



KINGDOM
Group

MORE THAN A HOME

Customer Engagement Framework 2025 - 27



An introduction to engagement

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.

Customer engagement is about building relationships between our customers, their community and our organisation. We use the words engagement and participation to describe the different ways we listen to what customers think and give them chances to help make decisions about our services.

This framework explains how we will support this by taking a One Kingdom approach to engagement over the next three years. It will help us get to know our customers better, while working together with people who use our services to achieve our strategic objectives:

- **Delivering exceptional customer experience.**
- **Growing through improvement, partnership and innovation.**
 - **Behaving sustainably and with integrity.**

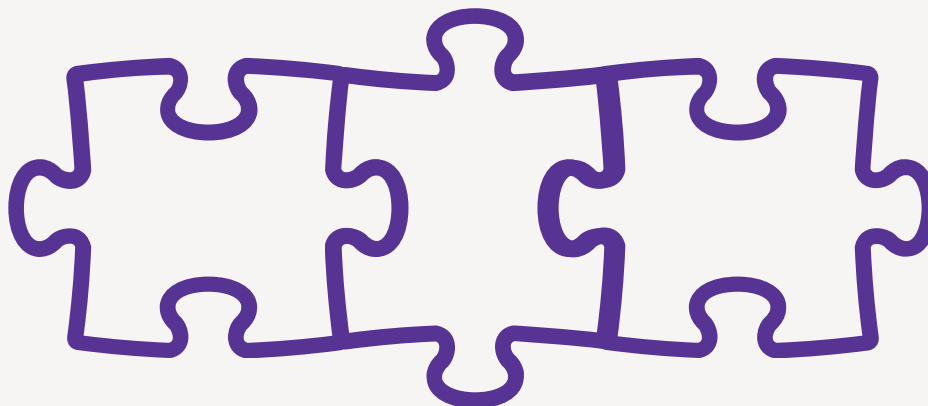
Engagement plays a vital role in helping our customers to shape our services, their communities, and have a say in decisions that matter to them. This plan offers different ways for customers to get involved — whether online, at home, or face-to-face. It helps us respond to changing needs, make the most of new technology, and support ongoing improvement within our organisation.

This framework focuses on three building blocks:

Communicate

Consult

Empower



• **Design the services that customers want in a way that suits them.**

• **Have control and choice over decisions that impact our customers and their home.**

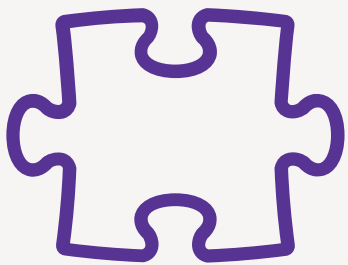
• **Have a real influence over what we do and how we make decisions.**

• **Make informed decisions by having easy access to the information that they need.**

How we'll support you to get involved

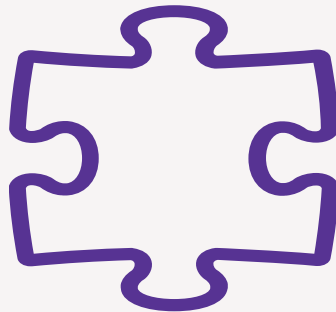
Getting engagement right is very important to us so that every customer feels **heard, valued** and **connected** to their community. The toolkit below shows how customers' voices will be at the centre of shaping what we do and the decisions we make. These promises will help us to **communicate** with, **consult** and **empower** our customers.

Communicate



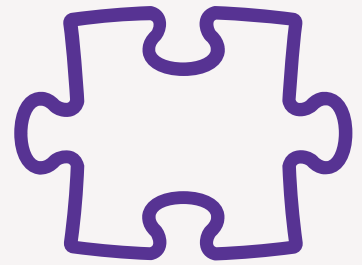
We will communicate clearly in ways that are accessible to all of our customers.

Consult



We will collect feedback to inform service design and delivery.

