

Our Ambitions

In five years' time, 2020, we want to have embedded our planned changes in the way we work and have made a real difference to our customers and stakeholders. We are proud of our place within the community and we want to continue to be a valued partner in our core neighbourhoods. We have homes in the boroughs of Camden, **Hackney**, Haringey, **Islington**, Tower Hamlets and **Waltham Forest**. The highlighted areas are where we have most homes and where we will concentrate on building new homes. Providing an excellent service in all our neighbourhoods is our top priority. Key changes by 2020 will be:



Customer service

Our customers are at the heart of our organisation, and we will provide customer centred services. This includes providing a differentiated management service between tenures, and our customers are provided with the freedom to remotely access their services, if they choose. To achieve this we plan to put in place fundamental changes. Listening to our customers is our top priority, and the cultural change within our organisation will be demonstrated by our customers knowing how we have responded to what they have asked for. Our key measures are based on achieving top quartile 'delighted' customers. To achieve this we will map our customer journeys to understand the key drivers for excellent customer service. We will change our systems framework to make sure our customers and staff have the technology to support our customer centred approach.



Communications

Listening to our customers and aligning our communications to our customer preferences is our top priority. We will radically change the technology we use, and we will maintain the basic principles of good communication of listening and acting and making sure that every transaction meets our customer expectations. Part of this radical change will be shown through our proactive promotion of issues related issues including the achievements of our organisation to our wider stakeholder community. Our measure of success will be our enhanced reputation and visibility using the latest methods of technology.

Meeting Future housing needs

We plan to build a minimum of 400 new homes. We will have reviewed who we are providing new homes for and have identified appropriate funding models to continue to contribute to the demand for affordable housing in London. All our new customers will enjoy an after-care service that supports the customer in fully accessing our services. Our key target will be to achieve 96% resident satisfaction with their new home.

First class service delivery

Our first class service delivery will be based on the efficiency and effectiveness of our services from the customer's viewpoint. To improve efficiency we will invest in technology and our staff to transform our organisation. Our value for money assessments will demonstrate reduced costs balanced against customer quality standards. We want to make sure our customer service is right every time, and when we get it wrong, we fix it to the delight of our customers.