

Vico Homes 

Customer Experience Plan

➤ 2028

Better futures,
vibrant communities



Welcome

Welcome and thank you for reading our Customer Experience Plan 2025 – 2028.

We might have rebranded as Vico Homes but we're proud to say that our customers are still at the heart of everything we do, just as they have been for the last 20 years when we were known as WDH. Our commitment to delivering the best possible customer experience will continue as we strive to always improve our offer to customers.

As a Customer Committee, working with the Board and employees here at Vico Homes, we want to make sure that we all continue to deliver the best for our customers. We also want to make sure that we deliver the expectations of the consumer standards, set by the Regulator of Social Housing, and ensure our customers influence and shape the services we provide.

We listen to what our customers tell us is important to them and use that feedback to influence and deliver an experience that meets their needs and expectations. This plan sets out our ambition to embed a culture that promotes customer experience greatness throughout the business and the actions which will make that happen.

We are committed to meeting the expectations of our customers as they develop over time and evolving our approach with new technology. We are confident that we will be able to rise to the challenges and continually improve and develop our services to deliver a consistent, high quality customer experience.

Our vision is to create better futures and vibrant communities where people feel valued, wherever they live.

The Customer Committee

Vico Homes





Listening to our customers

In shaping our plans for the future we asked our customers what mattered to them about the experience and services we provide, so that we can use this feedback to help influence the services we provide in the future. And they told us that they wanted:

Customers to be our number one priority

Here at Vico Homes, customers will always be our number one priority. We are ambitious and we are growing, but that will never come before making sure that our customers are supported and have a place that they can feel at home.

To be listened to with empathy and respect and act on feedback

We expect all our colleagues to follow our values and to treat our customers with care. That's why caring is one of our values. For us, this means we know that at the end of every interaction, a person is to be treated with kindness and respect. We also value the feedback our customers give us and we will make sure we act on this to improve our services through co-creation, ensuring customers are influencing our decisions.

To be kept updated

Communication is central to the way our customers experience our services and will be a key element of this plan. We know how important it is to make sure we provide updates and share information that our customers need, not only so they are in-the-know about our services but to also give them the opportunity to influence the services and experiences that we provide.

To consistently deliver

Many of our customers are very satisfied with the services and experiences that we provide, but we know that we don't always get it right. We need to make sure that we deliver tailored yet consistent experiences for every customer, however they choose to deal with us.

Our promises to customers

Our promises to customers set out our commitment to delivering a great Vico customer experience which will be delivered by our caring and professional employees. By delivering on our promises we can achieve our goals and our vision to build better futures and vibrant communities.



Relationships

We will always treat you with kindness and respect. Our relationship with you will be honest. We will be open about the decisions we make and the things that affect you and we will keep any information we hold about you safe.

1

Communication

We will give you important information about your home and community clearly, when you need it and in a way that you can understand. We'll let you know about our services and how we are performing, how we are run and how we can continue to improve.

2

Voice and influence

We really want your feedback. We know that you want to have a say on the things that affect you and we want that too. So we'll give you a range of ways to share your feedback, get involved and help improve services for you and your neighbours. Your feedback is really valuable to us. It lets us know when we're doing well and where things aren't quite right so we can make things better.

3

Accountability

We will provide opportunities for you to scrutinise our services and hold us to account for the services we provide and the quality of your home.

4

Quality

We will make sure you get great customer experiences as well as a quality, well maintained, safe and well managed home.

5

When things go wrong

We don't always get things right and sometimes things go wrong. When that happens, we'll give you the advice and support you need. We have simple ways for you to tell us when we've got things wrong, so complaints are resolved quickly, consistently and fairly.

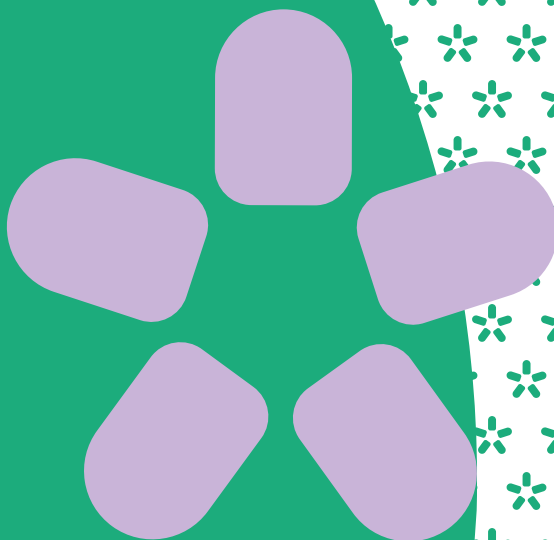
And we're not afraid to say sorry when we get it wrong.

