



Live happy

Creating great experiences

April 2022



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1. Overarching aim

People are at the heart of everything we do. We will build relationships that work well for customers, communities, partners and staff.

To work and live well together we must understand what a great experience means to customers, communities, partners and staff. We can then agree the standards, find the resources and use the right technology and data to deliver better services and satisfaction.

Live happy is also about us being an employer of choice so that talented people join, work and stay with us. We will continue to strengthen our culture as a great, inclusive place to work that promotes diversity, treats staff fairly and creates opportunities for people to grow.

2. Key objectives and success criteria



Key objective	Success criteria
Improve how we collect and use data	Improved data collection across customers, communities and other stakeholders, including at estate level
	Making impactful use of communications, data insight and technology to improve customer journeys
Develop a refreshed customer experience standard	Improved customer satisfaction and perception ratings
	Co-creating and embedding a refreshed and accredited customer satisfaction model
Improve inclusivity, diversity and equal opportunity	Having an accredited strategy for equalities, diversity and inclusion with a dashboard showing evidence of improvement in key indicators
Be an employer of choice	Employing and nurturing great talent, and creating more opportunities for local people
	Having an apprenticeship programme in place
Strengthen the Greatweller culture	Having an organisational development plan and leadership programme in place, with strengthened skills and capability
Promote wellness	Having high levels of staff satisfaction
Develop a robust, focused and engaging approach to stakeholder management	Evidenced impact of more structured and improved stakeholder relations

3. Success measures

Key objective	Success criteria	Measured by
<p>Improve how we collect and use data</p>	<p>Improved data collection across customers, communities and other stakeholders, including at estate level</p>	<ul style="list-style-type: none"> • Increase/improvement in customer data held in our housing management system • Evidence of socio-economic data being used to inform strategies, decisions and actions
	<p>Making impactful use of communications, data, insight and technology to improve customer journeys</p>	<ul style="list-style-type: none"> • Increased range and quality of services available via the customer portal and website • Evidence of using data to drive decisions, service delivery and development
<p>Develop a refreshed customer experience standard</p>	<p>Improved satisfaction and perception ratings</p>	<ul style="list-style-type: none"> • Year-on-year increase in overall customer satisfaction measured by the Survey of Tenants And Residents (STAR) or other indicators • 80% of customers satisfied with how we handle complaints
	<p>Co-creating and embedding refreshed and accredited customer satisfaction model</p>	<ul style="list-style-type: none"> • Achieve customer service accreditation
<p>Improve inclusivity, diversity and equal opportunity</p>	<p>Having an accredited strategy for equalities, diversity and inclusion with a dashboard showing evidence of improvement in key indicators</p>	<ul style="list-style-type: none"> • Accreditation by Housing Diversity Network • Comprehensive monitoring, use and reporting of diversity information throughout the organisation

3. Success measures

Key objective	Success criteria	Measured by
Be an employer of choice	Employing and nurturing, great talent, and creating more opportunities created for local people	<ul style="list-style-type: none"> • Year-on-year decrease in voluntary turnover of staff • Evidence of internal promotions and development opportunities • Evidence of apprentices securing permanent roles at Greatwell Homes and/or achieving recognised qualifications • A structured and active leadership development programme in place
	Having high levels of staff satisfaction	<ul style="list-style-type: none"> • At least 80% of staff saying they would recommend Greatwell Homes as an employer • Year-on-year decrease in voluntary turnover of staff
	Having an apprenticeship programme in place	<ul style="list-style-type: none"> • Evidence of apprentices securing permanent roles at Greatwell Homes and/or achieving recognised qualifications
Strengthen the Greatweller culture	Having and organisational development plan and leadership programme in place, with strengthened skills and capability	<ul style="list-style-type: none"> • Evidence of apprentices securing permanent roles at Greatwell Homes and/or achieving recognised qualifications • A structured and active leadership development programme in place
Promote wellness	Having high levels of staff satisfaction	<ul style="list-style-type: none"> • At least 90% of staff say they have access to the information they need for relevant health and wellness benefits
Develop a robust, focused and engaging approach to stakeholder management	Evidence of impact from more structured and improved stakeholder relations	<ul style="list-style-type: none"> • Clear evidence of how engaging with key stakeholders impacts on our business and services • Views of under-represented groups gathered and acted upon through stakeholder mapping



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