

Customer Engagement for all generations...

Housing LIN, May 2025



Sarah Mitton

Head of Customer Engagement

Our purpose.

We provide good,
affordable homes:
the foundation for
a better life.



85,000 homes
owned or managed

2015 new homes
delivered (23/24)

We're setting up a new
Community Foundation,
investing

£100m in our
Communities over the next
10 Years

We make a
difference to
the daily lives
of
210,000
people

We're a member of
the **G15**, giving
us more influence
with Government

6th largest Housing
Association

2nd largest Development
pipeline in the sector

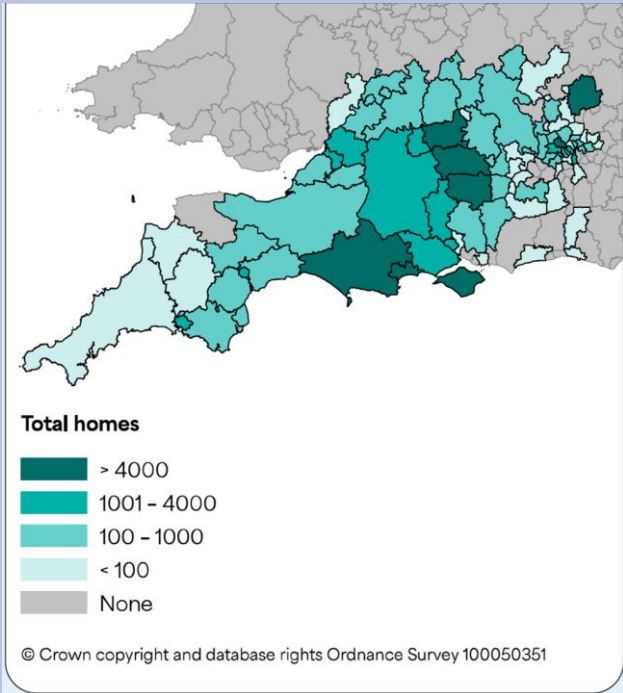
£707.8m
turnover for the year
(23/24)



Sovereign and Network Homes

In March 2023 Sovereign and Network Homes announced their plans to merge.

We are now the 6th biggest in the sector with the 3rd biggest development pipeline.



SNG's new approach to Customer Engagement



Our new approach needs to respond to...

OUR OWN AMBITION: SNG Corporate Strategy

A Great Customer Experience

We know our customers well and our services are delivered well and are adaptable, so we can support customers with different needs

We listen to what our customers tell us, seeking different ways to hear their views, and put them at the centre of our decision making

We ensure that customers find it simple to engage with us and get the solution they need. We build on their trust by being open and transparent about what they can expect from us and we do as we say

EXPECTATIONS OF OTHERS: Consumer Standards

Transparency, Influence and Accountability

Treat all tenants with fairness and respect

Take action to deliver fair access to, and equitable outcomes of, housing and landlord services for all tenants

Take tenants' views into account in their decision making about how landlord services are delivered

Communicate with tenants and provide information so tenants can use landlord services, understand what to expect from their landlord, and hold their landlord to account

Collect and provide information to support effective scrutiny by tenants of their landlord's performance in delivering landlord services