6

Equality, diversity and inclusion

We know how important it is to hear from a diverse range of voices, from a whole range of groups, backgrounds and experiences. That's why we reach out to under-represented communities at every opportunity. We'd love to hear from more of you to help us to shape our services and we'll help you to do that in any way we can.

7



Our vision

Better futures, vibrant communities

Our goals



Provide experiences
to be proud of



Make an impact to
be proud of



Create places to
be proud of

Our Customer Experience Plan

2025 - 2028

Provide a Vico
customer experience
to be proud of

Support our customers
and have a positive impact
on their lives

Work with partners to
improve services

Involve more customers
in influencing the way we
shape our services

Provide vibrant communities
to be proud of

Our mission

Changing lives through the places people live

Our Foundations

Our financial strength

Our data

Our partnerships

Our support for tenants
and creating social impact

Our environmental impact

Our governance

Our people

We'll provide a Vico customer experience to be proud of

We want to make sure that every experience with us is great in every way. Whether that's at the start of your journey looking for a new home, or you've known us a while and need us to be there when you want us. We have a reputation for delivering exceptional support services and high quality homes and we're making sure that will continue. Our Vico customer experience sets out how our employees can achieve this and what our customers can expect.

- We will listen to our customers and let their voices guide improvements in our services.
- We will use data to help us make informed decisions about the experiences we provide for our customers.
- We will put ourselves in our customers' shoes, making it easy for customers to deal with us.
- We will keep the promises that we make.
- We will provide inclusive, accessible services, tailored to meet individual needs that deliver the best outcomes for our customers.
- We have big plans and we know we can't do it alone. We will work with partners to provide the support customers want, where and when they need it.
- We will ensure all of our services deliver value for money.
- We will make every contact count.

We will look at the choices customers have available to them when they want to contact us, with the aim of delivering consistency whatever they choose and wherever they live. To do this we will improve our digital systems to provide the option to self-serve, so those customers who want to take a digital approach can. But we also know that many customers want to speak to someone on the phone or in one of our hubs, so we will be sure to give this option for those who want it.

We also want to offer choice in other ways too. We know how important our repairs service is to customers and we want to continue to improve the repairs experience for them. Over the next three years we will be working towards giving customers the ability to book repair appointments at the first point of contact, so we can not only get repairs right first time but also complete them at a time that is convenient for customers and fits in around their busy lives.

All of this is focused on making the Vico customer experience one that is as easy and effortless as possible.



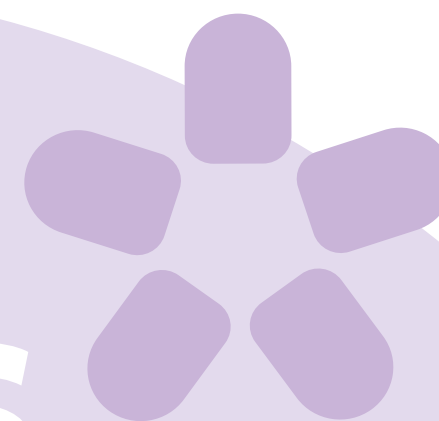
Personalising our offer

Here at Vico Homes we know that no two customers are the same. Whatever a customer's background, circumstances or needs, we will deliver a personalised experience which values diversity, inclusion and offers consistently high standards. In providing the Vico customer experience we will consider individual circumstances and deliver services in line with their needs. We will also develop services that allow us to be flexible, ensuring we can tailor them to meet our customers' changing needs.

Our values

To provide a Vico customer experience we will make sure our people are highly skilled and trained to deliver a great customer experience we can all be proud of. Our people will be professional in all they do, but at the same time friendly and approachable. The foundations of this will be our values, which all of our employees live by.

Our Values



Caring

We put our customers first, treating everyone fairly and flexibly regardless of their background or circumstances. Most of all, we know that at the end of every interaction, there's a person to be treated with kindness and respect.



