



Customer Engagement Framework



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Get in Touch

✉ Email: customerservices@kha.scot

☎ Tel: 01592 630922

🌐 www.kingdomhousing.org.uk

📍 Saltire Centre, Pentland Court,
Glenrothes, KY6 2DA



KINGDOM
Group

MORE THAN A HOME

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Customer Summer Gathering

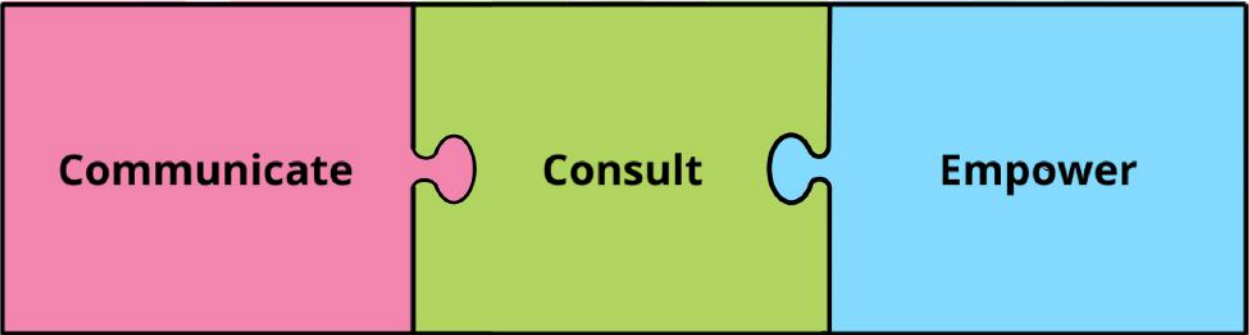
Introduction

At the Kingdom Group, we aim to deliver more than a home by placing our customers at the heart of what we do. We do this by listening to their voices and using their feedback to drive an exceptional customer experience. This framework explains how we will continue to support this by taking a One Kingdom approach to engagement over the next three years - an approach that ensures all departments work together as a unified team. By embracing the One Kingdom approach, we will get to know our customers better and work in partnership with those accessing our services to deliver our strategic objectives:



We recognise that, as well as improving services, engagement activities can play an important role in empowering customers to build their communities, develop new skills and shape decision making processes. While the aim of this framework is not to be prescriptive, it will highlight a range of approaches that will allow customers to engage in a way that suits them, whether that be online, at home, or in person. A more generic framework will also allow us flexibility to react to the changing needs and wants of our customers, make best use of developing technology and embrace organisational development.

This framework focuses on three building blocks:



Introduction

These three building blocks will allow us to support customers to:

Design the services they want, in a way that suits them

Make informed decisions by having easy access to the information they need

Have control and choice over decisions that impact them and their home

Have a real influence over what we do and how we make decisions

Our aim is to make engagement activities accessible to all by using a range of tools to proactively work with a growing and diverse range of customers. We will also support customers who want to engage through formalised groups such as Tenants and Residents Associations, national forums and our Board of Management.

This framework has been created alongside customers to make sure that it is in line with their wants and needs.

Staff from across the Kingdom Group will have a role to play in carrying out this framework.

What is "Customer Engagement"?

Customer engagement is about building relationships between customers and organisations. We use the words "engagement" and "participation" at the Kingdom Group to describe the different ways that we collect customer feedback and provide opportunities for customers to make decisions that shape our services.



Customer Roadshow at Earlsgate, Scone

Our Duties

This section outlines our key responsibilities to ensure high-quality, customer-focused services.

The Housing (Scotland) Act 2010 introduced the Scottish Social Housing Charter (SSHC). This set out responsibilities for social landlords when engaging with customers. The SSHC explains that social landlords must manage their services so that tenants and other customers find it easy to:

- Communicate with their landlord and get the information they need about their landlord, how and why it makes decisions and the services it provides.
- Participate in and influence their landlord's decisions at a level they feel comfortable with.

The Scottish Housing Regulator (SHR) monitors the work of Registered Social Landlords - like Kingdom Housing Association - and the housing and homelessness services provided by local councils across Scotland. Their Regulatory Framework sets out things that each landlord must do. This includes:

- Listening and responding to tenants and service users:
 - Provide tenants, residents and service users with easy and effective ways to provide feedback and raise concerns, and ensure that it considers such information and provides a quick and effective response.
 - Make information on raising serious concerns with us available to its tenants.
 - Provide tenants and other service users with the information they need to exercise their right to complain and seek redress, and respond to tenants within the timescales outlined in its service standards, in accordance with guidance from the Scottish Public Services Ombudsman (SPSO).
 - Ensure it has effective arrangements to learn from complaints and from other tenant and service user feedback, in accordance with SPSO guidance.
- Consulting tenants when making decisions about proposed rent increases and organisational changes.
- Complying with regulator guidance on tenant consultation, ballots and authorisation.



