



## **CUSTOMER ENGAGEMENT STRATEGY REVIEW**

### **BACKGROUND**

**THE SCOTTISH SOCIAL HOUSING CHARTER  
CLEARLY SETS OUT THE REQUIREMENT THAT  
LANDLORDS GIVE CUSTOMERS OPPORTUNITIES TO  
BE INVOLVED IN THEIR WORK –**

**TWO OF THE CHARTER OUTCOMES DEAL WITH  
THIS DIRECTLY:**

**Outcome 2: Communication**

**Outcome 3: Participation**

We currently carry out a variety of communication methods including quarterly newsletters, Facebook & Twitter, texting, emails and tenant satisfaction surveys.

More information can be found (with details on how to get involved) at [www.manorestates.org.uk](http://www.manorestates.org.uk).

**WE WOULD WELCOME YOUR VIEWS - PLEASE  
COMPLETE OUR SHORT SURVEY BY FRIDAY 18  
OCTOBER**



<https://www.surveymonkey.co.uk/r/9X8RHLK>





## WHAT COULD WE DO BETTER?

A BIG THANK YOU TO ALL TENANTS WHO RESPONDED TO PREVIOUS CONSULTATION AND HAVE SHOW AN INTEREST IN THE WORK THAT WE DO.

**WE WOULD REALLY LIKE TO SEE MORE PEOPLE GETTING INVOLVED – PARTICULARLY THOSE WHO RECEIVE OUR SERVICES AND HAVE A REAL OPPORTUNITY TO INFLUENCE HOW SERVICES ARE DEVELOPED.**



Possibilities to be involved - include:

- Newsletter Competitions – best garden/good neighbour award
- Coffee mornings in local areas – opportunity to meet staff
- 'Stair meetings' and Drop-in sessions in local areas
- 'Armchair Panel' – reviews by email
- Tenant scrutiny – more detailed review of a service area, including tenant-led inspections
- Tenant conference and an opportunity to meet tenants from other housing associations

## WE NEED YOUR HELP!

We have recently commissioned a company called Research Resource to carry out an independent tenant satisfaction survey. They will be aiming to interview around 500 tenants face-to-face and all other tenants will get the opportunity to complete a postal or online questionnaire.

Surveyors will be on site during September and October – we will receive the report some time in December and the outcomes will also influence how we take forward our Customer Engagement Strategy.



**If you have any queries about the Customer Engagement Strategy or the Tenant Satisfaction Survey, please contact Alasdair Fraser or Carolyn Hughes at the Association's office.**

