



# Customer Strategy 2024-2026

(revised - Version 4)

Supporting our Revised  
Corporate Strategy  
2023-2026

# Our customers are at the heart of everything we do

We believe that by **listening** to our customers, **understanding** their priorities, and **acting** on their feedback, we can deliver services that not only meet, but exceed expectations.

Our Customer Strategy is designed to do just that and focuses on building stronger relationships, enhancing service delivery and accessibility, and fostering a customer-first culture that values every customer interaction.

It also establishes clear measures to track our progress, from satisfaction surveys and feedback mechanisms to the diversity of our engaged customers. These metrics will keep us accountable and ensure we deliver real, tangible benefits for our customers.

This strategy showcases our dedication to being a trusted, responsive, and inclusive social landlord. Through collaboration and continuous improvement, we are committed to building a future where every customer feels valued, supported, and empowered. It is also our commitment to keep listening, keep learning, and keep putting customers first.

**Marion Duffy**

Chief Operations Officer

# Our customer focussed foundations

**Platform Housing Group** (PHG) has completed a midterm review of all supporting strategies for our customers and communities. The result of this review is our new Customer Strategy which focusses on our priorities for our customers through to March 2026.

To deliver the Customer Strategy we will be building on the successful foundations delivered to date. These include:

## Customer safety and wellbeing

- Delivered the **Silent Customer Program** and **Tenancy Health Checks** to ensure customer safety and wellbeing.
- Launched a customer **Wellbeing Fund** to help customers experiencing financial hardship and in need of short-term support.

## Customer engagement and feedback

- Strengthened the **Customer Engagement Framework**, including:
  - Revising the **Customer Voice Panel**.
  - Launching Platform Voices, an online customer survey tool.
- **Embedded co-design** across operational services, collaborating with customers to design services.
- Introduced a complaints management aftercare team to deliver on complaint outcomes.

## Operational improvements

- Implemented a **Localities Operating Model** to build trust and stay close to customers.
- In-sourced the **out-of-hours service**, reducing call wait response times based on key customer feedback.
- Significantly improved call wait times in our contact centre.

## Technology enhancements

- Launched **Chatbot** and **Live Chat**.
- Commenced customer technology enhancements in the **Specialist Housing**.



# Our forward focus

There are four key themes in the Customer Strategy, supported by **four goals**:



# Our commitments

For each of our **themes** and **goals**, we will:



## Goal 1

**We will have the right foundations in place to get to know our customers and truly understand their needs.**

Begin delivery of our Customer First Programme.	September 2025
Contact all our customers to get the information we need to tailor their services.	June 2025



## Goal 2

**Our customers will find it easy to contact us and access the information they need.**

Launch our policy for Reasonable Adjustments.	March 2025
Launch our Digital Handbook for customers.	Phase 1 - November 2024 Phase 2 - March 2025
Launch our revised customer service commitments, 'Platform Pledges'.	April 2025
Review and align our Tenancy Enforcement letters with our tone of voice.	March 2026
Complete our service charge review project.	March 2026



## Goal 3

**We will build upon our customer-first culture, enabling all our teams to drive great experiences.**

Launch our Platform Experience programme to increase customer satisfaction, tenant satisfaction measures and colleague engagement.	January 2025
Complete a business-wide culture audit.	February 2025
Increase customers awareness of the customer-facing teams that deliver their services.	March 2026



## Goal 4

**Our communities will feel more engaged, with support tailored to local need.**

Create a revised customer insights dashboard to help understand community priorities.	September 2025
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# Our outcomes

Our goals will facilitate the delivery of impactful outcomes for customers. Across all goals we seek to:

## Understand our customers

Lay the foundations to truly know our customers and their diverse needs. By building inclusive engagement opportunities and incorporating customer data and insights, we will adapt services to meet customer need and ensure they reflect the priorities of those who rely on us.

## Simplify customer access

We want it to be easy for customers to contact us and access the information they need. Whether it's through digital tools or personalised support, we aim to provide seamless, straightforward experiences.

## Cultivate a Customer-First culture

Across our teams, we will champion a culture that prioritises the customer experience. By empowering our colleagues and ensuring their actions align with our customer-first values, we will deliver consistently excellent service.



## Support and engage communities

We recognise that our impact goes beyond individual interactions. By tailoring our support to local needs and involving customers in shaping services, we will help foster thriving, engaged communities.



# Our measures

To keep us on track for delivery, we will be guided by the following metrics:

- Tenant Satisfaction Measure (TSM) results.
- Customer Satisfaction - transactional surveys.
- Complaints received.
- Compliments.
- Diversity of our involved customers.
- Delivery against our Platform Pledges.
- Feedback through Platform Voices.
- Information we hold on our customers that enable us to tailor services.
- Data confidence scores.