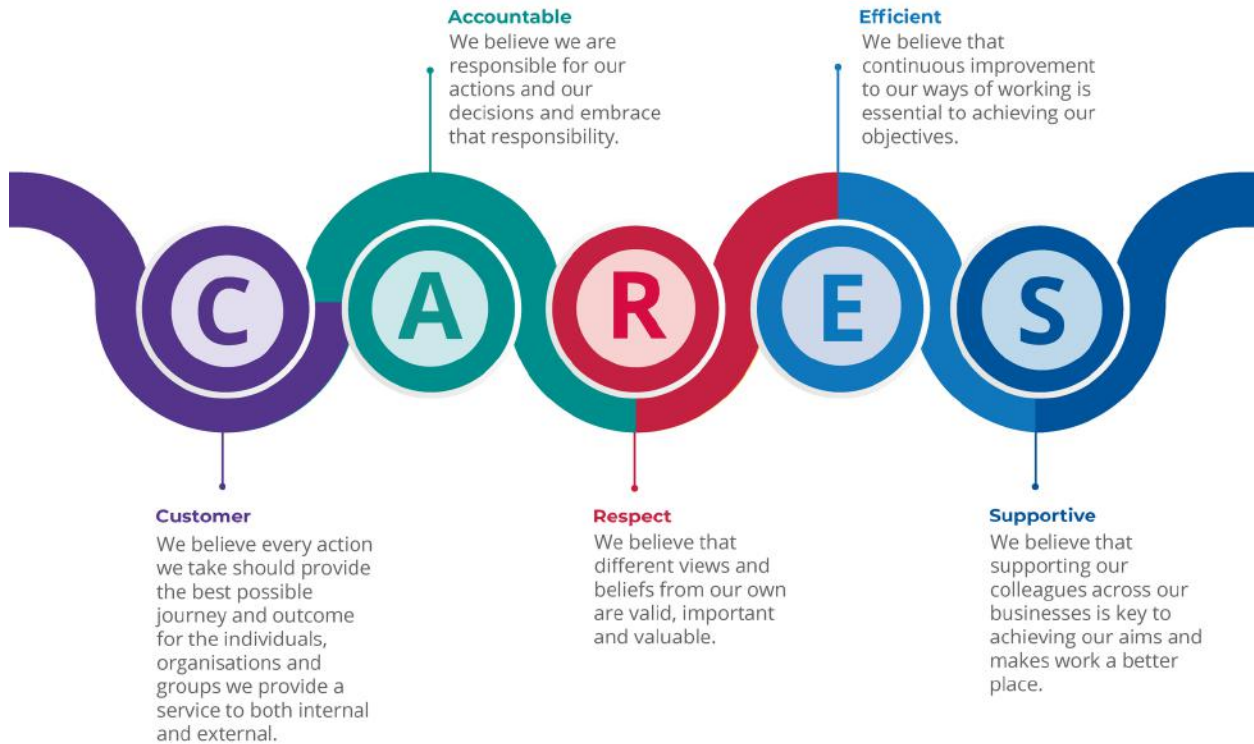
Our Duties

The Scottish Social Services Council Codes of Practice were revised in 2024 and set out the standards of practice and behaviour expected of everyone who works in social services across Scotland. These are designed to help improve the quality of care received and support individuals' experiences. This means that staff working within Kingdom Support & Care must work with individuals and carers to give and receive feedback, raise concerns and complaints, take these seriously and act upon them.



Kingdom Support & Care

Kingdom CARES About How We Engage



The Kingdom Group's CARES values set out how our staff put customers at the heart of everything that we do. Our customer core standards, which all staff are committed to achieving, clearly outline how these values should be carried into the ways we engage with customers. This means customers should expect staff to:

- Listen with empathy and understanding;
- Treat them fairly, politely and with respect;
- Encourage feedback on our services;
- Respect privacy and confidentiality;
- Make sure the services we offer are simple, customer friendly and available to everyone;
- Be open, honest and transparent;
- Take forward ideas and suggestions;
- Make it easy to contact the Kingdom Group;
- Use Plain English in all communications;
- Record engagement.

Each of these expectations are supported by the three building blocks focused on in this framework: Communicate, Consult and Empower.

Kingdom CARES About Customer Communication

Communication is key to engagement. It is important that our customers are informed so they understand their rights, as well as the services we offer. We must make sure the way we communicate is clear and accessible to all. This applies to both written and verbal communications. We can achieve this by offering documents in varying formats, for example in different languages, fonts, and using Plain English.

