PARKHEAD HOUSING ASSOCIATION LTD.

CUSTOMER SERVICE STANDARDS

CONTENTS

CUSTOMER SERVICES STANDARDS

1. Aims and Objectives

The primary aims and objectives of our front facing service is to -

- answer customer enquiries quickly and effectively
- resolve issues with empathy, care and attention
- be knowledgeable, professional and friendly
- nurture relationships with those that need our assistance
- understand the needs of the Parkhead Community
- provide support and where appropriate signpost to other services
- provide fair and equal service to all our customers, ensuring our service reflects the diversity of our community
- regularly seek feedback on the range and quality of services we provide

2. Our Values

Community Centred – We will ensure that the focus of our work meetings the needs and aspirations of the Parkhead Community.
Partnership – We will work with others to improve services and improve the daily lives of our residents and other stakeholders.
Service Excellence - We will always provide the best possible level of service to all customers at all times.
Integrity – We will be open and accountable, respect others and behave in a professional and ethical manner at all times.

3. Our Approach and Key Principles

Our approach is closely aligned to our Core Values where we ensure that our residents and the Parkhead Community come first in everything we do. The key principle of our service is to resolve issues at first point of contact by having an in depth knowledge of our customer's needs. We also want to create an environment that is welcoming, friendly, relaxed and approachable to ensure that residents within our Community know they can rely on us for support.

To help us achieve this we have

- an organisation wide approach to providing the best possible service to the Parkhead Community.

- a multichannel approach to how customers can interact with us, whether this is face to face, over the phone, email, social media or our website live chat.

- a strong organisational commitment to learning and development to help empower our staff.

4. Our Systems

There are a number of systems and tools that we can utilise to support and encourage interaction with our customers. These include –

- Phone system – 3CX
- Social Media – Twitter, Facebook, Instagram, Linkedin
- Website
- General Email
- Live Chat
- Housing Management Software – Kypera

We also have opportunities to interact and provide information to our customers through our written correspondence, face to face and via information bulletins such as newsletters.

5. Collecting Feedback

The Association will monitor customer satisfaction by reference to;

- Satisfaction Surveys – Independent and in house
- Customer Complaints
- Exit Surveys
- Consultation Processes
- Customer Service Accreditation & Monitoring

This collection of data will help us as front facing staff understand why we are doing what we are doing and it will provide us with more informed insight into our impact as customer service team.

6. Continuous Improvement

It will be incumbent on us to monitor our performance in terms of our customer satisfaction across reporting periods to both SMT, Directorate and Board level. This feedback will help inform our services. This will also provide us with greater insight into where we can make improvements, allocate additional resources and fully understand our customers' needs and priorities.

Parkhead Housing Association is committed to continue to evolve its service delivery based on the needs of its customers and is also committed to supporting staff in their own professional development in this area.

7. Handling Complaints

There will be times that our customers will feel that our service has fallen below certain standards. In this situation customers are able to utilise the Association's Complaints Handling Process which follows the SPSO standard for RSLs.

Where possible, we will try to resolve complaints at the time when initial contact is made by the customer. When this is not possible we will:

- Acknowledge receipt of any complaint within 3 working days of receiving it and advise you who is dealing with your complaint
- Reply to your complaint within 5 days, except where detailed investigation of a complaint is required, then the timescales for a full response is within 20 working days
- This will include how to take the complaint further if the customer is not satisfied; and
- Monitor complaints for reporting purposes and to help us learn from them and improve our services

As always, in any situation where our customers are dissatisfied we must look to apologise and make every effort to put matters right.

8. Dealing with Abuse / Harassment

Parkhead Housing Association has a zero tolerance policy when it comes to abuse towards members of staff. If a situation occurs where the level of abuse becomes unacceptable then follow the steps outlined below –

- Advise the customer that to continue the nature of the conversation has to change for the query to continue and be resolved.
- If this has little or no effect, advise the customer that if the nature of the conversation doesn't change then the call will be terminated.
- At this point the call can be terminated.
- In terms of follow up, please advise the Housing Officer / Housing Manager and if appropriate update notes within the occupancy in Kypera.
- If there appears to be a severity with individual cases or a pattern the Housing Manager reserves to issue verbal or written warnings or limit the tenant's interactions with particular members of the staff team at particular times.

9. Outcomes & Targets

The main outcome we are trying to achieve with our front facing services is ensuring that our service is valued and well used by those who reside within the Parkhead Community.

Furthermore, there are a number of targets that we would look to maintain and achieve as follows –

- Customer Service Accreditation
- Mystery Shopper results
- Customer wait times
- Follow up call numbers

- Customer Satisfaction Scores – Measured against peers & sector averages

10. Our Response Times

Type	Target Timescale
Call waiting time	< 60 Seconds
Call back waiting time	24 Hours
General Email	Within 4 hours of receipt*
Live Web Chat	Within 4 hours of receipt*
Social Media Direct Messages	Within 4 hours of receipt*

*within office opening hours

11. Responsibilities and Delegated Authority

The role of the Board is to set the Customer Service standards for the Association and review these at least three yearly and in light of feedback from customers. The Board will delegate to;

- The Chief Executive responsibility for monitoring the success of the staff team in delivering services to the agreed standards
- The Directorate holds responsibility for monitoring tenants views of customer services
- All managers hold responsibility for ensuring staff are aware of the standards and are supported to deliver them

The role of all members of the staff team is to deliver services in accordance with the customer service standards as detailed in the accompanying procedures.

The Management team will be responsible for ensuring feedback is issued to the Board.

12. Legal and Regulatory Framework

Parkhead Housing Association is required to adhere to the Scottish Social Housing Charter and is duty bound to report on performance against the Charter on an annual basis via the Annual Return on the Charter (ARC).

13. Links to Other Policies

This policy complies with the Association's Equalities policy and should be read in conjunction with the Complaints Handling Policy & Communications Policy.

14. Review

This policy will be due for review in 2025.

Review 2025