Empower

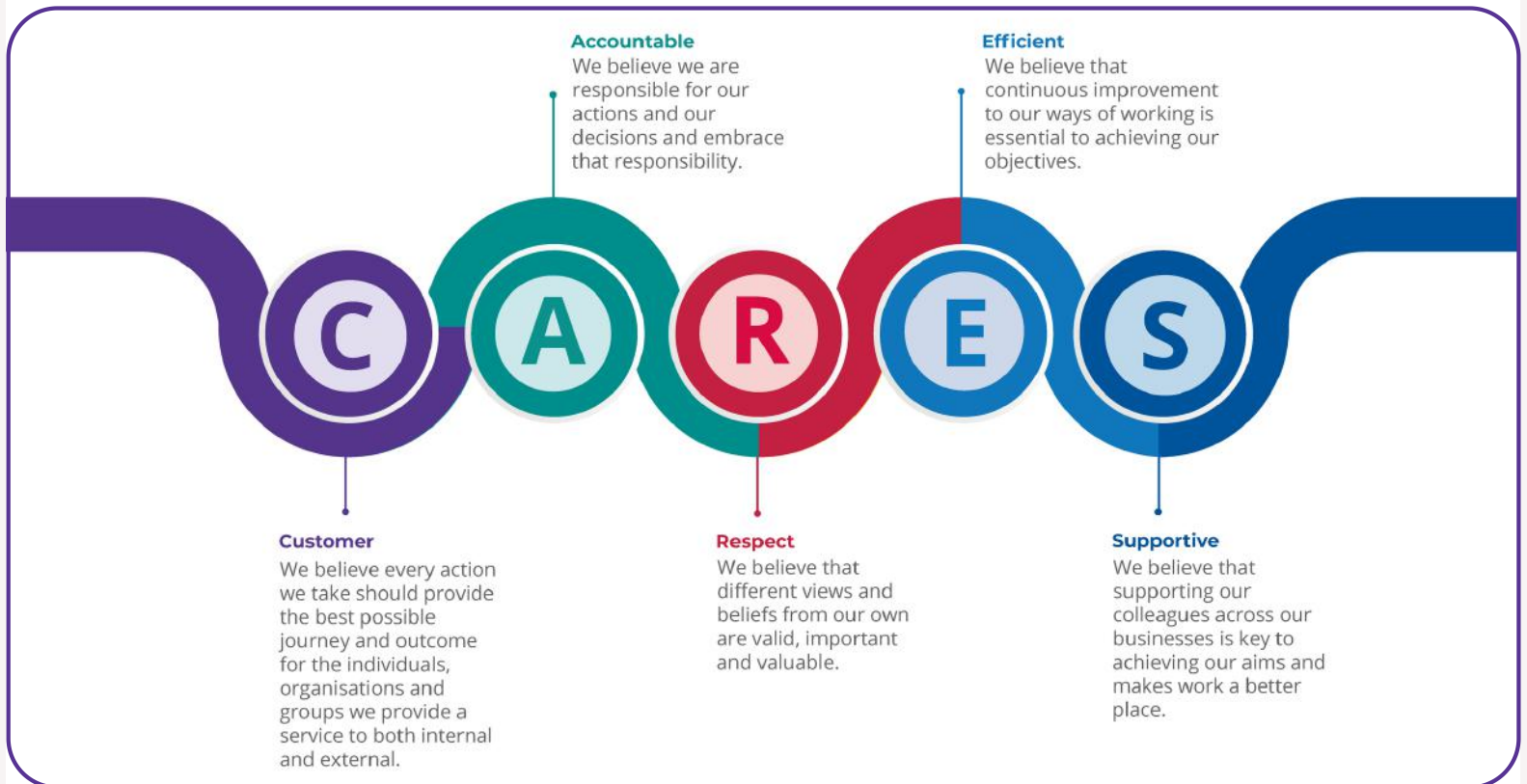


We will make sure that customers have the information, confidence and tools needed to take part in decision-making.



Kingdom CARES about how we engage

To make sure we deliver on our commitments, all staff are expected to approach engagement in line with our organisational **CARES** values.




Our CARES values mean that customers should expect staff to:

Listen with empathy and understanding 


Make it easy to contact the Kingdom Group 

Respect privacy and confidentiality 

Treat them fairly, politely and with respect 

Make sure that the services we offer are customer-friendly, simple and available to everyone 

Be open, honest and transparent 

Encourage feedback on our services 

Take forward ideas and suggestions 

Use Plain English in communications 

Keep a record of all engagement 

Building block 1: Communication

We will continue to offer a range of ways for customers to contact us, so they can communicate with us in a way that they feel comfortable. Developing trust is important to getting customers to engage across the Kingdom Group.

