

# The Regenda Group Customer Focus Strategy



The Regenda board has approved a two year-customer focus strategy for all parts of the Regenda Group, taking us to March 2020.

## Our customer commitments

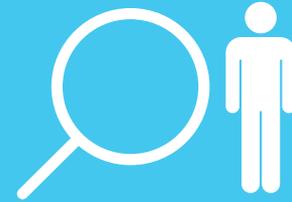
We want to be a truly **customer focused organisation** which puts **customers at the heart of all we do**. To help us to achieve our aim, we have made these commitments:



Our leadership is committed to creating a culture which places customers first. Customer Focus is one of our values - the principles by which we operate.

We believe that:

- without our customers, we have nothing
- we must treat our customers how we would like to be treated
- we will do a better job for our customers by seeing things from their perspective.



We will understand who our customers are, what they need and what they want, and we will act upon it.



We will listen to our customers - we make improvements based on what they tell us and we will embed what we learn in our practices and procedures.



We will create effective ways of working, which are aligned to our customers' requirements.



We support our staff to live and breathe our value of customer focus and to provide great customer service.

## What's in our strategy?



Our strategy sets out our aim to achieve **world class feedback** when we ask customers if they would recommend us to family and friends. We've set ourselves a series of **targets over the five years** of the strategy, covering:

- Customer satisfaction
- Performance which ranks us amongst the best
- Independent assessment and accreditation of our complaints service
- Independent assessment and accreditation of our customer service
- Investors in People gold award
- Be a Sunday Times 100 best company to work for
- Create active customer panels scrutinising our services
- Recruit 150 actively involved tenants to influence how we provide services
- Recruit 30 mystery shoppers to scrutinise the promises we make
- Identify targets to make it easier for customers to do business with us.



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