

**Let's
Go!**

Inspiring our customers

**Customer Experience Strategy
2020 – 2025**



**watford
community
housing**

Inspiring our customers

We do so much more than just providing everyday services. We want people to feel good about every interaction with us, and inspired by the homes we provide and the communities we nurture.

By delivering a great customer experience, we can ensure that people trust us and help them to feel happier, safer and more secure.

Ease and effort

Whether it's something simple, like making a rent payment or requesting a repair, or something more complicated such as moving to a new home, people's experience with us should be as easy and effortless as possible.

We will make it as easy as possible to use our services, ensuring that customers understand how they can engage with us, what they can expect from us and what will happen next.

We will monitor and measure how easy it is for customers to interact with us, to ensure that we are making their experience with us as simple and pleasant as possible.

Customer-focused

As a Community Gateway organisation, we will sustain a customer-focused culture, where people have a 'can do' attitude. Our staff will be friendly, supportive and helpful – they will explain things clearly, set expectations appropriately and take personal ownership for delivering a great service. They will also be empowered to make decisions that benefit customers.

Keeping it simple

In line with our Digital Transformation Strategy, we want to keep improving our systems so that every key interaction or transaction can be viewed and tracked in one place. We will take a 'digital first' approach which will put all the information our staff need at their fingertips, wherever they are, enabling them to offer a better service when they are dealing with customer enquiries.





Everyone has their own idea of what the perfect service looks like. Because we know that different people want to interact with us in different ways, we are committed to offering a wide range of options that give our customers choices that work for them.

Choice and convenience

Meeting people's needs

We will be flexible and develop services that meet customers' changing needs – so they can interact with us how they choose.

We will also promote our online services and encourage our customers to use them, as they will be the fastest and easiest way to get things done. Our aim is for at least 50% of all transactions to be carried out digitally by 2025.

However, we know that online services aren't for everyone. We will continue to offer people a range of ways to get in touch with us and hear about our services, so that nobody misses out.

Made to measure

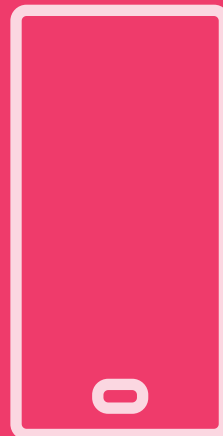
It is important that we understand our customers and provide services that are tailored to people's individual preferences.

Increasingly, people expect to be able to handle all of their important accounts online, without the need to speak to someone during working hours – and this includes their tenancy. We will continue to enhance our online offer, taking a 'digital first' approach so that people can manage all aspects of their tenancy through our website or a dedicated smartphone app.

Innovative and forward-thinking

More than ever, people expect seamless services with clear and consistent communication, in line with the customer experience offered by companies like Amazon.

We will embrace innovative solutions, so that we can offer better and more modern services. This will include keeping residents informed with frequent updates so that they can see how their request is progressing – whether they choose to deal with us online, on the phone or in person.



We want to be the best. We are determined to deliver an excellent customer experience, underpinned by high-quality services, so that people are satisfied with their home and their community.

Constantly improving...

Net promoter

We want to deliver services that are so good that people talk positively about us and the impact we have on their lives. To put us amongst the highest performers, we will work to achieve a Net Promoter score of 40.

Building trust

We believe in being open and honest, and delivering on our promises. As part of our feedback process, we will ask our customers whether they feel they can rely on us to do what we say we will – and act on their responses.

Right first time

We expect to get it right for our customers. Through the improvements to our systems set out in our Digital Transformation Strategy, we will monitor all transactions to make sure we are meeting customers' expectations and getting it right first time, at least nine times out of ten.

Listening to feedback

We want to know what our customers really think of us. We will provide a range of options so that people can give us feedback easily. Our complaints process will be simple, quick and clear – and we will listen to our customers and act on their feedback to improve our services.

Over the next five years, we'll work to achieve an overall customer satisfaction level of **at least 90%**





We carry out around 15,000 repairs every year, making it a vital element of the overall customer experience. As part of our Customer Promise, we will develop an enhanced repairs service that embraces modern technology and makes life easy for residents.

First-class repairs service

Modern and transparent

Customers will be able to book repairs for a time that suits them, and use their smartphones to see the name of the operative and track the vehicle all the way to their front door – just as they would track a package being delivered.

We will also make it easy for people to interact with our repairs service online, including sending us photos and videos of anything that is in need of repair so that we can identify the problem remotely and deal with it more quickly.

First-time repairs

In line with our commitment to get it right first time for customers, we will make improvements that allow us to complete nine out of every ten repairs on our first visit.

To achieve this, we will deliver extra training for our in-house repairs team and improve our supply chain so that the materials and parts they need are on hand when we visit.

Proactive service

To reduce the chances of things going wrong, we will look to carry out basic checks and maintenance tasks so that fewer responsive repairs are needed – avoiding hassle for customers and making our repairs service more efficient.

Let's Go!

Our key goals for 2020-2025

- Make it easy to use our services, keep customers informed and set clear expectations.
- Take a 'digital first' approach to service development - giving people more choice over how and when they interact with us.
- Deliver a first-class repairs service that embraces modern technology.
- Achieve an overall customer satisfaction level of at least 90%.





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