

Customer and Community Engagement Strategy

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Code:

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Introduction

Sage Homes is England's largest provider of new build affordable homes with customers at the heart of what we do. We have a customer-first approach and are creating systems and processes to enable Sage Homes to be the best in class for customer service.

Sage Homes has four corporate pillars:



Customer Engagement directly impacts our aim to be in the top quartile for customer satisfaction and influences how we manage our business and run our homes.

To provide exemplar customer service we must find out what customers want, look at what we provide now and find ways to meet and surpass customer requirements and expectations.

The customer engagement strategy ensures we meet and surpass regulatory standards. This includes fulfilment of our commitments under the Transparency, Influence and Accountability Standard within the Regulatory Framework for social housing in England (**Regulatory Framework**) Consumer Standards.

This requires landlords to be open with tenants and treat them with fairness and respect so that tenants can access services, raise complaints, when necessary, influence decision making and hold their landlord to account. We proactively monitor our performance with this standard through Tenant Satisfaction Measure requirements and customer surveys.

This strategy fully aligns with Sage Homes' ESG, Customer Service strategy, Operational strategy (under development) and our Asset Management strategy, with key themes and metrics mirrored across these action plans.

What this strategy aims to do

Sage Homes are predominantly spread out within mixed new build communities, so community engagement will always encourage Sage customers to involve the wider neighbourhood. Our vision is to make a positive impact in our communities by helping customers become independent and confident living in their homes. We listen to the needs of our communities and focus on co-creating solutions with them. By listening and sharing with our residents, we leverage our expertise to collaborate with customers and partners, making a meaningful difference in the communities they live in.

Our goal is to increase customer satisfaction and drive community participation by Sage customers. We aim to create inspiring new communities that engage actively with us, as well as each other and take ownership over their lives in their homes and neighbourhoods.

We want to engage with our customers in the best possible ways - using sector-leading technology to improve communication and speed of response, supported by experienced professional teams who listen to and understand customer needs.

We'll enable thriving and active communities, meeting our customers' and communities' needs. We empower customers to take the lead proactively in their community, resolving issues themselves.

We will:

1. Listen and learn – By listening to our customers and taking on their feedback we can improve our services. To do this we have three key areas of focus:

- *Customer influence* through scrutiny and insight. We'll have open conversations with our customers, inviting participation in Customer Insight Groups, community champions and through our Customer Scrutiny Panel.
- *Monitoring our performance*. We'll listen to feedback from customer surveys and complaints to understand how we are performing and where we need to do better.
- *Decision making*. We will involve customers in decisions which will impact them and ensure they have access to the Sage board to make their voice heard.

We will measure our progress by tracking our performance against the following metrics:

- Satisfaction that the landlord listens to views and acts upon them (TSM TP06)
- Agreement that the landlord treats tenants fairly and with respect (TSM TP08)

2. Share – We need our communications channels to engage, keeping our customers informed and making sure their voices are heard. By understanding how customers want to engage, we'll make sure their enthusiasm and engagement with Sage Homes remains high.

- *Diversity, Equity & Inclusion*. We will support the diverse needs of customers and ensure they have fair access to and equitable outcomes of our services.
- *Clear communications*. We will ensure what and how we communicate is clear, accessible, relevant, timely and appropriate to the diverse needs of tenants.
- *Our partnership*. We are committed to building strong relationships and positive engagement through our Customer Charter and Good Neighbourhoods initiative.

We will measure our progress by tracking our scores for:

- Satisfaction that the landlord keeps tenants informed about things that matter to them (TSM TP07)

3. Empower – If we meet the needs of customers and the local community, people are encouraged and empowered to take a lead on community initiatives.

- *Thriving communities*. We're working with our communities to enhance community cohesion, promote active participation and support sustainable development.
- *Customer wellbeing*. We support the sustainability of customer tenures and want to contribute to improving customer wellbeing.
- *Community safety*. Sage strive to support all customers to feel safe and secure in their own home.

We will measure our progress by tracking our scores for:

- Satisfaction that the landlord makes a positive contribution to neighbourhoods (TSM TP11)
- Satisfaction that the home is safe (TSM TP05)

Measuring impact of community engagement

Measuring the impact of our customer and community engagement strategy is crucial to understanding its effectiveness and making informed adjustments. Sage aims to keep the lines of communication open with our communities. Key metrics and methods we will use:

Quantitative metrics:

- **Participation Rates:** Track the number of community members actively engaging in discussions, events, insight groups or online platforms.
- **Retention Rates:** Monitor how many community members continue to participate over time e.g. repeat customers applying for seasonal funds or registering interest at insight groups.
- **Customer Perception Surveys (inclusive of Tenant Satisfaction Measures):** Measured through surveys and feedback forms annually. Data collection includes feedback to gauge satisfaction and identify areas for service improvements.

Qualitative data:

- **Quality of interactions:** Assess the depth and quality of conversations actively shared at insights groups.
- **Case studies and success stories:** Document specific instances where community engagement led to positive outcomes (e.g. a successful collaboration, a problem solved).

Digital/Web analytics:

- **Monitor website traffic,** page views and time spent on community-related content.
- **Content Interaction:** Engagement with content such as likes, shares, comments and views.
- **Look for patterns** related to engagement communications.
- **CRM data** e.g. Service Improvement Markers (SIMs) for customer involvement

Event attendance and participation:

- **The number of attendees** at community events, both in-person and virtual. Measure attendance, session participation and attendee feedback.
- **Report on whether the event** achieved its goals and collate satisfaction data.
- **Project Completion Rate:** The number of funded projects, the engagement rate in using the fund and the percentage of community projects and community-led projects that are successfully completed.
 - **Volunteer Hours:** The number of hours members dedicate to community service or volunteer activities measured through Sage people.

Strategy review

- We will review this strategy at least every three years to make sure it remains relevant and accurate unless:
 - Legislation/regulation or industry changes require otherwise, making sure that it continues to meet our aims and industry best practice
 - We identify any problems or failures in this procedure as a result of customer and stakeholder feedback, complaints or findings from any independent organisations.

Version	Checked by	Amendments	Approved at/by	Date of Approval	Published by	Date of Review
4.0	S. Ansong	Strategic review and update to corporate template	L.Smithers	21 st May '25		March '28