



CUSTOMER SERVICES AND STANDARDS POLICY 2026

1.0 POLICY STATEMENT

1.1 The Association is committed to providing customer services that are consistent, caring, timely and easy to access. We will deliver services that:

- ✓ are focused on what matters to customers and support positive outcomes;
- ✓ are accessible and inclusive, with support to remove communication barriers;
- ✓ are delivered right first time wherever possible and explain decisions clearly;
- ✓ are shaped by feedback and complaints, and we will tell customers what changed ("you said, we did").

2.0 SERVICE STANDARDS

2.1 We are committed to providing an excellent, effective and cost-efficient customer service to all our existing and future customers and have developed a customer services standard which, has also been published in our Customer Charter leaflet attached at **Appendix 1**.

The standards detail how we will interact with customers. These targets will be kept under review and if required will be updated through our performance monitoring.

The undernoted table sets out the Service Standards.

Customer contact / service	Our Standards
Telephone (during opening hours)	Aim to answer within 60 seconds; if we miss the call we will aim to call-back by close of business the same day (or next working day if after hours). When customers contact us by telephone we will: ✓ Answer calls promptly and professionally. ✓ Identify ourselves and the Association. ✓ Speak clearly and courteously. ✓ Keep time spent on hold to a minimum. ✓ Advise customers of any delays in dealing with enquiries. ✓ Redirect enquiries to the appropriate member of staff where necessary.

	✓ Return messages and calls within published service standards.
Written Correspondence Email / webform / Letter	Acknowledge within 3 working days; we will aim to provide a full response within 10 working days (or agree a revised timescale). When customers write or email us, we will: ✓ Acknowledge correspondence within 3 working days. ✓ Provide a full response within 10 working days or explain any delay. ✓ Use clear and understandable language. ✓ Provide details of any appeal or review process where relevant. ✓ Provide a contact name and details for further enquiries. Specific response times for complaints and tenancy-related matters are detailed within the relevant policies and procedures.
My Home Portal	Acknowledge within 3 working day; we will aim to provide a full response within 10 working days (or agree a revised timescale). When customers submit enquiries through My Home they will be responded to in the same way as any written correspondence.
Social Media Enquiries	We will aim to respond within 2 working days (or signpost to the right channel where personal information is needed). Social media channels are not monitored continuously and should not be used to report emergency repairs or urgent housing matters. When customers contact us through social media we will: ✓ Respond to enquiries in a professional, courteous and respectful manner. ✓ Provide information or direct customers to the most appropriate service or member of staff. ✓ Request that customers contact us through alternative channels where personal, confidential or tenancy-related information is required. ✓ Remove or hide comments that contain offensive, discriminatory, abusive, threatening or inappropriate content, in line with our Social Media Policy.

In Person	We will aim to see you within 5 minutes; if you have an appointment time and it is going to be delayed, we will explain and offer options. When customers visit our offices, we will: ✓ Provide accessible and welcoming facilities. ✓ Maintain a clean, safe and professional reception environment. ✓ Deal with enquiries as quickly as possible. ✓ Explain any delays and keep customers informed. ✓ Offer private interview facilities where appropriate. ✓ Provide interpretation or translation services where required.
Home Visits	When arranging appointments, we will: • Offer appointments at mutually convenient times wherever possible. • Notify customers as soon as possible if arrangements need to change. Please note that not all home visits can be arranged in advance. In some circumstances, staff may undertake visits as part of routine tenancy management, estate management, inspections, or service delivery activities without a specific appointment being made. When carrying out home visits, we will: • Act professionally at all times. • Be polite, respectful and clearly identify ourselves. • Respect customers, their homes and their privacy. • Explain information clearly and in an understandable manner. • Provide accurate advice and keep customers informed. • Respect confidentiality and seek consent before discussing personal matters in front of others. • Leave a calling card if a customer is not at home, providing details of who visited, the reason for the visit and how to contact us. • Make arrangements for a further visit at a convenient time where necessary. Contractors and consultants acting on behalf of the Association will be expected to meet the same standards.

Keeping you updated (repairs and ongoing cases)	We will aim to: • Confirm next steps and contact point • provide updates at key stages • respond to update requests within 5 working days.
Complaints of Service	These will be Handled under the Complaints Handling Procedure and meet the published timescales as follows: Frontline Stage 1 – response within 5 working days Investigation Stage 2 – Acknowledge within 3 working days and respond within 20 working days. We will signpost how to complain and how to escalate.

3.0 **MONITORING SERVICE STANDARDS**

- 3.1 We monitor service effectiveness through customer feedback, performance reporting and independent satisfaction surveys. We will carry out a full customer satisfaction survey at least every three years (or as required by the Scottish Housing Regulator) using an independent research contractor. We will publish results and an improvement action plan and report progress to customers.

