



# Customer Experience Policy

February 2026

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Regulatory Standards Mapping		
✓	1	The governing body leads and directs the RSL to achieve good outcomes for its tenants and other service users.
✓	2	The RSL is open about and accountable for what it does. It understands and takes account of the needs and priorities of its tenants, service users and stakeholders. And its primary focus is the sustainable achievement of these priorities.
	3	The RSL manages its resources to ensure its financial well-being, while maintaining rents at a level that tenants can afford to pay.
	4	The governing body bases its decisions on good quality information and advice and identifies and mitigates risks to the organisation's purpose.
	5	The RSL conducts its affairs with honesty and integrity.
	6	The governing body and senior officers have the skills and knowledge they need to be effective.
	7	The RSL ensures that any organisational changes or disposals it makes safeguard the interests of, and benefit, current and future tenants.

Core Objective Mapping	
	Provision of affordable social housing
	Local control and accountability
✓	Efficient local service provision
	Viability
✓	Equality of opportunity for all customers
	Legal and regulatory compliance

# Contents

Introduction .....	4
Overview .....	4
Connected Policies .....	4
Customer Care Standards .....	5
Communication.....	5
In-Person.....	5
Verbal .....	5
Written .....	6
Digital .....	7
Corporate Identity .....	8
Document Categorisation .....	8
Category Templates.....	8
Logo .....	9
Monitoring & Review .....	9
Performance Monitoring .....	9
Equalities .....	10
Embedding Equalities.....	10
Equalities Impact Assessment.....	11

# Introduction

## Overview

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- 1.1 This policy sets out the standards customers should expect when interacting with Yorkhill Housing Association.
- 1.2 In this we explain how we communicate with residents and how we present Yorkhill Housing Association as an organisation. This includes our standards for customer care and our organisation's identity as a Registered Social Landlord (RSL), so that everyone who represents Yorkhill does so consistently and respectfully.

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**Our Vision: To create and maintain a community of homes that people are proud to live in.**

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- 1.3 **Our Values:** We treat our customers and each other with respect and expect the same in return. We value our customer feedback and listen to views expressed whether they are positive or negative. We appreciate our diverse community and work hard to ensure that everyone is treated fairly, regardless of age, gender or background.
- 1.4 We strive to provide a high quality of service. Good enough is not good enough if we can do things better. We value complaints and have a genuine desire to put things right when our service lets someone down.
- 1.5 We promote the highest levels of integrity throughout the organisation in our policies, procedures and personal conduct. Maintaining our reputation for honesty, openness and accountability is of paramount importance to every individual committee or staff member.

## Connected Policies

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- 1.6 The following policies are connected with the Customer Experience Policy and may have some relevant or associated content:
  - Customer Engagement Strategy
  - Complaints Handling Procedure
  - Unacceptable Behaviour Policy

# Customer Care Standards

## Communication

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- 2.1 Customers can interact with Yorkhill Housing Association in a variety of ways; in-person by visiting our office or meeting staff at their homes or outside, verbal by telephone, written by letter, email, or text message, and digitally through our website. It is important to uphold a consistently good level of customer service regardless of the method of communication.
- 2.2 Staff should present themselves in a friendly professional manner. Staff should aim to assist customers with their queries as quickly as possible where appropriate. Staff should be polite, courteous, and helpful. Staff should avoid being overly informal, however aware that a contrasting overly formal style can come across as uninviting.
- 2.3 Staff should uphold the value *"I will do what I say I will"* when dealing with customers. For example if the query requires some investigation or response at a later date staff should ensure that they provide a clear process for what will happen, and ensure that timescales are met – or the customer is notified if there must be any delay beyond the agreed timescales.

## In-Person

- 2.4 The Association's office should be kept clean and tidy, and clear of litter or debris. A variety of relevant reading materials including policies and procedures, notifications of upcoming events, and the Complaints Handling Procedure should be displayed with a careful consideration to not make the area overly busy.
- 2.5 Private interview rooms should be offered where possible to ensure confidentiality.
- 2.6 Customers should wait no longer than 5 minutes to speak with a member of staff. Staff at reception should try to assist the customer as best they can however making an arrangement to speak with a colleague at a mutually convenient time may be required.
- 2.7 When visiting homes staff should wear name badges and introduce themselves as being from Yorkhill Housing Association, giving their first names.