Confident

We encourage each other to make and own decisions, build our skills and fulfil our potential. It's why we love where we work.



United

We're driven by a powerful common purpose, to create positive impact through the places people live. And we do that by working brilliantly together throughout Vico Homes.



Ambitious

We look to the future knowing that changes we make today create the homes and communities of tomorrow. We set the standard for transformational social housing, championing innovation and creativity to go further and do more for our customers.



We'll support our customers and have a positive impact on their lives

Social impact isn't always an easy thing to measure but we see the benefits for our customers and our communities every day. Social impact is also a reflection of the positive work we do with individuals and groups throughout the areas we work in. Our homes have a huge social impact, as do the services we provide.

We invest in our homes and our customers, providing support that develops people's potential and helps them to face whatever the future brings. We offer a range of support, helping people back into work, improving their financial, social and mental wellbeing and providing homes where families can thrive. Our homes and services support people with a variety of needs, ensuring that everyone can stay safe and live confidently and independently for as long as possible.

We're proud of our communities and we're always pleased to celebrate with them throughout the year, sharing events, awards and their stories with the wider world. We're proud to be more than a housing provider and we want to use our experience and expertise to support more people in more places and to be recognised as the leading provider of homes that create lasting positive impacts.

This will mean that we continue to focus on the quality of our homes and our services to customers that support their health, financial wellbeing and employment prospects, through things like Housing Perks and our hardship fund, which provide opportunities

to have a better future and that help our customers to successfully live in their homes for as long as they want and need to. Everyone deserves the right to a safe and secure home. We will be there for customers when things aren't going well and they need us the most, whether that's when they need a repair or when they need to report a problem.

Partnership working is key to delivering on our plans. We work with the NHS, Police, local authorities and other key agencies to make sure that our customers have the support they need to be happy and healthy in their homes. As we continue to grow, we also want to work with more partners to support all of our customers, wherever they live.

Our key areas of focus to 2028 are:

- Delivering our neighbourhood charters.
- Expanding our digital approach to support customers through our health and wellbeing services.
- Expanding our social investment offer to provide the skills and experience to support customers into work.

We'll work with partners to improve services for customers

Our support goes beyond the front door and we're proud of the range of services that we offer to meet the diverse needs of our customers, to have a positive impact on their lives. But we know that the needs of our customers will continue to change. By using feedback from customers and the information we have about them, we will continue to develop our offer so it can be the best it can be.

We know that we can't do this alone and we're proud to work with partners to offer the support that customers want and need, so that we have services that work for everyone. To make that happen, we'll look at how we are delivering our services now and see if there's ways we can do it better, through new and existing partnerships, to offer a truly great experience, wherever a customer lives.

All of this is focused on providing a modern, professional and friendly experience but also one that will allow us to be visible and proactive, so that we can deal with things in communities before a customer has to report them to us.

Our key areas of focus to 2028 are:

- Strengthening existing and developing new partnerships to continue our support for customers.
- Reviewing our service offer across all the places we work in.





We'll involve more customers in influencing and shaping our services

We understand that all customers are different and want to be involved in different ways. To make sure that we capture diverse voices and representative views, we will continue to develop the ways customers can have their say and share their views. This is something that is really important to us.

We are proud to offer a range of services that can meet the diverse needs of our customers and we will continue to review and develop these to make sure they meet their needs in the future. We will work with our customers to continually review how we're performing, both strategically and at a community level. This will allow customers to scrutinise and challenge our services so that together we make improvements to the way we support our customers.

As well as the voices of and feedback from customers, data will also drive the way that we understand our customers and what is important to them. By knowing our customers better, by understanding who is behind the door, we can involve everyone in decisions that shape our services in more meaningful ways.

Our key areas of focus to 2028 are:

- Reviewing the ways customers provide feedback and influence what we do.
- Developing our approaches to scrutiny and shaping services with customers for customers.
- Enhancing the data we hold about our customer to give it greater purpose.

We'll provide vibrant communities to be proud of

Part of a great customer experience is all about the community you live in, so we don't just want customers to have a great experience when they interact with us but when they are living in their home and community. We know how important it is for customers to feel safe in their home and community and we take this really seriously. Our community safety partnerships allow us to work collaboratively with the Police and local authorities to take a proactive approach to keep communities safe and great places to live. This is not going to stop and we will continue to develop our ways of working to ensure all of our customers love where they live.

