacts to text message where a mobile number is available.

Review Crew – Engagement offer to new customers	
between contact is going to be increased then sending two texts should be fine.	
Sign all new customers up to Your Voice Matters without asking them. Send them the newsletter and give them the option to opt out if they don't want to be part of the group.	We're not able to do this. Due to GDPR customers have to opt in to communication that is any form of advertising and isn't service critical. As the YVM newsletter sometimes advertises events and opportunities we're not allowed to automatically opt customers in.
In the first contact SMS text message, change the line "We want to hear from all ethnicities, ages, genders and disabilities" to something more inclusive. E.g. "we want to hear from everyone/all people".	We'll reword this to be more inclusive.
If the text message will be sent 6 months after the customer has joined Yorkshire Housing, the current opening of "welcome to Yorkshire Housing!" is no longer appropriate as they are not new customers.	We'll reword this section so it's more appropriate for the amount of time that's passed.
Reassure customers that they can join a customer group at any point, there's no time limit to when they can join.	We'll add in text to explain this to customers, e.g. "You can be involved as little or as much as you'd like, whenever you like".
"...have your say about our services and help us make positive changes", switch these around so that the outcome is first and is more captivating for customers, "help us make positive changes to the services you receive by having your say"	Adjust this wording so that the outcome comes first.
Use more personal language. Don't talk on behalf of the team to the customer, talk as if you're having a face to face conversation with the customer. Don't use "we", use "I" e.g. "I want to tell you about the customer groups"	We'll make sure the language in the email and SMS text is more personal and conversational on a one to one level.
Sign the text message off with an individual employees name. This will help customers feel like they're being approached by an individual person and that they can put a name to a team. Have the sign off as the name of someone they've already dealt with in Yorkshire Housing previously, maybe the colleagues who signed them up, so they feel more comfortable.	We can partly do this. Using a colleagues name that a customer has spoken to previously, e.g. new customer team, may cause confusion for the customer on how they can contact that specific member of staff. The text messages are sent in bulk from the Customer Engagement shared online text message account. So the only people who have access to the account are members of the Customer Engagement Team. Any replies from customers will not go to individual

Review Crew – Engagement offer to new customers

	colleagues. We don't want to mislead the customer into thinking they can contact that specific colleague through the CE online text number. Instead, we can add in a name of a member of the Customer Engagement Team at the end of the text.
Not all customer accounts list all tenants living in the household, so when the text message is sent out it may not reach everyone in the household. Add in a line that explains "you or anyone in your household can join a customer group" to reinforce that the person receiving the text message can let others in their household know that they can join.	We'll include this to encourage all household members to join.
Give customers a very easy way to join a group. What if they don't want to click away from the text message to look at the web link or send an email, they want a very quick and easy way with minimal effort to say that they want to join a group.	We'll adjust this and add something along the lines of "if you'd like to join a customer group reply YES to this text" to make it as one click functional as possible.
Update the order of the info in the email: • Why are we contacting you • What's it all about • What's in it for me How do I get involved	We'll adjust the ordering of the information in the email/web link.
Make sure the headings are personal and consistent in terms of grammar. Direct them at the customer as if you're talking to them. Why are we contacting YOU? What's in it for YOU? How do YOU get involved? What could YOU get involved in?	We'll adjust these when we're reformatting the header and ordering.
It's better to have a longer email and give a short explanation of each of the groups customers can join than only tell them about Your Voice Matters. Giving them a snapshot of each individual group may mean they're more likely to be encouraged to join.	We'll keep the bullet points that explain each of the other customer groups but we'll make sure we keep these to no more than three lines.
Customers might not want to join Your Voice Matters or a more involved group but may still have feedback that they want to give. You should include information on how customers can give feedback informally.	We'll add a link to the feedback page on the website explaining that they can give informal feedback this way without joining a group.
The line that reads, "we need to understand what's working well and what we need to improve on", add to this "and how it impacts	We'll adjust this.

Review Crew – Engagement offer to new customers	
customers”. Showing that the main focus is how customers are impacted.	
Keep the wording of “news, opportunities and competitions” to help attract different types of customers who are motivated to participate by different things.	We’ll make sure this is kept in.
“You can be involved as little or as much as you like, there's no set commitment.” It’s key to keep this section in to encourage customers who might not have a lot of time to give to join.	We’ll make sure this is kept in.
Combine the how do I get involved and what could I get involved in sections to minimise space and fewer headers.	We’ll make this change when we’re amending the header sections.
Remove “We'll leave it up to you to get in touch if you're interested. Thanks for reading and we hope to hear from you soon!” It seems to blasé. If you use a sign off it should be warm, friendly and engaging.	We’ll adjust this section to a friendlier sign off or remove it completely. We could sign it off with the CE team members names to make it more personal.
As the second contact text message will be sent one year after the customer has joined YH rather than 3 months after, change the opening of the message to a celebration of them being with YH for one year. This should bring a positive light to the message from the start.	We’ll adjust the wording, e.g. “congratulations, you’ve been a YH customer for one year now” or “we hope you’ve enjoyed your first year as a YH customer”.
Phrase the second text message around asking the customer if they have anything they’d like to tell us about their experience, and if they do, they could help share their feedback by joining a customer group.	We’ll phrase this in a way that encourages customers to tell us about their experience by joining a customer group but without opening the door for customers to send service failures directly in response to the message.
Don’t use the phrase ‘don’t miss out’ as customers might interpret this incorrectly and think that if they don’t do it right now when they receive the SMS text that they won’t be able to get involved ever. You need to make it clear that it’s not time restricted, it’s just a reminder, they can join any of the customer groups whenever they want.	We’ll change the phrasing of this, along the lines of “don’t forget you can get involved” or “remember, you can get involved at any time”.
Send the engagement offer to customers when you send out rent letters. You’re already contacting them about their rent so why not include info about customer groups they can join.	This is potentially not the best time to include engagement info. Customers receiving rent increases will be more focussed on the rent increase and although they’re given methods to provide feedback on their rent increase in the letter, if the Customer Engagement email address was

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provided to contact about engagement, they may use this to try to discuss their rent increase instead. Other departments also have needs for getting out regular contact that could be put in the rent increase letters and if all departments were given the chance to do this the letter would be long and the info about engagement would likely be lost in it. There is no solid argument to prove that engagement should be the one topic that would also be included on the rent increase letters.