



Customer Engagement Strategy – 2025-2028 (At a Glance)



Pivotal always aims to provide the best services we can for customers.

We want you to help us do this. Our strategy shows how we want to work with you.

Customer engagement is about:



- How we share information, ideas and decision making with you.
- How you can help us make our services better by sharing your ideas with us.



Our Customer Engagement strategy was developed by:

- Our customers.
- Our colleagues.
- Partners working with us.



Our strategy, based on the Together with Tenants charter, is about how customers and landlords can work well together.

The 6 key points of the charter are:



1. Relationships Treating all residents with respect, openness, honesty and transparency.



2. Communication Giving clear, accessible and timely information to residents on the issues that matter to them.



3. Voice and influence Seeking, listening to, and valuing resident's views' and using them to inform decisions.



4. Accountability Working in partnership with residents so that they can scrutinise and hold landlords to account for the decisions that affect the quality of their homes and services.



5. Quality Residents can expect their homes to be good quality, well maintained, safe and well managed.



6. When things go wrong Supporting people with simple easy routes for raising issues, making complaints and getting things put right.



As part of Pivotal's commitment:

We aim to:



- Make sure your voice is heard.
- Involve you with our services in the way that you want to be involved.
- Make sure you are happy with your home and community.
- Tell you about the difference you've made by working with us to improve services.
- Give you the support you need to help you work with us.



We want to:



- Work with you in an open, honest and clear way.
- Give you clear information.
- Let you know that you can speak out and we will listen.
- Tell you about the decisions we make that affect the quality of your home and our services.
- Make sure our homes are good quality, well maintained, safe and well managed.

We want to:



- Give you advice and support when things go wrong.

And we want you to:



- Have easy ways to tell us about issues and make complaints.



To help us improve our services we will:



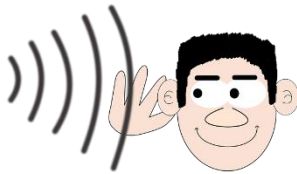
- Hold house meetings and other meetings to ask you what you think.
- Carry out customer surveys, listen to what you say and act on it.
- Develop our website and social media so that you can tell us what you think.
- Help you with training if you want to work with us.
- Collect more information about our customers to help us understand them.
- Always try to get better at working with our customers.

Pivotal



We will offer customers a wider range of choices and opportunities to engage with us.

We will do this by:



Listening to what you tell us in surveys and other ways so that we can develop projects in ways that better meet your needs.



Giving you clear information when you ask us questions.



Developing a customer scrutiny panel so that customers can examine our services and help us improve them.

Working with customers to design our services and:

- Asking customers to test our services through mystery shopping.
- Giving customers information about:
 - Our service standards and customer engagement.
 - Involvement opportunities.





We will make sure:



- Customer engagement is everyone's business.
- All Pivotal colleagues understand their role in engaging customers.
- We provide a positive customer experience.

We will do this by:



- Making sure colleagues are aware of the options for customers to be involved.
- Giving colleagues support from the Customer Engagement team.
- Asking colleagues to work closely with customers, listen to their views and act on them as part of future planning.
- Making sure we use the variety of talents, skills and interests of our colleagues, customers and partners.
- Involving colleagues in engagement activities.



Keeping you Safe



Making sure you are safe in your home is more important than anything else.

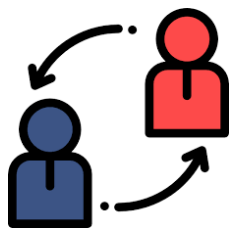
When you tell us you have a safety concern in your home we will listen and deal with it.

We want you to be confident that your home meets the standard required to make it safe and that you understand what that means.



We will work with you to make sure your safety is put first and you have the information you need to stay safe.

New Building and Fire Safety laws set out how we must work with you on building and fire safety.



We will be clear about:

- Giving you the information you need about fire and building safety.
- The responsibilities you and Pivotal have on fire and building safety.
- The action to take if there is a fire.





Equality, Diversity and Inclusion

At Pivotal, respect for difference, diversity and inclusion are important. They all work together in a joined up way in everything we do.



OUR PURPOSE

OUR MISSION

OUR VALUES

- Our purpose is doing more good for more people.
- Our mission is to provide sustainable homes, specialised support and compassionate care.
- Our values are about being passionate, caring and creative.

Putting this strategy into action

Pivotal's Senior Leadership Team

will make sure the things in this strategy happen, and tell the Pivotal Housing Association Board how we are doing.





Pivotal's Property Services Manager and Support Services Manager will check our Customer Engagement Action Plan and tell the Senior Leadership Team how we are doing every 3 months.



Pivotal's Health, Safety and Compliance Manager will make sure we meet the Regulator's standards. This includes working with our customers.



Pivotal's Chief Executive Officer will make sure our customers have a report every year about what we are doing well and what we could do better.

