

# Customer Experience Feedback

June 2020



We'd like to thank our customers who recently came online to our online customer experience session.

We learned a lot about what our customers consider to be a good experience and where we could improve. Here's an overview of who attended, our discussions and the top findings:

## Who attended:

A total of 11 customers attended as follows:

- 10 tenants and 1 leaseholder
- Aged between 35 – 72
- 18% male and 82% female
- Asian British, black British and white British
- All living in Hertfordshire

## A good customer experience includes:

- Accessible points of contact
- Clear and accessible content
- Responsive
- Being helpful and knowledgeable to resolve queries as quick as possible
- Good communication
- Deliver on promises
- Reliability
- Flexible services
- Honesty and openness – receiving clear explanations
- Having authority to act

## Customers value feeling:

- Respected and valued
- Heard and understood – showing clear empathy and warmth
- Acknowledged
- Informed and aware of any next steps being taken

## Visual branding:

*Most customers were able to recall the Thrive logo, identifying purple and green as primary colours.*

- Bold and colourful to grab attention
- Service is more important than visuals
- Confidence is gained when information is received in Thrive branding

## Day to day interactions:

- Customers prefer to be addressed by title in the first instance and asked if they mind being addressed by their first name

# Customer Experience Feedback

June 2020



- Tone should be friendly but professional
- There should always be a sense of trust
- Manners are important – for example, wishing people a good day

## **Interactions with repair operatives:**

- Engineers should be friendly, approachable and knowledgeable
- Engineers should accommodate according to the customer
- Always show ID and a smile

*Customers said Thrive Homes' engineers are mainly delivering against these values.*

## **Written communications:**

*Customers feel Thrive's communications has significantly improved over that last 18 months. Written communications should always be:*

- Plain English
- Short sentences and content where possible
- Careful choice of language depending on context and type of customer demographic
- Avoid blunt sentences. Always provide narrative and explanation to point of communications
- Always consider the impact – what the customer will think, feel or do as a result of receiving the letter
- Explain, don't tell
- Show empathy – when bad news is delivered, use terms like 'we understand'

## **Thrive Values:**

- Open:
  - Keep customers informed (newsletters and information)
  - Be honest and open, even when things don't go so well
  - Deliver on promises
- Respectful:
  - Carry on as you are now
  - Say 'sorry' when it's due – provide an explanation and show empathy
- Professional:
  - Plain English
  - Friendly but professional
- Reliable:
  - Keep customer informed of any plans or changes
  - Deliver on promises

*Thrive's vision statement should be promoted more to customers.*