We will continue to offer a range of ways for customers to contact us so they can communicate with us in a way they feel comfortable. We value communication as a two-way process. This means we will actively listen to our customers when they contact us to help us resolve issues, collect feedback and deliver an exceptional customer experience.

Developing trust is important to getting customers to engage across the Kingdom Group. That's why we will keep communicating with customers openly and honestly. By being open with our customers through reliable and honest communications, we want to encourage customers to hold us accountable for the decisions we make. Informing customers through good communications will also: show them how to get involved in scrutiny activities; build customer confidence by showing how we listen to their views and act upon their feedback; help manage expectations surrounding the services we offer.

Why we're doing this

By making it easy for customers to understand what they should expect when engaging with the Kingdom Group, our aim is to help all customers feel confident in providing feedback on their experiences. We also want to support customers to challenge the ways we work and put forward ideas about how we can improve our services.

Making information easy to access is also important to allow representatives from the Kingdom Group, whether that's employees or volunteers such as Board and Scrutiny Panel members, to engage with larger and more diverse groups of customers. This will help to make sure our services continue to be guided by a wide range of people.

Kingdom CARES About Customer Communication

How we'll do this

To achieve this, we will focus on the following actions:

Develop our use of audio and visual content to offer easier ways to access information. These could be developed to go alongside important documents, such as tenancy agreements and support plans.

Coordinate communication campaigns across the Kingdom Group as part of a One Kingdom approach to give customers consistency.

Use customer data effectively to target communications and engage with customers in a way that is useful and appealing to them.

Give our customers regular updates on our performance to allow them to ask questions and hold us accountable.

Communicate regularly about how customer feedback has been used to improve the design and delivery of our services.

Review our website and online portal to make sure our online methods of communication are user friendly.

Kingdom CARES About Customer Consultation

Why we're doing this

Consultation covers the different ways we collect feedback from customers across the Kingdom Group. We use both formal and informal methods to do this.

Formal

Formal methods of consultation are where we ask for customers' views on specific topics. These tend to be more structured and will have a set purpose. For example, policy reviews and satisfaction surveys.

Informal

Informal methods of consultation are ongoing and where we collect feedback from customers outside of a specific consultation. For example, through one on one conversations during home visits/appointments or by reviewing service compliments and complaints.

This is to make sure any customer who would like to give feedback can do so in a way that is accessible, interesting and meaningful to them. We call this our **AIM** approach.

Accessible

We will make sure it's simple and easy for our customers to give us feedback. To do this, we will give customers opportunities to give us feedback online, over the phone and in-person. Kingdom Group representatives will keep to our CARES values and use Plain English when consulting with customers.

Interesting

We will encourage our customers to get involved by consulting on topics that are important to them. Our goal is to make it clear how their feedback is used to improve services across the Kingdom Group; placing value on getting involved and increasing interest in engagement activities by showing the impact customers have.

Meaningful

We will listen to, learn from and act upon feedback, using it to support services and identify improvements to the ways we work. Kingdom Group representatives will be encouraged to "Ask Why" when approaching customer consultations. This is about making sure there is a clear purpose for the feedback being collected when planning formal consultations.

Kingdom CARES About Customer Consultation

How we'll do this

To achieve this, we will focus on the following actions:

Make sure customers are consulted about issues that are important to them. For example, rent levels, home improvements and support plans.

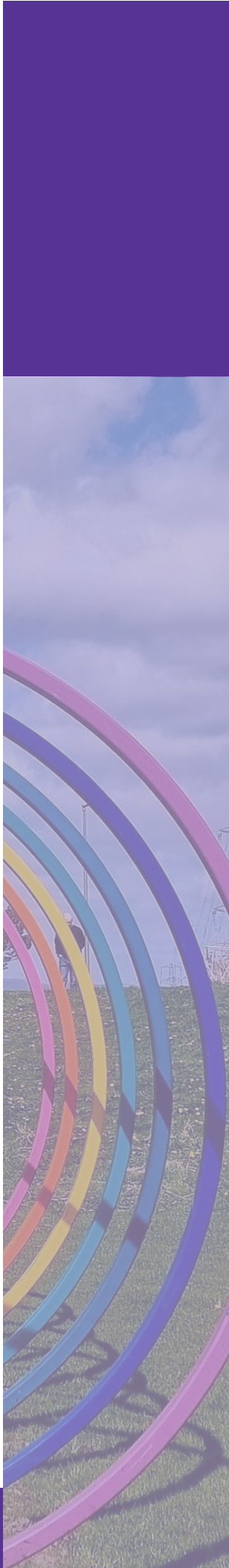
Centralise and streamline feedback channels, such as satisfaction surveys, to avoid duplication and promote a One Kingdom approach.

