

Customer Engagement Framework

March 2026

Owner: Customer Engagement Manager

<u>Version No.</u>	<u>Purpose/Changes</u>	<u>Approval Date</u>	<u>Approved By</u>	<u>Suggested Review Date</u>
V4.0	Full review	March 2026	Customer Focus Committee	2028/2029
V3.0	Annual check	14/08/2024	Community Voice	Annual health check - August 2025
V2.1	Updated to reflect CV constitution	13/08/2023	Community Voice	Annual health check - August 2024
V2.0	Annual check	16/01/2023	Community Voice	Annual health check - January 2024
V1.0	New document	12/10/2021	Community Voice	Annual health check November 2022

Contents

		Page
1.	Introduction...	2
2.	We believe...	2
3.	Roles and responsibilities...	3
4.	Our different methods of customer engagement...	4
5.	Our key objectives...	5
6.	How we will monitor success...	5
7.	Other things to bear in mind...	6
8.	We'll look at this again...	7

Introduction...

- 1.1 This framework sets out our approach to customer engagement to ensure customers have meaningful opportunities to influence decisions, shape services, and hold Ongo accountable in line with regulatory expectations and best practice.
- 1.2 We are committed to putting customers at the heart of our services and provide opportunities and support all customers to get involved regardless of background and ability.
- 1.3 We provide a range of formal and informal methods for customer participation and ensure that feedback and ideas are listened to and considered.

2. We believe...

- 2.1 Our customers are the best people to tell us what's working well or not so well, which is why it's important that they have their say on issues that affect their local communities and the services we deliver.
- 2.2 The reason we involve customers is simple - as part of Ongo, we're dedicated to a single vision of:

- **Creating and sustaining truly vibrant communities**

...and we have one promise, which is:

- **Everything we do is put back into local communities**

- 2.3 Involving customers links directly to our core values of:

- **Partnership** – customer engagement is at the heart of our business, and we will work to develop a culture where residents, officers and stakeholders can work together effectively.
- **Drive** – excellent service delivery can best be achieved by the genuine and active involvement of residents in the decision making and monitoring of our services. With this in mind, we'll continue to encourage more people to get involved.
- **Responsibility** – we have a duty to keep residents informed of our activities and to consult with residents on proposals and changes which will affect them. We continue to develop existing and new methods of involvement to ensure that everyone has the opportunity to contribute at a level that suits them.

- 2.4 However, we will always look for ways to improve, to make sure we're doing everything we can to:

- Provide opportunities for customers to shape and influence the planning, delivery and monitoring of services we provide
- Give customers a clear voice to hold the organisation to account

- Involve customers in our decision making
- Ensure customers can make a significant difference to what we do and how we do it

3. Roles and Responsibilities

Board	<ul style="list-style-type: none"> • Champion customer engagement at strategic level. • Monitor performance and impact of engagement activities. • Ensure compliance with regulatory standards
Customer Focus Committee	<ul style="list-style-type: none"> • Approve and monitor key operational policies and procedures that affect customers ensuring they reflect tenant needs and priorities. • Review and challenge operational performance to improve customer satisfaction using data from complaints, TSM's, surveys etc. • Receive reports from Community Voice and Customer Engagement Team on the customer engagement activities and outcomes, including recommendations from scrutiny panel reviews.
Leadership Team	<ul style="list-style-type: none"> • Embed customer engagement in organisational culture and strategy. • Genuinely listen to customer's feedback and take this into consideration when designing how we deliver our services. • Review outcomes and ensure continuous improvement by identifying trends, learning from feedback, and adapting services accordingly.
Customer Engagement Team	<ul style="list-style-type: none"> • Design and deliver customer engagement strategies and activities that are inclusive and accessible and aligned with Ongo's Corporate Plan and strategies. • Provide training and support customers to get involved from all backgrounds including digital inclusion, confidence-building, and skills development. • Collate and report outcomes to improve service delivery based on feedback, ensuring transparency and accountability

	<ul style="list-style-type: none"> • Work with key areas of the business to ensure that actions based on customer’s feedback are followed through and implemented.
All staff	<ul style="list-style-type: none"> • Promote engagement opportunities and support activities and events by sharing information and encouraging participation. • Listen and respond to customer feedback in day to day interactions. • Support inclusive and respectful communication but recognising diverse needs and ensuring all voices are heard.
Community Voice members	<ul style="list-style-type: none"> • Represent tenant views, concerns and priorities to help shape and improve services. • Provide feedback and input by acting as a critical friend, offering balanced challenge that recognises good practice as well as areas for improvement. • Use evidence, insight and wider customer feedback when influencing decisions. • Prepare for and actively contribute to meetings, supporting transparency and understanding how actions and recommendations are followed through. • Promote inclusive involvement and encourage wider, diverse customer engagement. • Act in line with the Volunteers Code of Conduct and take part in relevant learning and development.
Involved customers	<ul style="list-style-type: none"> • Participate in discussions and engagement, panels, meetings and workshops to help shape and improve services now and in the future. • Prepare for meetings by reviewing relevant materials in advance, reflecting on key issues, and actively contributing to discussions • Represent tenant views constructively, balancing personal experience with broader customer perspectives.
All customers	<ul style="list-style-type: none"> • Ongo will consult with a wider range of customers from time to time through surveys, open forums, digital platforms, and targeted approach to specific groups.