Following the completion of our last full tenant satisfaction survey held in 2025, saw improvement in five out of seven areas and only a slight decrease in the remaining two. The results are detailed below:

Activity	2025 Survey
Percentage of tenants satisfied with the overall service	92.5%
Percentage of tenants who have had repairs and maintenance carried out in the last 12 months satisfied with the service	87.4%
Percentage of tenants who feel their landlord is good at keeping them informed about their services and outcomes	94.5%
Percentage satisfied with opportunities to participate in decision making	90.1%
Percentage of tenants satisfied with the quality of their home	90.1%
Percentage of tenants satisfied with the management of the neighbourhood they live in.	91.8%
Taking into account the accommodation and the services Ochil View Housing Association provides, to what extent do you think that the rent for your property represents good or poor value for money?	82.6%

- 3.2 The Association may use smaller, service specific surveys and feedback methods throughout the year. We will often use smaller scale surveys when seeking feedback on specific services or policies. Where we use incentives (such as a prize draw), we will publish clear terms and conditions, select winners fairly, and process personal data in line with our privacy information.

3.3 We offer a range of ways for our customers to get involved and share feedback, including:

- ✓ My Home online portal feedback
- ✓ Focus Groups and topic specific workshops
- ✓ Tenant Scrutiny Group -Ochil Voice
- ✓ Registered Tenants Organisations
- ✓ Estate Walkabouts and local area inspections
- ✓ These Homes satisfaction questionnaire when registering

3.4 Our Tenant Engagement & Communication Strategy sets out how we will involve customers and how we will communicate. It includes an action plan which is regularly kept under review.

4.0 CUSTOMER INVOLVEMENT AND CONSULTATION

4.1 The Association values customer feedback and is committed to meaningful consultation and engagement. Prior to amending any aspect of a Policy or Service that could significantly affect customers, we will prepare a consultation plan setting out who we will consult with, how we will consult and the timescales.

4.2 We may involve customers in survey planning, design, reporting and analysis. Where we use a sample, we will ensure it reflects our customer base and that different groups are included.

4.3 We will use a range of methods to consult, including: -

- ✓ Post
- ✓ Online surveys
- ✓ In person
- ✓ Telephone
- ✓ Text Message and Email

4.4 We will report to our decision-making Committees on consultation activity and how customer views have been considered. We will also report back to customers on outcomes and actions taken.

After each significant consultation exercise, we will review what worked well, participation levels, and what we will do differently next time.

4.5 In addition to consultation exercises we will encourage customers to provide feedback, comments and suggestions. We will use feedback to improve service standards.

5.0 PERFORMANCE MANAGEMENT AND REPORTING

5.1 We set targets and monitor performance through our business planning and performance management arrangements. Key documents are available on request.

- 5.2 We report performance to customers at least annually, including progress against key targets. We will invite feedback on priorities and use this to inform service improvements where possible.
- 5.3 We provide performance information in clear and accessible formats, including key measures reported to the Scottish Housing Regulator through the Annual Return on the Charter (ARC), covering customer satisfaction, complaints, repairs, safety, neighbourhood management, value for money, rent collection and reletting performance. Information will be presented in a way that enables comparison with other local landlords providing comparable services, and performance is reported to the Board of Management quarterly.

6.0 COMMUNICATION AND ACCESSIBILITY

- 6.1 We will treat all customers with courtesy and respect and communicate clearly in ways that meet different needs using plain language, avoiding jargon and make reasonable adjustments where required. We will provide information through a range of channels and review how effective our communications are.

We will:

- ✓ Provide written communications in alternative languages, where appropriate;
- ✓ Provide interpreting support for different languages (including British Sign Language), where appropriate;
- ✓ Provide audio versions on request and support customers with reading difficulties;
- ✓ Provide information in large print, Braille or audio on request for customers with visual impairments;
- ✓ Produce newsletters, annual reports, service updates and other customer communications;
- ✓ Explain proposed changes to policies, practices or services that could affect customers;
- ✓ Publish policies, performance information, key service updates and provide customers with summary, easy to read policy documents for the most common policies affecting customers, for example Complaints Handling, Anti-social Behaviour Policy and all the Changes to Tenancy policies;
- ✓ Make information available at our office and other venues used by customers;
- ✓ Provide information through our website and social media channels;
- ✓ Provide information and meetings for customers when we carry out planned investment works in homes;
- ✓ Monitor the effectiveness of communications through customer feedback and surveys;
- ✓ Invite tenants to attend Estate Walkabouts and publish results of these;
- ✓ Keep Customers informed during service requests or repairs;

7.0 CONTACTING US

- 7.1 The Association's office opening hours are:

Monday, Tuesday and Thursday	9.00 am to 5.00 pm
Wednesday	12.30 pm to 5.00 pm
Friday	9.00 am to 3.00 pm

Where it is necessary to close the office for any operational reason or during public holidays, we will notify customers through appropriate communication channels, including:

- ✓ Tenant newsletters.
- ✓ The Association website.
- ✓ Social media platforms.
- ✓ Tenant portal notices.
- ✓ Text messaging where appropriate.