We will keep communicating with customers openly and honestly to encourage them to hold us accountable for decisions we make.

We will actively listen to our customers when they contact us, to help us collect feedback.

We value communication as a two-way process.

We will use the feedback to resolve issues and deliver an exceptional customer experience.

Good communication will also:

- build customer confidence by showing how we listen to views and act upon feedback

- help manage customer expectations surrounding the services we offer

- support customers to get involved in scrutiny activities

Building block 2: Consultation

Consultation covers the different ways that we seek feedback from customers across the Kingdom Group. This ensures that any customer who wants to give feedback can do so in a way that is accessible, interesting and meaningful to them. We call this our AIM approach.

We use both formal and informal methods to do this.

FORMAL

Formal consultation is when we ask customers what they think about specific topics. These are more organised and have a clear purpose. For example, reviewing our policies and satisfaction surveys.

INFORMAL

Informal consultation happens all the time and we collect feedback outside of formal surveys. For example, through one-to-one conversations during home visits, or by looking at compliments and complaints.

Accessible

We will make it easy for our customers to give us feedback. We'll give customers opportunities to share their views online, over the phone and face-to-face. Kingdom Group staff will follow our CARES values and use clear, simple language 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 that customers have.

Meaningful

We will listen to, learn from and act on feedback, using it to improve our services and the way we work. We will listen to, learn from and act on feedback, using it to improve our services and the way we work. We will publish 'You said, we did' updates to show customers how their feedback leads to real changes and improvements.

Building block 3: Empowerment

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



Ideas

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



Consultation

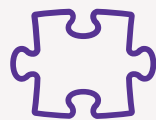
Ideas will be discussed with local communities. Customers may also vote to prioritise projects depending on the amount of funding requested and budget available.



Funding

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

By giving customers a say in decisions that impact their lives and homes, we can make sure that our services are customer-led. Empowerment helps customers to develop confidence and access resources to improve their neighbourhoods. One way that this can be done is through **Choices**, our participatory budgeting scheme.

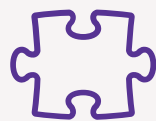


An important part of empowering customers is to make sure they're trained and supported to take part in formal processes of scrutiny and governance, such as joining the Boards of Management. Customers of Kingdom Housing Association and Kingdom Initiatives can also become members of our Scrutiny Panel.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

Customers aged 16 or over can become a member of Kingdom Housing Association. Members can attend our Annual General Meeting, and 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 that we follow the law and other rules. They also make sure that we manage our money responsibly.

Each Board is made up of volunteers who are elected at our Annual General Meetings. Customers can also apply to join our Boards 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 getting in touch with us.



Customer Engagement Priorities

We want every customer to feel **heard, valued, and part of their community**. Over the next three years, we will continue improving our services by **listening** to your feedback and **involving you** in shaping what we do. Based on what you've told us, we've identified **six** key areas to focus on throughout this framework.

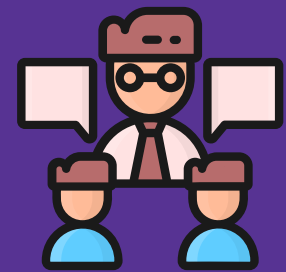
Listening, Learning and Taking Action

Better Complaints Handling:

We are improving how we deal with complaints through better staff training, clearer processes, and regular quality checks.

Service Improvements:

We will work across the organisation to turn insights into action and improve the services that matter most to our customers.



Gathering Feedback:

We will regularly review feedback to identify what's working well and what needs to change. Channels will be centralised and streamlined to avoid duplication and promote a One Kingdom approach.



Customer-led Scrutiny:

Our customer scrutiny panel will help us to review key areas of service and hold us to account for the decisions that we make.

Strengthening Tenant Scrutiny

Making a Difference:

Scrutiny Panel members will be supported to gather evidence and speak to tenants, customers and stakeholders to recommend how to improve services.

Recommendations will go directly to our Board of Management so customer voices shape service delivery.

Customer Engagement Priorities

Supporting Inclusion and Customer Voice



Widening our Approach:

We'll make customer engagement easier, involving the use of audio and visual content as alternative ways to access information.