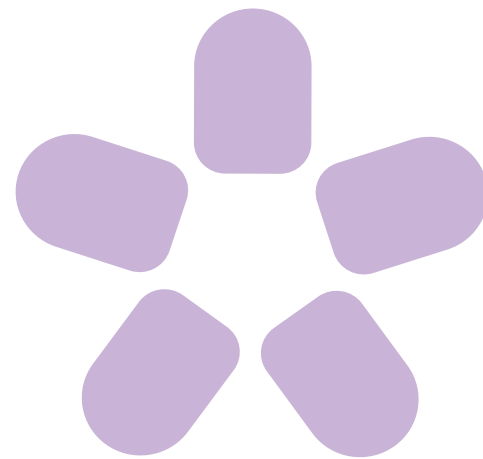
Having well maintained green and shared spaces in communities supports our health and wellbeing. One of our key areas of focus in this plan is to change and improve how we maintain green spaces in communities, so they are of the highest quality. This, along with our proactive approach to looking after trees and keeping communal spaces clean and tidy, will ensure customers take pride in the area where they live.

We know that communities can evolve over time and the needs of areas can change too. But we also know lots of people love where they live and are connected to their communities. When your circumstances change it's hard to make the choice to move away from the community you have lived in for so long. We know this too and that is why we want to find ways to stop customers being faced with this dilemma.

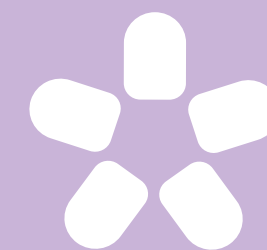
By being customer driven and through consultation with communities, we want to support people to live in a home and area that meets their needs, for as long as they want and need to. This will allow customers to live in a place they know and where they have local connections, giving them the best possible experience. And we will be there for everyone along the way, anchoring ourselves in communities through our engagement and involvement with customers and community groups, supporting our customers and helping to make those places vibrant communities to be proud of.

Our key areas of focus to 2028 are:

- Reviewing and improving how we maintain green spaces.
- Engage with new and existing groups to help develop vibrant communities.



How will we know we've been successful?



≥85%
overall
customer
satisfaction

C1
regulatory
rating

≥87%
customers
satisfied with
repairs and
maintenance

≥68%
satisfaction
with approach
to antisocial
behaviour

≥86%
customers
treated fairly
and with
respect

≥76%
customers feel we
make a positive
contribution to their
neighbourhoods

≥72%
customers feel
we listen and
act

Making it happen

Our key aims are:

- We'll provide a Vico customer experience to be proud of.
- We'll support our customers and have a positive impact on their lives.
- We'll work with partners to improve services for customers.
- We'll involve more customers in more ways to shape our services.
- We'll provide vibrant communities to be proud of.

Vico Homes



Vico Homes, Merefield House,
Whistler Drive, Castleford, WF10 5HX



This document is also available in
other formats on request.



onecall@vicohomes.co.uk



www.facebook.com/myvicohome



This document is also available
electronically at vicohomes.co.uk



0345 8 507 507 - Text Relay calls welcome.
Calls to OneCALL may be recorded for training purposes.



[vicohomes](https://www.linkedin.com/company/vicohomes)



[@vicohomes](https://twitter.com/vicohomes)

Vico Homes Limited
A charitable Community Benefit Society registered under the Co-operative
and Community Benefit Societies Act 2014. Register Number: 7530
Registered Office:
Merefield House
Whistler Drive
Castleford
WF10 5HX

**We are committed to giving everyone equal access
to information.**
**If you would like us to communicate with you in a
different way, or receive written information from
us in another format, please phone 0345 8 507 507
or email onecall@vicohomes.co.uk**

The information in this publication was correct at the time of publishing and
every attempt was made to ensure its accuracy.
However, it may contain certain statements, expectations, statistics,
projections and other information that are or may be forward-looking. By their
nature, forward-looking statements involve risk and uncertainty because they
relate to events and depend on circumstances that may occur in the future.
They reflect Vico Homes current view and no assurance can be given that
they will prove to be correct.