

Customer Service Panel

Chair's Report

Topics Discussed & Presenter

1. **Customer and Community Engagement Update** – Gem Murphy (Head of Customer and Community Engagement)
2. **Customer Journey Mapping update** – Tracey Owens (Business Architect)
3. **Equality, Diversity, and Inclusion Update** – Tom Piotrowski (Diversity and Inclusion Manager)
4. **Stay Nimble** – Georgina Bailey Allen (Income Locality Manager)

Observations, Recommendations & Actions

1. Gem Murphy, Head of Customer and Community Engagement updated the Customer Service Panel (CSP) on customer engagement, particularly regarding their new customer engagement tool, Platform Voices. Using this to overcome ongoing challenges of getting customers to engage without breaking General Data Protection Regulation, once a customer signs up to Platform Voices, they can take part in hubs, posts and surveys. This has allowed the Scrutiny Panel to have a hub allowing them to share information with one another. The Customer and Engagement team are also considering making hubs for different localities and encouraging other departments within Platform to utilise it. They plan on advertising Platform Voices via social media, website/blog and flyers. The CSP was also told about the recruitment of 3 new Community Engagement Officers and that plans are underway for the Christmas and Community Kindness campaign – with £80,000 being allocated. **ACTION:** Gem has asked that panel members let her know of any local organisations that may benefit from applying for some of this funding.
2. Tracey Owens, Business Architect, gave an insightful presentation into some of the process of customer journey mapping, informing the panel about her 1:1 approach of working with customers to map their experience from prolonged works in their homes. These maps include information on what a customer has said and their feelings during the work (both positive and negative). The panel were also informed about the development of empathy maps and process maps – which will demonstrate “customer touch points”. Tracey hopes that by doing this Platform will be able to bring the customer back to the forefront of the works that they carry out and enable better training for platform colleagues.
3. Tom Piotrowski, Diversity and Inclusion Manager, shared information about AA Global (a translating and interpreting service) which can assist with over 500 languages. He shared that Platform is keeping Equality and Diversity at the forefront of their work whilst making appropriate changes to meet changes to the regulations. **ACTION:** The panel has been informed a Reasonable Adjustments policy will be sent out soon for them to read and provide feedback on.

4. Georgina Bailey Allen, Income Locality Manager, updated the CSP on Stay Nimble – an online programme that Platform has opted into that is dedicated to helping individuals with employment. Most customers will learn about Stay Nimble when they access the Wellbeing fund or work with the Successful Tenancies Team. Stay Nimble offers 6 hours of coaching with a qualified employment coach, a lifetime access to their online tools (CV templates, questions, job adverts, advice pages etc) and online courses. Stay Nimble can be used in any locality so long as the customer has access to the internet. There have been over 254 registrations and has a £500,048 HACT social value (£250,113 employment, £222,360 wellness and £27,575 financial). **ACTION:** Panel members who are interested are invited to sign up to Stay Nimble and to share their thoughts on the experience. [Career Coaching | Platform Housing Group \(platformhg.com\)](#)

Chair's Thoughts

It's great to be updated on the ongoing work taking place across Platform Housing to ensure that the customer is at the centre of everything that Platform sets out to achieve.

It can be challenging for companies with a customer base as large as Platform Housing Group to ensure they make companywide changes to meet laws and regulations whilst keeping the customer at the forefront of their ethos – it is clear to me during these meetings that those who work within Platform are working tirelessly to help customers in any way possible.