When our office is closed, we will:

- ✓ Provide details of reopening arrangements through our telephone system.
- ✓ Ensure access to an emergency repairs service.

8.0 CUSTOMER RESPONSIBILITIES

8.1 To maintain positive and productive relationships, customers are expected to:

- ✓ Treat staff, contractors and representatives with courtesy and respect.
- ✓ Refrain from abusive, threatening or aggressive behaviour.
- ✓ Allow staff reasonable time to investigate and respond to enquiries.
- ✓ Co-operate with requests that support staff safety and wellbeing.

The Association operates a zero-tolerance approach to verbal abuse, threats, harassment, intimidation and physical aggression. Appropriate action may be taken where unacceptable behaviour occurs, including restricting contact arrangements and, where necessary, reporting incidents to Police Scotland. Further information is available within the Unacceptable Actions & Expected Behaviours Policy.

9.0 EQUALITY AND HUMAN RIGHTS

9.1 We are committed to fairness, dignity and respect. Our Equality and Human Rights Strategy sets out how we will promote a respectful understanding environment. We aim to eliminate discrimination by encouraging diversity, providing equal opportunities and fostering good relations. We will make reasonable adjustments so customers can access our services.

10.0 CONFIDENTIALITY AND DATA PROTECTION

10.1 We handle personal information responsibly and in line with data protection legislation.

We will:

- ✓ Treat personal information confidentially and securely.
- ✓ Maintain accurate and relevant records.
- ✓ Only collect and retain information necessary for legitimate purposes.
- ✓ Comply with the UK General Data Protection Regulation (UK GDPR) and other related legislation.

10.2 Our policies and privacy information explain how we collect, use, share, store and retain personal data, and how customers can exercise their rights.

The following policies explain how we provide services in an open and accountable way while protecting personal and commercially sensitive information.

- ✓ Access to Information Policy
- ✓ Data Subject Request Policy
- ✓ Data Retention Policy
- ✓ Privacy Policy

Customers can find full details on each of these policies on the Association's website or on request.

11.0 LEARNING FROM COMPLAINTS AND POSITIVE FEEDBACK

11.1 We aim to provide services that meet customer's needs. However, there may be occasions on when we do not. We welcome complaints as feedback on the services we provide. Our approach to dealing with complaints and expressions of dissatisfaction is set out in our Complaints Handling Procedure. This is published on our website, and paper copy is available on request. positively welcome complaints as feedback on the services we provide.

11.2 We will use learning from complaints to identify trends, improve services and reduce the likelihood of similar issues happening again. We will publish complaint outcomes, learning points and examples of changes made through our newsletters, including "you said, we did" updates where appropriate. Complaints performance and learning will be reported quarterly to the Customer Services Committee.

11.3 We will record positive feedback received from customers, including compliments about staff, contractors, services and outcomes. We will analyse this feedback alongside complaints and other customer insight to identify what is working well, recognise good practice, share learning across teams and support continuous improvement.

12.0 TRAINING

12.1 We will ensure relevant staff receive customer care training and understand the importance of good customer relations. Staff who deal directly with customers must record feedback and complaints in our complaints recording system. Managers are responsible for reviewing feedback and complaints, identifying themes, and using learning to improve services where possible.

12.2 We will maintain up-to-date policies and procedures for our services and make sure staff understand them. We will minimise the likelihood of mistakes through training, supervision, and performance management and monitoring.

13.0 CUSTOMER SERVICES CHARTER

13.1 We have a Customer Services Charter, which was produced by our Tenant Scrutiny Group, Ochil Voice, to provide a clearer understanding of the customer service standards that our customers should expect.

14.0 REVIEW

The policy will be reviewed at least every 5 years

Policy Review Process and Consultation

Consultation with Tenants, Owners and Applicants	May 2026
Review completed by Tenant Scrutiny Group - Ochil Voice	June 2026
Reviewed by Senior Management Team on	30 th July 2026
Recommended by the Customer Services Committee on	13 th August 2026
APPROVED BY THE BOARD OF MANAGEMENT	27 th August 2026
Date of Next Review	August 2031

Approved