## Verbal

- 2.8 We operate a telephone system which records all calls (in and out). The exception to this is our telephone payment line where, in line with Payment Card Industry Data Security Standard (PCI DSS) compliance, recording is not enabled to ensure the security of customers financial details.
- 2.9 Our telephone system uses an 'auto attendant' which allows customers to select the most appropriate section for their call. The auto attendant should welcome callers and notify them that their call is being recorded.

- 2.10 This process should be kept as short as possible to prevent any customer dissatisfaction with listening to lengthy recorded messages.
- 2.11 The auto attendant will pass the call through the appropriate process for the selected section. If the call is not answered by the first available staff member an overflow process is used where multiple staff members are informed of the incoming call.
- 2.12 Calls should be answered quickly (within 6 rings in total) where the staff member should introduce themselves: *“Good morning/afternoon, Yorkhill Housing Association, [NAME] speaking”*.
- 2.13 Where customers request a specific member of staff the call should be passed over if the colleague is available. If the colleague is not available the Contact Item process within Homemaster should be utilised to record the details of the enquiry, with the colleague marked in the “Attention of” field to notify them of the call. This ensures appropriate recording of queries and prevents missed enquiries.
- 2.14 During outgoing calls staff should ensure that they make customers aware of the call recording in place: *“Good morning/afternoon, this is [NAME] from Yorkhill Housing Association, can I please speak with [CUSTOMER]? I’d like to advise you that all calls are recorded for training and monitoring purposes”*. In the event that a customer objects to the call being recorded staff may use their discretion to pause recording, however recording of calls should be engaged by default.

## Written

- 2.15 Our written communication should be clear, concise, and easy to understand – using plain language where possible. A standard style of Arial (Size 12) should be used on documents, but this can be increased for visually impaired as required.
- 2.16 The Association’s font, as used in our logo, is ‘Expressway Sb’. This can be used in headers, policy documents, and elsewhere where brand-consistency is important.
- 2.17 Where technical jargon cannot be avoided this should be written in full first before reverting to acronyms (*for example; The Annual Return on the Charter (ARC) is submitted in May each year. The ARC consists of...*). This ensures a clear understanding from all customers.
- 2.18 Customers can contact us in written formats by letter, email, and text messages. Except in cases where there are statutory or policy deadlines customers should receive a response to written customer contacts within 4 working days.
- 2.19 Our main mailbox, [administration@yorkhillha.org](mailto:administration@yorkhillha.org), has an autoreply function to advise customers of this timescale.

## Digital

- 2.20 The Association will no longer produce a written newsletter 3 or 4 times per year, however the Association's website will be kept updated with important news and notices for customer's attention. Where this is particularly important text message or email notifications can be sent.
- 2.21 The Scottish Housing Regulator (SHR) requires all RSLs to provide the following information on its website:
- Annual Assurance Statement;
  - Engagement Plan;
  - Landlord Report;
  - information on how to make a complaint; and
  - information on raising serious concerns with the Regulator.
- 2.22 This information is provided on our website under:
- "Regulation" (<https://yorkhillha.org/page/regulatory-obligations>) and
  - "Complaints" (<https://yorkhillha.org/page/complaints>).
- 2.23 In addition to the information above we will enable customers to access their accounts through a customer portal (My Home) on our website. Information on this portal will be kept up to date and relevant to customers accessing this portal.
- 2.24 We will attempt to reduce digital exclusion by continuing to offer printed versions of anything we provide online. Digital channels will enhance, but not replace, access to our services.

# Corporate Identity

## Document Categorisation

- 3.1 Documents should be categorised by section in which they are primarily related. A colour bar is present at the bottom of the front page highlighting which section is responsible for the relevant policy or leaflet.
- 3.2 A category tab bar should then be provided on Page 2 of policy documents such highlighting the corresponding section.

#	HEX	Section	Font
	#E97132	Governance	Expressway Sb (Size 12) Tab Selected: White; #FFFFFF Tab Unselected: Corporate Blue; #2852A3
	#E59EDC	HR	
	#ADADAD	Property	
	#95DCF7	Housing & Factoring	
	#84E290	Finance & IT	

## Category Templates

- 3.3 These templates are provided for inclusion on Page 2 of policies and leaflets to highlight which section is responsible for the document.

