



Customer Care

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"Building Communities With Passion & Pride"

Overview of bdht

bdht is the largest provider of affordable homes in the district of Bromsgrove

We own and manage over 4000 homes, and employ over 130 staff

We won Great Places To Work in 2017, and have finished 3rd in Sunday Times Best Companies

We're committed to creating communities, and making a positive difference

90% customer satisfaction, target of 95%



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Customer Care Culture

Customer Care culture has to exist at every level of the organisation

Customer Care has to be a corporate objective

We're not making a profit, so customer satisfaction is our primary measure

You need an empowered workforce, and a 'fail fast' approach

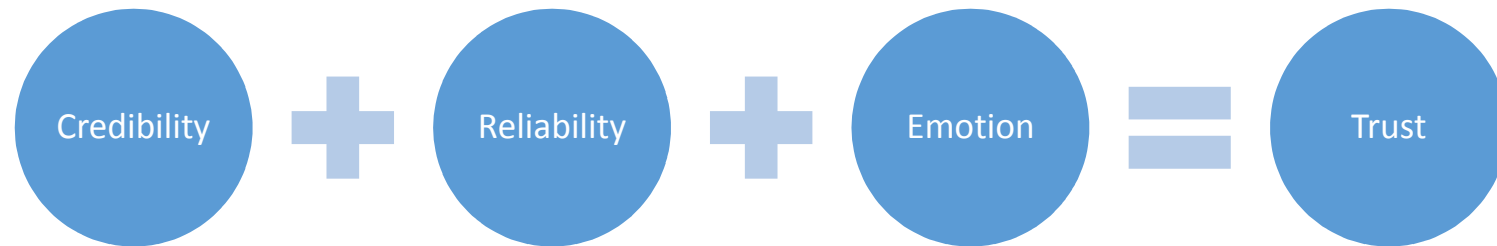
Leadership must create a safe place, and a culture of support

It's not completely embedded at bdht, and we have to keep working on it



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The Trust Equation



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Customer Care Systems

We have a single Housing Management System, with Customer Relationship Management

CRMs all have priority levels, and associated timescales

Managers are expected to manage customer contact

CRM performance is a Key Performance Indicator, and reported at EMT level

Developing the use of mybdht portal for customer contact and tracking

Omni-channel is vital



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Customer Care Lessons

Happy people are vital, and don't create barriers to excellent customer service

Don't be afraid of process and procedure, and knowing when to go outside of them

Trust your frontline officers to do a great job

Put in checks and balances to support staff

The moment you're not progressing, you're going backwards!

Customer expectations are always increasing!



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Any Questions?



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