Ensure complaints are addressed fairly, effectively, and promptly

Our Customer
Experience Strategy

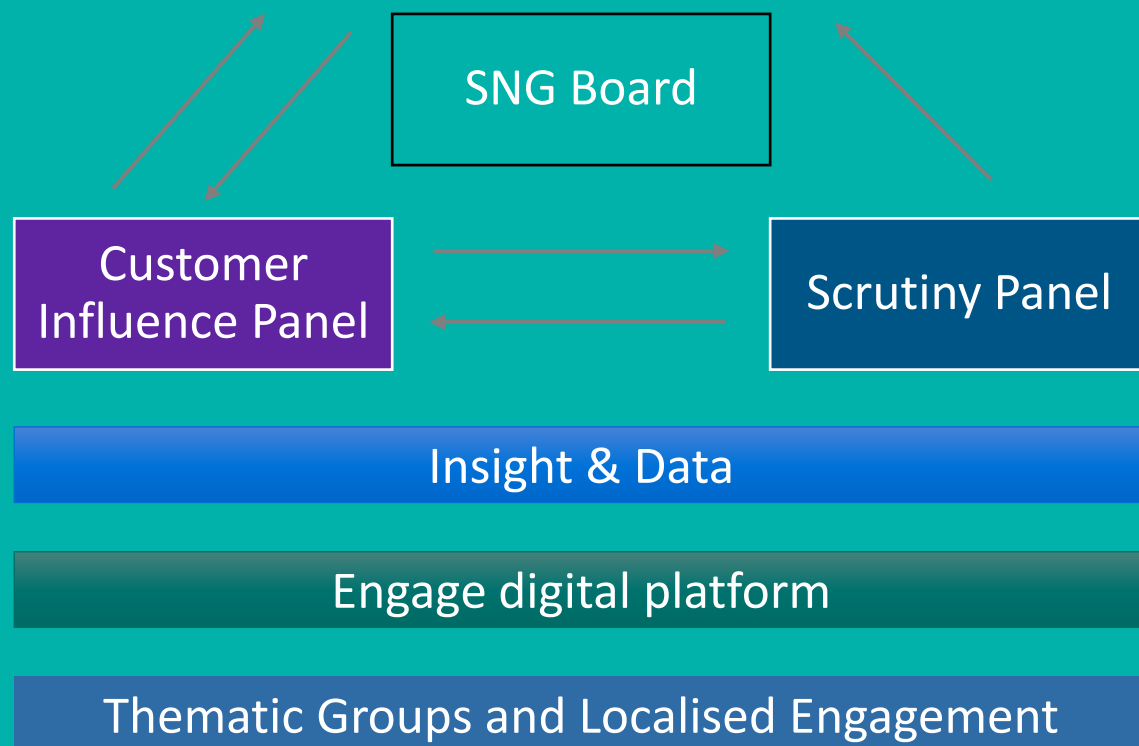
Better Together



Three-year high-level roadmap:

Priorities	Consolidate 2024-2025	Strengthen 2025-2026
 Connected. We create thriving communities	Resident Engagement Ensuring residents have a voice and we review and design services in partnership	Digital Platform Creating an online community for all SNG customers
	Community Foundation Improving the wellbeing and quality of life of customers by investing £100m in communities	

SNG's Customer Engagement Framework



How we collect, understand and share feedback

Scanning

- Inside and outside sector benchmarking
- Housing Insight Group
- Complaints forum
- Secondary research
- Ombudsman and Regulator

Tools

- Customer Voice®
- Wordnerds®
- Acuity®
- Forsta®
- Orlo®
- GIS Mapping
- Power BI®

Customer Feedback

- Transactional
- Relational
- In-journey
- Multi-channel
- Volunteered
- Second-hand
- Discovered

So what? Insights

Root Cause Analysis
Sentiment analysis
Trend analysis
Social insights
Cross-sector collaborations

Outputs

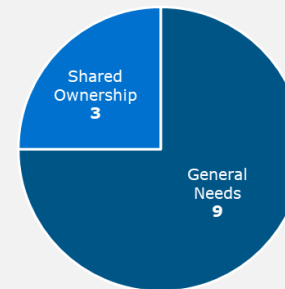
Voice of the Customer Report
You said, We did
TSM Reporting
Open access dashboards
Self-serve tools
Improvement recommendations

Demonstrate that feedback is being used to improve service delivery

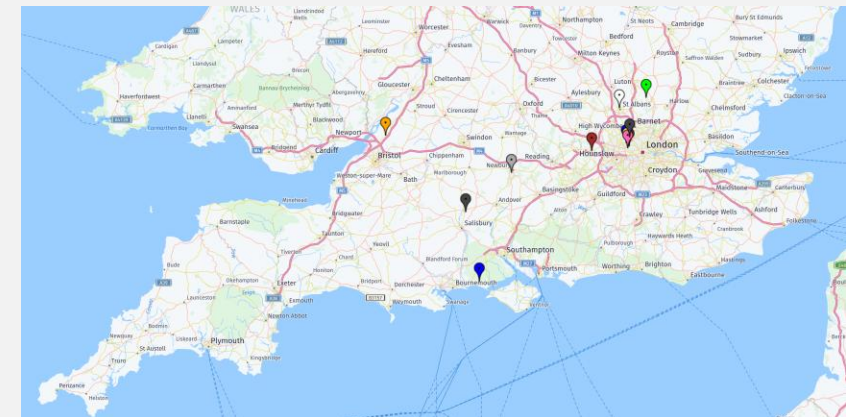
New programmes (Close the Loop)
Benefits modelling
Benefits realisation
KPI performance reporting
Locality League Tables
AI-enabled complaint reviews
Automated Locality Insights
Learning programmes