Fair and Inclusive Surveys:

We are reviewing how and when we ask for your views to make sure that our surveys follow our AIM approach. This means that they will be accessible, interesting and meaningful.

Connected Services:

We'll connect customers to housing, employability, care and income services to support their goals and boost engagement.

Working with our Partners:

We will work in partnerships to support customers to get involved in shaping policies and procedures at a national level.

Policy and Process Reviews:

The customer voice will shape key documents and processes like rent setting, compensation procedures, support plans and service standards.

Improving Access and Experience



Reaching Out:

We will check in with customers at key points in their tenancy to see how they are doing and hear about their experiences as a Kingdom customer to keep improving.

Automate Feedback:

We will use digital tools to automate feedback collection and allow customers to give feedback at point of services. This will offer more accurate results, and help us to be more responsive to customers.

Digital Engagement:

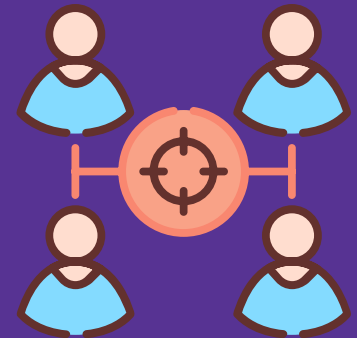
We will make it easier for you to access services and provide feedback through our online portal and other digital tools. This will form part of a wider review to make sure that our website and digital services are user friendly.

Customer Engagement Priorities

Being Active in Your Community

Community Connections:

We will work with other organisations across our localities to support joint events and partner on projects focused on wellbeing, inclusion and building strong and sustainable communities.



Choices Community Fund:

We will continue to promote this fund to support customers carry out projects in their neighbourhoods.

Local Voices:

We are launching new informal sessions where customers can come together, share their views and talk about what matters to them. These groups will be relaxed, customer-led and open to everyone.

Events and Drop-Ins:

Customers will see more of us in their neighbourhoods as we attend local events and host drop-in sessions. We will be there to listen, offer support and help them stay connected with what is happening in your area.

Big Day Out:

We will continue to host our popular Summer event, giving people the opportunity to come together, have fun and enjoy time as part of the wider Kingdom community.

Celebrating Involvement and Success



Customer Success Stories:

We will showcase positive customer experiences through newsletters, events and online updates.

You Said, We Did:




We will show how customer feedback has led to real improvements through updates and newsletters to build trust and encourage more customers to get involved.

Outcomes

Over the next three years, this framework will shape how we deliver services across the Kingdom Group. By working together with our customers, we aim to build stronger, more resilient communities and ensure people feel genuinely valued and empowered. Its success will be shown by how customer voices influence what we do, helping us deliver high-quality, customer-led services throughout the organisation.

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 get in touch.

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KINGDOM
Group

MORE THAN A HOME

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Your right to get involved

Organisation	Customers' Rights
Kingdom Housing Association	<p>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 tenants and other customers find it easy to:</p> <ul style="list-style-type: none">• Communicate with their landlord and get the information they need about, how and why it makes decisions and the its services.• Participate in and influence their landlord's decisions at a level they feel comfortable with. <p>The Scottish Housing Regulator (SHR) monitors the work of Registered Social Landlords and the housing and homelessness services provided by local councils across Scotland. Their Regulatory Framework sets out what each landlord must do. This includes:</p> <ul style="list-style-type: none">• listening and responding to tenants and service users• providing tenants, residents and service users with easy and effective ways to provide feedback and raise concerns, and making sure that this considers such information and provides a quick and effective response• ensuring 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• demonstrating to the SHR how we have met these requirements annually by evidencing how tenants have been involved in shaping our services and decision making processes
Kingdom Initiatives	<p>While our statutory duties to engage apply only to our social rented tenants, we are committed to strengthening customers' voices across all of our services.</p> <p>This means that we apply the same principles to our Mid-Market Rent tenants, whose feedback we value equally.</p>
Kingdom Support & Care	<p>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.</p> <p>These are designed to help improve the quality of care received and support individuals' experiences. This means that staff working within Kingdom Support and Care must:</p> <ul style="list-style-type: none">• work with individuals and carers to give and receive feedback, raise concerns and complaints, and act upon them