	<ul style="list-style-type: none"> • Customers are encouraged to provide feedback on proposed changes to service delivery, helping shape decisions that affect their homes and communities.
--	--

4. Our different methods of customer engagement.

4.1 There are various groups that customers can get involved in such as Community Voice, Tenant Inspectors, Property Services Panel and many more. The Customer Engagement handbook provides details of the groups available and how to get in touch if customers want to join.

4.2 More informal methods of customer engagement activities include attending drop-in sessions, focus groups, surveys and local neighbourhood events.

5. Our key objectives ...

5.1 Our key objective is to continue to develop, embed, support and strengthen customer engagement groups and make them even more effective whilst modernising the way we work. The main themes that run throughout all engagement activities are:

- Ensure that there are opportunities for everyone to get involved, at a level that suits them.
- Continually strive to increase the diverse representation of our involvement opportunities and structures, so that that customer feedback is representative of the wider customer base.
- Develop digital methods of feedback and engagement.
- Promote the achievements of our involved customers and groups to encourage others to get on board.

5.2 When deciding on our objectives, we have taken into consideration a number of different factors including:

- What is happening nationally
- The National Housing Federation's Code of Governance
- The requirements stated within the Regulator for Social Housing (RSH) consumer standards, with specific reference to the Transparency, Influence and Accountability Standard
- What our customers have told us, including what is important to them
- Performance data, customer surveys and staff feedback
- How the objectives fit with the Ongo Homes Corporate plan, strategies and frameworks, demonstrating the golden thread approach through all
- How these fit against the TPAS accreditation standards

6. How we will monitor success...

- 6.1 Customer feedback has a positive impact on service delivery that helps us to deliver an efficient and effective, customer focused service.
- 6.2 We will monitor customer engagement activities and outcomes to ensure the needs and priorities of customers are taken into account and that customer feedback is used to shape and improve services now and in the future. We also want to make sure that customers who are involved can see their achievements and know they have made a real difference.
- 6.3 We will work alongside our customers to monitor the successful delivery of this framework. To assist us in this monitoring process we will engage with Community Voice on our annual self-assessment of the RSH Transparency, Influence and Accountability Standard. We will also involve tenant stakeholders in the annual impact assessments for each of our main customer engagement structures of involvement and will share performance and benchmarking information with them.
- 6.4 We will publish information and outcomes of customer engagement in a variety of ways such as regular reports and updates to our Community Voice and Customer Focus Committee, Key News magazine, Annual Report, Ongo's website and via social media platforms.
- 6.5 We will also look at the following measures:
- Customer Satisfaction that Ongo Homes listens to and acts upon customers views.
 - The diverse representation of tenant feedback, making sure we do all we can to obtain feedback from the diverse make up of customers, including those who come under the protected characteristics of the Equality Act 2010.
 - We will retain our TPAS Exemplar accreditation for providing excellent resident involvement services.

7. Other things to bear in mind

- 7.1 **The Social Housing (Regulation) Act 2023** - This Act strengthens the rights of tenants and the accountability of social housing providers.
- 7.2 **Consumer Standards (Regulator of Social Housing)** - The aim of this legislation has been strengthened to hold social landlords accountable for providing safe homes, quality services and treating residents with respect. The changes introduced by the Act have allowed the Regulator to put in place stronger and more active regulation of the consumer standards:
- Safety & quality standard – covers outcomes about the safety and quality of customers' homes.

- Transparency, influence and accountability standard – details outcomes about how landlords provide information, listen to customers and act on their views.
- Neighbourhood and Community standard – includes outcomes about how landlords work with other organisations to help ensure customers live in safe neighbourhoods.
- Tenancy standard – details the outcomes about how landlords allocate and let homes and manage tenancies.

7.3 This framework also links to the following:

- Tenant Satisfaction Measures (TSMs)
- Equality Act 2010
- Customer Engagement Handbook
- TPAS National Tenant Engagement Standards

8. We'll look at this again...

8.1 This framework will be fully reviewed every three years with a health check completed annually or earlier if any regulatory or legislative changes occur and have an impact on this framework.