Customer Influence Panel

- 12 members
- Across SNG communities
- Mixed tenures
- Initial focus areas:
 - ASB
 - Grounds Maintenance
 - Complaints
 - EDI (first scrutiny)

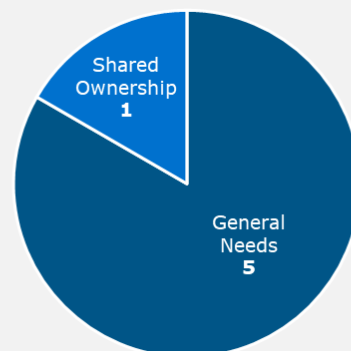


Former Organisation	Members
Sovereign	5
Network	7

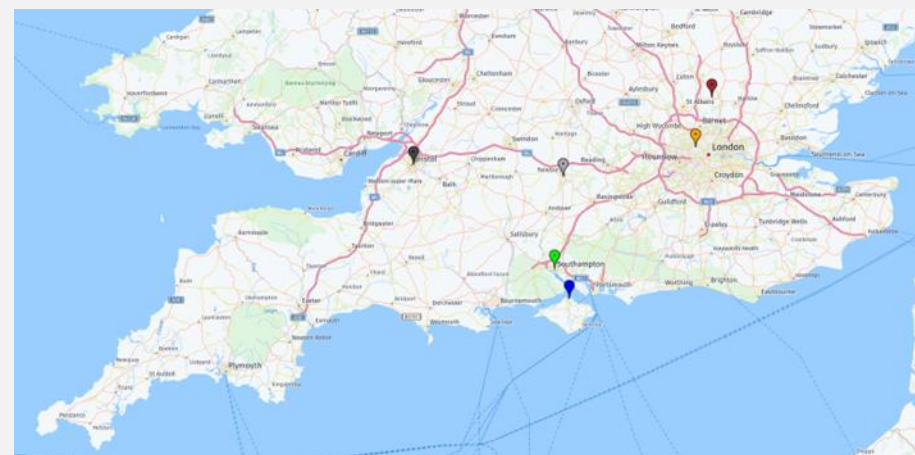


Scrutiny Panel

- 6 members
- Across SNG communities
- Mixed tenures
- First scrutiny into EDI



Former Organisation	Members
Sovereign	4
Network	2

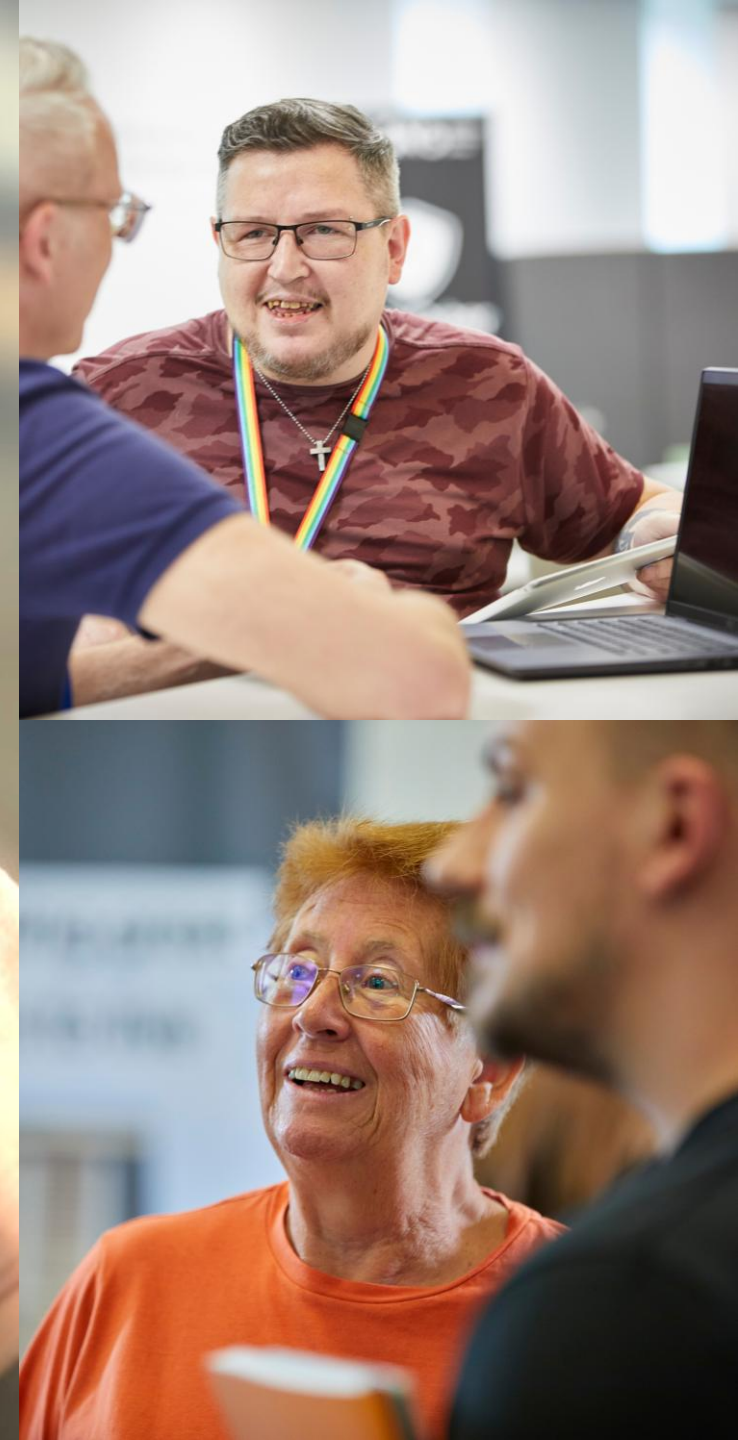


Angie Chillingworth,
Chair of Scrutiny
Panel



Large, but local –
putting multi-
generational
resident's voices at
the heart

Making the customer's voice heard at every level



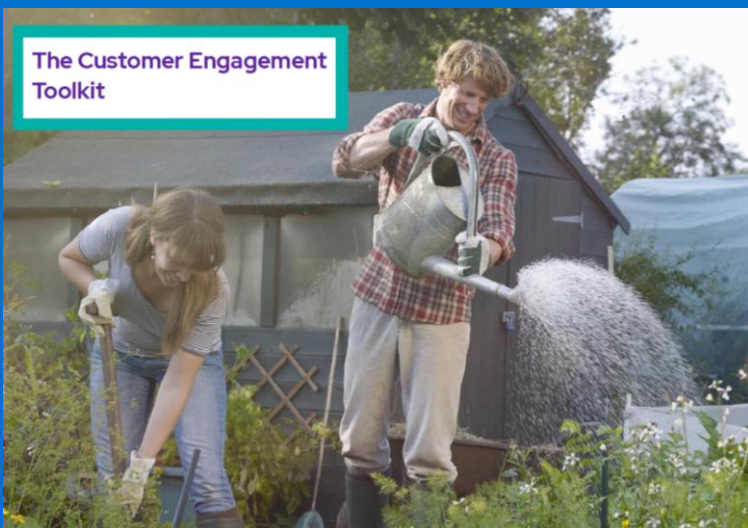
Thematic Groups



Taking the Stigma out of Social Housing:
The Residents View


G15 research report

Customer Engagement Training and Toolkit



Making Customer Engagement Everybody's Business!

- *Training co-designed and co-delivered by team and residents (paid in vouchers)*
- *Ideas around embedding CE in everyday practice*
- *Toolkit to support teams to lead on everyday engagement activities*

 Engagement	Co-Production	Colleagues and Customers working together as equals to design, deliver and review services/neighbourhood action plans.
	Involving	Customers are invited to share their experiences of services/their neighbourhood and work with colleagues to find solutions for improvements.
	Consulting	Customers are asked their opinion on specific topics/ services/neighbourhood decisions. Their responses will enable colleagues to make decisions on behalf of the wider customer base.
	Informing	Colleagues provide customers with information on decisions that have already been made.

Looking to the
future... opportunities
and challenges

How do we make sure all voices are heard?

- Engaging the business in our Better Together strategy
- Building our pool of scrutineers and communicating the new approach
- Enable residents to guide our new model and support us to test and iterate
- Connecting with other HA's and sharing best practice through a new Customer Engagement network with HACT and G15 networks
- Rolling-out our Engage platform and training for staff
- Exploring new innovative ways of connecting with residents and ensuring we are both large and local

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