

CUSTOMER ENGAGEMENT STRATEGIC PLAN

Karbon Homes Customer Engagement Strategic Plan

1. Introduction

Karbon Homes is a leading social housing provider in the North of England, managing over 34,000 homes and serving diverse communities across the region.

This Customer Engagement Plan aligns with Karbon's Stronger Foundation Strategy 2024-29, and is informed by the Karbon Resident Involvement Framework, the Social Housing White Paper, and the Social Housing (Regulation) Act 2023.

The plan outlines how Karbon will deepen customer involvement, enhance service quality, and ensure compliance with evolving regulatory expectations.

2. Strategic Objectives

a. Empower Customers as Partners

We aim to foster a culture where customers are active participants in shaping services and decisions that affect their lives, homes and communities.

b. Enhance Transparency and Accountability

We aim to provide clear, accessible information about our services, performance, and decision-making processes.

c. Deliver Responsive and Inclusive Services

We aim to ensure services are tailored to meet the diverse needs of all customers, promoting equity and inclusion.

d. Strengthen Regulatory Compliance

We aim to align policy and practice with the Social Housing White Paper and the Social Housing (Regulation) Act 2023 to meet and exceed regulatory standards.

3. Customer Engagement

a. Resident Involvement

Building upon Karbon's Resident Involvement Framework, the strategy will:

Expand Participation Opportunities: Create diverse channels for customer input, including digital platforms, area and community forums, focus groups, procurement and customer scrutiny of our services.

Co-Design Services: Collaborate with customers in the development and review of services to ensure they meet customer and community needs.

Feedback Mechanisms: Implement robust systems for collecting and acting upon customer feedback, ensuring continuous improvement.

b. Communication and Information

Transparent Performance Reporting: Regularly publish accessible reports on service performance, including Tenant Satisfaction Measures (TSMs), to build trust and demonstrate accountability.

Accessible Information: Ensure all communications are clear, jargon-free, and available in multiple languages and formats to cater to diverse needs.

Digital Engagement: Leverage technology to facilitate real-time communication and service access.

c. Service Delivery

Personalised Services: Tailor services to individual customer needs, by making reasonable adjustments and consider factors such as age, disability, and cultural background.

Responsive Repairs, Maintenance and Investment: Implement efficient systems to address investment and repairs promptly, in line with 'Awaab's Law' provisions and the Building Safety Act (2022).

Customer Culture: Equip staff with the skills and knowledge to deliver high-quality, empathetic customer service.

4. Community Development and Well-being

Partnerships and Collaborations: Work with local organisations to provide programs that support employment, education, and health, enhancing overall community well-being.

Resident-Led Initiatives: Support and fund customer-driven projects that address local needs and promote community cohesion.

Community Outreach: Conduct regular community events and forums to engage with customers, gather insights, and strengthen community relations.

5. Regulatory Alignment

In response to the Social Housing White Paper and the Social Housing (Regulation) Act 2023, Karbon will:

Adopt Proactive Regulation: Engage in regular self-assessments and prepare for inspections to ensure compliance with Consumer Regulation Standards.

Implement 'Awaab's Law': Establish clear protocols for identifying and addressing health hazards, such as damp and mould, and building safety within specified timeframes.

Enhance Governance: Strengthen oversight mechanisms to ensure accountability and continuous improvement in service delivery as well as ensuring customer voice influences decisions throughout the organisation.

6. Monitoring and Evaluation

To assess the effectiveness of the Customer Engagement Strategy, Karbon will:

Set Key Performance Indicators (KPIs): Define measurable outcomes related to customer satisfaction, service responsiveness, and engagement levels.

Regular Reporting: Publish annual reports detailing progress against KPIs and areas for improvement.

Continuous Feedback Loops: Implement systems and maintain open channels for customer feedback to show customers how their input has led to tangible changes, fostering a culture of continuous improvement.

Table: Customer Influence Metrics

Customer Influence Metrics (Measuring how customer input changes decisions)

Metric	Description	Frequency
Policy Change Rate Due to Tenant Feedback	% of internal policies and procedures adjusted following customer input.	Annually
Co-designed Service Initiatives	Number of service improvements or projects co-created with customer.	Quarterly

Customer Panel(s) Impact Score	% of customer panel(s) recommendations implemented or acted on	Bi-annually
Representation Coverage	% of customer demographics (e.g., age, ethnicity, location) reflected in engagement forums	Quarterly
Scrutiny Review Implementation Rate	% of scrutiny panel recommendations implemented	Quarterly
Board-Level Customer Influence Indicator	Number of strategic decisions informed by customer voice at board level	Bi-annually
Volunteer Engagement	Number of customers involved in volunteering or local initiatives.	Quarterly

Customer Voice Metrics (Capturing what customers are saying)

Metric	Description	Frequency
Tenant Satisfaction Rate	% of customers satisfied with the overall service	Quarterly
Complaint Resolution Satisfaction	% of customers satisfied with how their complaint was handled	Quarterly
Engagement Participation Rate	% of customers participating in surveys, forums or panels	Quarterly
Feedback Response Time	Average time taken to acknowledge/respond to customer feedback.	Quarterly
Repairs Satisfaction	% of customers satisfied with the repairs service.	Quarterly
Survey Completion Rate	% of customers who complete satisfaction or engagement surveys Per survey	

7. Conclusion

Karbon Homes is committed to placing customers at the heart of its operations, ensuring their voice shapes the services they receive. Through this Customer Engagement Strategy, Karbon aims to build stronger communities, deliver exceptional services, and uphold the highest standards of accountability and transparency.