

thirteen

Managing and building homes

Customer Engagement report

Introduction

Touch Point

To deliver an even more enhanced, accessible service to our customers, we'll be opening a new customer touchpoint on Stockton High Street later this year, which will cement our commitment to the town and ensure we become even more accessible and customer focused.

Stockton Touch Point is part of an exciting new programme that will ensure all customers get the same quality of service no matter where they come into contact with us. It aims to provide customers with choice around how they engage with us and will ensure that they receive a consistent and high level of service.

Our new site in the heart of Stockton town centre will enable us to deliver a enhanced, accessible service and Touch Point hosts will provide face-to-face customer experience, ensuring that our customers' needs are fully understood and acted upon, and will promote the full range of Thirteen's products and services.

Customer Group

The group consists of 11 members including a Stream Lead and a Project Lead.

Process

Once the site for Stockton Touchpoint was chosen the Stream Lead and Project Lead were invited to visit the site, at this point Stockton Touchpoint was no more than a building site.

- February** Stream Lead and project lead invited to visit building chosen for Stockton Touchpoint.
- Stream Lead and Project Lead viewed how the internal building will look using virtual reality goggles.
- April** All group members invited to meeting for an overview on what Thirteens' vision is for Touchpoint
- All group members given the opportunity to raise issues and questions asked include:
- Is consideration being given around colours and lighting to aid customers who are visually impaired?
 - The group was assured that the Touchpoint building will be fully compliant with building regs.
 - Will any of the equipment installed have Voice Activation

- We will be using the most up to date equipment which will have voice activation ability.

Touchpoint leaflet developed and shared with all members of the group. A braille copy was provided for a visually impaired member.

May Project Lead was interviewed and filmed, this was shared at the Customer Open Day, on social media and the Thirteen website. The short film was also be used as part of the recruitment process for the Touchpoint Hosts.

June Promotional film used in the staff recruitment process

July The customer group were invited to a customer lounge set up in Rivers House and were given the opportunity to test, and give feedback on, some of the new equipment being considered and had photos taken for promotional purposes.

You tube video, recruiting for Touchpoint which includes filming of Stream Lead, shared with group.

<https://www.youtube.com/watch?v=DDxE4QKLn6U&feature=youtu.be>.

Meeting - the customer group were given information on the progress of Touchpoint they were given hard copy images of what we envision the interior of the building to look like and had the opportunity to use the virtual goggles. They had a presentation from the Employability Team to explain how, having a high street presence, will benefit customers, potential customers and the company.

October Informed of pop up Touch Point by email and the opportunity to meet the hosts.

November Asked about involved customers being involved in role play during hosts training

December Once the Touchpoint Hosts had completed their training the customer group met with them and had the opportunity to talk to them about their background, their thoughts around how the new Touchpoint will work, their training and their ideas moving forward.

The group was also given information about the progress of the pop up shop.

January Visit to the pop up shop prior to the official opening to talk with hosts to identify services available, at the end of the visit customers were asked to answer the following questions:

- How accessible is the Touchpoint pop up shop?
- How welcoming is the building?
- How welcoming are the hosts?
- How informative are the hosts?

All felt that the building and the hosts were very welcoming and that there was a good atmosphere/buzz in the pop up shop with people calling in to find out what was going on.

The group also took part in a photo shoot and filming for promotional purposes.

February Visit to the Touch Point main venue on Stockton High Street - with contractor - TBA

Update meeting – 25th February 2020

March Visit completed Touchpoint prior to opening.

Recommendations

Recommendation

Fit tactile flooring to aid visually impaired customers to get around the building

Response

Touch Point Hosts will be on hand to greet customers as they enter the premises and direct them to their area of interest, because of this, it will not be necessary to fit tactile flooring. We have also had poor feedback from other organisations that have tactile flooring.

Recommendation

Consideration given to lighting, colour co-ordination and soft furnishings to aid visually impaired around the building

Response

The building will be fully compliant with building regulations.

Recommendation

Information available in braille

Response

A braille printer will be based in Hudson Quay so we can have any information required printed from there as needed

Recommendation

Install voice activated IT equipment

Response

We will be installing the most up to date IT equipment which will enable voice activation when it goes live.

Recommendation

On My Thirteen site give the ability to do a property search around major employer i.e. North Tees Hospital.

Response

This will be given consideration when developing the My Thirteen site

Recommendation

On My Thirteen have a similar facility as Google Maps to help customers view the area.

Response

This will be given consideration when developing the site.

Recommendation

On My Thirteen have a facility to enable customers to view the interior of the property.

Response

This is something that will be available in the near future.

Recommendation

On My Thirteen show the room sizes.

Response

This is something that we can consider.

Conclusion

This project is ongoing therefore, at present, there is no conclusion.