RSP Customer Access Action Plan

Improving access and service

Recommendation	Action	Status
Introduce consistent SLAs across channels to encourage digital channel shift.	Update customer service policy and review staffing of CST to facilitate this change in SLAs. Share this information on the website and through relevant communications with customers.	Complete
Review the amount of live chat contacts advisors review at one time to improve speed.	Volume reduced to two live chats per advisor at one time.	Complete but will be kept under review.
Introduce automated messages and turn off live chat when systems are not working so customers are not waiting unnecessarily.	Explore what functionality is possible with 8x8 to provide automated messages at certain times. Publicise any system downtime through social media channels in real time.	Functionality not currently possible but will be explored as part of future development. Ongoing as issues arise
Promote digital channels, whilst ensuring alternative options are provided for customers who are digitally excluded.	Continue targeted campaign promoting customer portal. Regular, ongoing promotion of other digital channels through relevant communications including rent statements, community newsletters, social media, website and email campaigns.	Complete.

When calling customers back, if the customer does not answer, send a follow up text or email to ask for the best time to contact the customer.	CST will continue to use voicemail for this because it's easier to maintain quality control and it ensures customers know who has contacted them. Planners are using Oneserve to send messages using templated tools to ensure quality and consistency.	Complete.
Review the opening hours of CST and the support available to them from 'experts' during these times to resolve contract at the first point of contact.	Opening hours changed from the 4th November 2024 and customers informed. 6-month review shows there has be no adverse impact for customers and more IVH colleagues are now available to take phone calls during the busiest times of day.	Complete.
Increase Neighbourhood Officer knowledge of patches through meaningful engagement with long-standing residents as part of induction.	This is being considered as part of the new customer and communities strategies, including the development of the Community Connector role for engaged customers.	Ongoing.
Increase customer drop-ins in neighbourhoods and consider the times of these to enable customers to attend.	A programme of drops ins for the year is promoted on our website. Consider provision of out of hours drop-ins.	Complete Currently being considered and arranged by neighbourhoods team.
Continue to promote neighbourhood audits alongside the times when Neighbourhood Officers will be working out in neighbourhoods.	Use community newsletters to share impact of neighbourhood audits and encourage more customer participation. Ensure website is up to date with upcoming events and that audits take place at the advertised time. Promote audits on social media, including an invitation to customers to join in. Share dates, times and calendar of events through email and text campaigns.	Complete and ongoing.

Communicate details of new Neighbourhood Officers as soon as they are allocated to patch including how to contact them.	Incorporate promotion of NO into the automated suite of welcome emails a customer receives before and after they move in. Deliver multi-channel comms campaign (via email/text/post) to introduce new area-based teams to customers. Re-introduce post-code search functionality on the website and promote through various channels to help customers check key contacts for their area. Issue regular, personal community newsletters to all customers. Review how these are presented/delivered to ensure accessibility for all (see point below).	Community newsletters and social media content ongoing. Automated welcome emails in progress.

Keeping customers informed and diagnosing issues

Recommendation	Action	Due date
Review CST's access to appointment cancellations.	Viewing cancellation reasons including planner/operative notes now viewable in housing management system and customer service team can reschedule repairs with customers.	Complete
Improve communication around progress and status of appointments and works.	Relaunch weekly meetings between Home Team Manager and Planner to discuss incoming issues and updates. Daily 'Huddle' meetings with planners and Home Team Managers to discuss daily emergency and on the spot issues. Frequent meetings with Customer Service Manager and Home Team Manager to understand blockers/issues/good practice between team/s.	Complete

	Increased text messages about appointment schedules have been introduced and follow-on appointments are being scheduled during the initial visit. Repairs colleagues are now also ringing ahead to advise customers they are on their way. These steps are now being carried across from the repairs team to be used by anti-social behaviour and tenancy teams.	
Provide reference numbers for every repair / ASB case, to help customers keep track of and follow up on jobs / issues.	CST / Planner to offer on all customer contact	Complete
Issue more frequent text reminders to customers about upcoming appointments to reduce ‘no access’.	If the appointment is over 6 weeks away, it will return reminder dates at 6, 3 and 1 weeks before the appointment. If the appointment is between 3 and 6 weeks away, it will return reminder dates at 3 and 1 weeks before the appointment. If the appointment is less than 3 weeks away, it will return a reminder date 1 weeks before the appointment. Plus, one day before appointment Is to take place.	Complete
Avoid ‘in-house' terminology, acronyms and phrasing to ensure customers can understand the information being shared.	Follow communications guide and Mary Gober principles in all communications with customers. Add to each Customer Service Team/Planner team meeting, provide frequent feedback to drive improvements.	Complete and ongoing
Explore how acknowledgement messages can be better managed and delivered across the organisation to help manage customer expectations.	Include examples and training in communications induction and communications guide.	Complete

Ensure confirmation texts are issued to customers when they have logged an emergency job.		Complete
Explore the possibility of the Customer Service Team having access to the same view as customers on the customer portal.	Request a 'dummy' account with Rubixx which can be used to highlight and check all functionality. Training for CST around language used when describing the portal and its features and functions.	Complete.
Keep customers better informed when queries are referred to partner agencies.	Develop and embed new process.	Complete
Review the text colour in printed and digital communication.	Inclusive communications training. Obtain further, ongoing feedback on accessibility of communications from the Customer Communications Group and via the EDI forum.	Complete and ongoing
Introduce more robust performance monitoring to include tracking communication and response times.	This has been picked up as part of the customer transformation project and will be built into the new performance dashboards. To be tested as part of the role out of a new call divert project which will see customers diverted to their area team, with the aims of decreasing response times and getting customers through to the right colleague earlier.	Complete.
Complete regular reviews on 'avoidable' follow-on contacts.	Reviews are taking place monthly and are reported to leadership.	Complete and ongoing