



We're Listening

Improving customer letters

Livv
housing group

Who are we and what do we do?

We're a group of customers that together form the Quality and Improvement Panel, QulP for short. We provide a scrutiny and assurance role, working alongside Livv's Board, through the Customer Services Committee. This means we can tell Livv, from a customer perspective, what they're doing well and where they need to improve. We also hold Livv accountable for the decisions and actions they take, and provide influence and recommendations to improve services.

Each year we complete a programme of in-depth reviews. We choose what we focus on by using performance data, risk information and feedback from surveys such as the Tenant Satisfaction Measures. Put simply - we concentrate on what's important to Livv customers.

Our in-depth reviews are an opportunity for us to dig deeper. We take a detailed look at services, collect evidence about how they work, and where needed, we 'commission' further engagement work to understand more about what Livv customers think about the service. We then present our findings and recommendations, together with Livv's response and agreed actions directly to the Board, (through the Customer Services Committee). The Committee is kept updated about the progress of the agreed actions at its quarterly meetings.

What did we identify about customer letters?

We'd noticed throughout our reviews that we were often finding that letters sent to customers could be better. We'd also found out that poorly written or badly timed letters had been a cause of complaints. We were disappointed that we needed to raise concerns about letters each time we looked at a new review topic.

What did we recommend and what happened?

At the Customer Services Committee meeting in July 2024, we made a wider recommendation that the Marketing and Communications team regularly review letters from across the organisation to ensure their quality.

Since we made the recommendation Livv has made progress on the delivery of a 'Customer Letters Review Project' and have:

- recruited an additional person to support delivery of the project
- identified all customer letters, their function and when they are used
- worked across eight different teams to review, update, and improve their letters
- made sure all letters have the write 'tone,' brand and format

- launched the new letters and provided guides and training, so all staff can use them
- put in place ways for managers to check that letters are being used properly.

Next, Livv will be:

- extending the project to other teams who may send letters to customers
- looking at improving other types of written communication such as live chat, emails, and texts
- buying a new system for sending our letters – so they'll be able to see and spot check all letters that are sent.

Thank you

We'd like to thank all the staff at Livv who provided us with information and support to make and action our recommendations.