

Customer Engagement Framework



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Customer

1. Introduction



At Clyde Valley, listening to and engaging with our customers is at the heart of everything we do. We are committed to creating vibrant, inclusive communities where everyone feels heard, respected, and valued.

Customer engagement is a shared responsibility that involves every colleague across the organisation. It's not just about listening, it's about acting on feedback and embedding it into everything we do. When we talk about engagement, this includes **Tenant Participation** and the opportunities we provide for customers to get involved and influence decisions.

This commitment is vital for delivering excellent customer experiences, meeting the expectations of our Board, and complying with regulatory standards.

Strong engagement builds trust, improves outcomes, and demonstrates accountability at every level.

We have defined the two levels of engagement as follows:

Customer Engagement at CVG is our organisation-wide approach to building strong relationships through meaningful communication with all our customers, this extends beyond our social rented customers to our Private and Mid-market residents and home-owners via our Factoring services.

We see every interaction with our customers within their own communities as an opportunity to listen, learn and improve the way we deliver our services. It's often informal, based on everyday conversations and interactions, and offers flexible ways for customers to get involved, on their own terms and at their own pace.

Tenant Participation at CVHA is a collaborative, two-way process between ourselves and primarily our social rented tenants. Through formal, planned activities held throughout the year, we will ensure our tenants are informed, empowered, and supported to share ideas, give feedback, and influence decisions about the policies, services, and conditions that affect their homes.

This ongoing engagement ensures our tenants have a meaningful role in shaping and improving housing services at CVHA, we value the importance of our tenants voice and are committed to involving them in the decisions that affect their homes and communities.



Customer Engagement	Tenant Participation
All tenures, all customers Engagement by all employees Commitment from CVG	Focus on CVHA Tenants Led by Customer Engagement Team Regulatory Requirements
Broader involves day to day informal interactions, social media/feedback forms	Formal involvement such as tenant groups, consultations, involvement in decision making
Organisation often initiates but customer chooses to engage	Tenants are invited or empowered to take part

What is the Customer Engagement Framework?

Our Customer Engagement Framework gives us a clear, consistent way to involve and listen to customers. It sets out the principles and structure for engagement across all areas of our work and across all tenures, making sure customers have real opportunities to influence decisions, shape services, and share their experiences.

What is the Tenant Participation Strategy?

The Tenant Participation Strategy explains how the strategy was developed and sets out our regulatory obligations to ensure tenants have a real opportunity to influence decisions that affect their homes and communities.

It highlights ways tenants can get involved in shaping services and policies, our responsibilities as a landlord to support meaningful participation and the benefits of taking part, including stronger communication and better outcomes for everyone.

What are the Customer Engagement Guidelines?

This Customer Engagement Guidelines document has been developed to make engagement practices easier for colleagues. It will help you pick the most effective methods and decide the right level of involvement. Planning ahead is key, think about what input you need at each stage and how engagement links to assurance, improvement projects, audits, or areas where performance needs strengthening.

Together, these documents are the foundation for building trust, transparency, and collaboration. They help us plan engagement activities, choose the right methods, and turn feedback into meaningful action ensuring we strengthen the voice of customers in key decisions and service improvements



2. Our Commitment to Customer Engagement

We are committed on making it easier for our customers to access our services and communicate with us, whether through digital platforms, customer service improvements, or clearer channels of feedback. We want to ensure the right offerings are in place to meet the diverse needs of our communities, ensuring that our housing solutions support the well-being, security, and aspirations of those we serve.



Our Purpose: A Positive Influence for Change

- Our purpose is to drive continuous improvement by enhancing performance, deepening understanding, and delivering better services. We aim to truly understand what matters most to our customers and reflect that in everything we do.



Our Vision: Shaping a brighter future by building vibrant, inclusive communities

- By prioritising customer engagement and service excellence, we strengthen brand loyalty and reputation, building meaningful relationships, and foster trust across our communities.



Our Mission: Investing in people and places, we provide affordable homes and inclusive communities, empowering everyone to thrive

- Good customer engagement means being transparent, involving all employees, and ensuring everyone feels confident in delivering it. It requires strong communication and feedback loops that close the circle, making engagement meaningful and impactful. Importantly, it's not a one-off activity, it must evolve continuously to meet changing needs and expectations.

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"When customers are involved and listened to, it helps build trust, stronger communities, and long-term improvements."



Our Values

They inspire and shape everything we do. Our values guide the way we work, and together we make the difference. Applying these values to how we engage with our customers is essential to delivering services that meet individual needs.

3. Benefits of Customer Engagement

Customer engagement delivers clear benefits for all of our customers, us as a landlord and our wider communities where we have homes. It leads to more effective and informed decision making, helping ensure that services reflect real needs while delivering better value for money.

For Customers:

- Helping to shape decisions that directly affect your homes and services
- Helping to improve service delivery to meet your needs
- Gaining an understanding on how decisions are made which helps build trust
- Improves communication and creates stronger links between you and CVHA
- There are also personal benefits for getting involved in any participation activities. It's a great way to learn new skills, boost confidence, make new friends, and understand how CVHA works.

For Communities :

- Helps bring together diverse voices, including those who are often underrepresented
- Residents can highlight specific needs, leading to better targeted improvements
- Participation encourages connection and a shared purpose creating stronger communities
- Increased tenant satisfaction with your home and neighbourhood

For Clyde Valley Housing Association:

- Insight from customers helps create more effective, responsive policies and services, improving outcomes for everyone
- Customers who feel heard are more likely to be satisfied with CVHA as a Housing Provider
- Builds trust as we are working together for common goals with respect and understanding
- Regular Customer input improves accountability and ensures we meet legal and regulatory obligations

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4. Our Objectives



Our Services

Our team is dedicated to continuously improving service delivery by actively listening to and acting on all forms of customer feedback. We champion equality, diversity, and inclusion by identifying and addressing barriers, and by offering flexible, accessible opportunities for customers to engage in ways that suit them best.

We are committed to really understanding customer feedback and delivering measurable customer impact.



Our People

Customer engagement is embedded throughout our organisation. It is reflected in job descriptions, recruitment practices, onboarding processes, and day-to-day operations. This shared responsibility is threaded into our structures and operational frameworks to enhance the customer experience. The voice of the customer is consistently integrated into our services and processes, ensuring their perspectives inform and shape our delivery.



Our Communities

We will actively seek to understand our communities and their individual needs, building long term positive relationships that create social impacts and sustainability. We will collaborate with local authorities, contractors and service providers to deliver the best possible outcomes.



5. Our Approaches



6. Monitoring our progress

“Monitoring engagement helps align service delivery with customer expectations, improving both performance and satisfaction.”

Monitoring progress is key to achieving our objectives and ensures that engagement is a key factor in shaping culture at CVG and boosting performance.

It helps us track progress making sure customer engagement is built into everything we do, from our services and processes to our culture.

Annual reporting will highlight our progress and give assurance that the voices of our customers are integral to improving performance and shape services that meet everyone's needs.

We will measure of success through:

All departments areas demonstrate evidence of customer input in service design or improvement

Year on year increase in customer participation and engagement

Increased variety of participation channels offered for engagement

Increase in feedback received and tracked through responses across all channels

Benchmarking against defined KPI
Customers who felt CVHA was good at keeping them informed

Service improvements implemented as a result of customer feedback

What can you do?

- Take every opportunity to listen to customers and capture their feedback.
- Share insights with your team so we can learn and improve together.
- Document changes and successes to show customers their voices matter.