Support customers to feel confident in giving feedback through consultation by building their knowledge and using communications to highlight examples of good practice across the sectors where the Kingdom Group operates.

Automate feedback collection to improve efficiency and allow customers to give feedback at the point of service. This will lead to more accurate results and encourage an increased number of customers to get involved, as well as helping us to be more responsive to customer concerns and expressions of dissatisfaction.

Promote how customer feedback is used to shape services and make decisions across the Kingdom Group to build trust and encourage more customers to get involved.

Create clear processes to learn from and use customer's feedback across the Kingdom Group to drive service improvements.



Kingdom CARES About Customer Empowerment

What is "Customer Empowerment"?

Customer empowerment is about making sure customers have the information, confidence and tools needed to take part in decision making processes.

Empowerment is about representatives from the Kingdom Group working in partnership with customers to co-design services and drive improvements to the ways we work. By involving customers in decisions that affect their lives and homes, we can ensure our services are guided by their needs. Empowerment is also about helping customers to develop their confidence and access resources, such as funding, to make their communities better. One way this can be done is through Choices, our participatory budgeting scheme.

The process for this is:



Ideas

Customers submit an application explaining their idea or project and how they feel it will improve their local community.



Consultation

Ideas will be discussed with local communities. Customers may also vote to prioritise projects depending on the amount of funding requested and budget available.



Funding

Ideas that receive widespread support will be funded. Our staff will then work alongside applicants to help deliver the project.

An important part of empowering customers is to make sure they are trained and supported to take part in formal processes of scrutiny and governance, such as joining the Boards of Management across the Kingdom Group. Customers of Kingdom Housing Association and Kingdom Initiatives can also become members of our Scrutiny Panel. This is an independent group of volunteers who investigate areas of service and put forward recommendations directly to the Boards of Management.

Kingdom Support & Care has its own Participation Group for their supported customers. The group, led by an independent helper, meets every eight weeks to talk about what matters to them and suggest ways to improve their services. Customers in the Participation Group also help make decisions about training, recruitment and other events for Kingdom Support & Care.

Kingdom CARES About Customer Empowerment

Customers aged 16 or over can become a member of Kingdom Housing Association. Members can attend our Annual General Meeting, any other special general meetings, and vote on decisions made at these.

What do the Boards of Management do?

Our Boards of Management support each organisation within the Kingdom Group. They do this by guiding services and making sure we follow all necessary laws and rules. They also make sure we manage our money responsibly so we can look after our customers and their homes.

Each Board is made up of volunteers who are elected at our Annual General Meeting.

Customers can also apply to join our Boards throughout the year if they have an interest in our work and would like to get involved. Applications are open to all customers over the age of 18. You can find out more by emailing kingdom@kha.scot.

Why we're doing this

By empowering customers to get involved in decision making processes across the Kingdom Group, we want to make sure our work reflects the wants and needs of our customers. Giving people who use our services the opportunity to influence decisions is key to reaching our goal of growth through improvement, partnership and innovation.



Customer Roadshow at Tullis Russell, Glenrothes

Kingdom CARES About Customer Empowerment

How we'll do this

To achieve this, we will focus on the following actions:

Promote the work of the Scrutiny Panel and create increased opportunities for customers to scrutinise and influence services across the Kingdom Group.

Support customers to apply to our Board of Management and help them with any training they need so they feel empowered.

Use the Kingdom Group's housing, employability, care and income maximisation services to empower customers and make it easier for them to shape the ways we work.

Increase the diversity of customers involved in decision making processes across the Kingdom Group by running targeted campaigns and projects.

Follow examples of good practice and review our policies to give customers equal opportunities to take part in decision making processes.

Outcomes

We look forward to this framework guiding services across the Kingdom Group over the next three years. By delivering on our aims, we want our customers to feel increasingly valued and empowered so we can work together in partnership to develop resilient and sustainable communities throughout the areas where we work. The success of this framework will be seen throughout the Kingdom Group as customers' voices are listened to and acted upon, allowing us to provide customer-led services and delivering an exceptional customer experience.

Some key performance indicators will also help us to measure the impact of this framework.

These measures include:

Overall customer satisfaction across the Kingdom Group.

Satisfaction amongst customers with opportunities to participate in the Kingdom Group.

Satisfaction amongst customers feeling informed about the Kingdom Group's services and outcomes.

If you are interested in learning more about anything discussed in this framework or would like to get involved, please let us know! You can contact us by emailing customerservices@kha.scot, calling 01592 630922 or sending a message through your online portal.



Customer Gathering at Earls Gate, Scone



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Kingdom Housing Association

Saltire Centre | Pentland Court | Glenrothes | Fife

Tel: 01592 630922

Email: kingdom@kha.scot

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