<b>Governance</b>	HR	Property	Housing & Factoring	Finance & IT
Governance	<b>HR</b>	Property	Housing & Factoring	Finance & IT
Governance	HR	<b>Property</b>	Housing & Factoring	Finance & IT
Governance	HR	Property	<b>Housing &amp; Factoring</b>	Finance & IT
Governance	HR	Property	Housing & Factoring	<b>Finance &amp; IT</b>

## Logo

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- 3.4 The Association's logo should be used prominently in official documents. An inverted logo may be used in darker backgrounds:



Normal



Inverted Example

- 3.5 Care should be taken to ensure that the logo is not scaled incorrectly, maintaining the appropriate aspect ratio – i.e. stretching the image wider than in comparison with its relative height.

## Monitoring & Review

### Performance Monitoring

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- 4.1 Customer satisfaction is important to us. We will use information gained from our customers to appropriately review our services in the future.
- 4.2 This may be from complaints, which are individually presented to the Management Committee through the Governance & Finance Sub-Committee.
- 4.3 Resident Surveys are carried out annually by Association staff, and on a three-year basis externally. Feedback from this is also used internally, presented to the Management Committee, and forms part of our Annual Return on the Charter (ARC) to the Scottish Housing Regulator (SHR).
- 4.4 Managers have oversight of communication in and out of the organisation through IT systems such as Homemaster and other electronic means. Regular review and audit by managers is key to ensuring a good level of customer communication.

# Equalities

## Embedding Equalities

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- 5.1 We are committed to ensuring that all customers can access our services and communicate with us in a way that meets their needs. We will actively remove barriers that may prevent people from engaging with us and will make reasonable adjustments where required.
- 5.2 To support this, we will:
- provide information in alternative formats, including large print and alternative languages upon request;
  - provide interpreting or translation services where English-language barriers exist;
  - ensure our digital content is accessible;
  - offer face-to-face appointments where telephone or written communication is unsuitable;
  - take account of sensory impairment needs, including hearing and visual impairments, and provide support such as text relay or loop systems where available;
  - use plain English and avoid unnecessary jargon;
  - ensure private spaces are available for sensitive or confidential discussions;
  - support customers who face digital exclusion by providing non-digital routes to services and key information;
  - make individual reasonable adjustments for customers with disabilities, health conditions or other support needs.
- 5.3 We recognise that equalities is not only about access, but also about culture and behaviour. All staff regularly receive relevant training on equalities so that they are confident in providing a respectful and accessible service. We will monitor customer feedback, complaints and satisfaction levels to identify where particular groups may be disadvantaged, and we will take action to address any disparities.
- 5.4 Embedding equalities within our customer experience supports our organisational values and helps ensure that every resident is treated fairly, with dignity and respect.

## Equalities Impact Assessment

Yorkhill Housing Association Equality Impact Assessment Tool			
Name of Policy/proposal to be assessed	Customer Experience Policy	Is this a new policy or a revision?	New Policy
Person responsible for the assessment.	Grant Kennedy, Deputy Chief Executive		
Briefly describe the aims, objectives and purpose of the policy.	This policy outlines our customer care standards in order to bring a consistent and respectful level of customer service.		
Who is intended to benefit from the policy/proposal (e.g. applicants, staff, tenants, contractors).	The policy will benefit staff and customers. Staff will have a clear and consistent guide to follow, and customers will receive an improved customer service.		
What outcomes are wanted from this policy/proposal (e.g. the benefits to customers).	<ul style="list-style-type: none"> <li>• Improved Customer Service</li> <li>• Satisfaction levels increase</li> <li>• Consistent customer service provision</li> </ul>		
Which protected characteristics could be affected by the proposal? (tick all that apply)			
<input checked="" type="checkbox"/>	Age	<input checked="" type="checkbox"/>	Disability
<input checked="" type="checkbox"/>	Marriage/Civil Partnership	<input checked="" type="checkbox"/>	Pregnancy/Maternity
<input checked="" type="checkbox"/>	Race	<input checked="" type="checkbox"/>	Religion or Belief
<input checked="" type="checkbox"/>	Gender	<input checked="" type="checkbox"/>	Gender Reassignment
<input checked="" type="checkbox"/>	Sexual Orientation		
If the policy/proposal is not relevant to any of the protected characteristics listed above state why and end the process here:			
Describe the likely positive or negative impact(s) the policy/proposal could have on the protected characteristics identified.	Positive impact		Negative impact
	<ul style="list-style-type: none"> <li>• Aim of improving accessibility to all groups</li> <li>• Equalities considerations included.</li> </ul>		
What actions are required to address the impacts arising from this assessment? (This might include; collecting additional data, putting monitoring in place, specific actions to mitigate negative impacts).			