

Responsible Executive Director Executive Director - Operations	Customer Strategy	
Section Housing	Updated: September 2025	

1 Aim

Rooftop's Vision states that we exist to be 'Here for our customers'. Therefore, the aim of the Customer Strategy is to directly support our Vision statement of providing 'Good Quality Homes and reliable landlord services' to reflect. It also captures our commitment to delivering an excellent customer experience to our customers, ensuring that they feel valued, supported, and engaged. This Strategy outlines our approach to improving customer service over the next three years, ensuring our services are accessible, responsive, and reliable.

It supports our Corporate Plan and Annual Business Plan, in particular ensuring the delivery of all six of our 2028 Vision objectives, with specific focus on the four of providing Services which adapt effectively to customer need, Homes which are fit for the Future, Clean and Safe Neighbourhoods, and effective customer influence and organisational learning, and providing services that adapt effectively to customers' needs.

2 Vision

Rooftop Housing Group (RHG) will be recognised as a landlord of choice, known for providing reliable landlord services and good quality homes by engaging our customers effectively.

3 Values

We Work Together

We Make Things Better

We Do The Right Thing

4 Equality, Diversity and Inclusion: Principles

At Rooftop we are committed to creating and sustaining a diverse and inclusive environment achieving positive outcomes for potential and existing customers, our colleagues and the wider community. Our commitments to our customers, colleagues and communities are detailed in our Equality, Diversity and Inclusion (EDI) Strategy. We are an organisation that values diversity, champions equality and inclusion. We demonstrate this through the activities and the services we provide. This means living by, working to and acting on our Values.

5 Customer and/or Community Engagement/Involvement

This Strategy has been reviewed by the Customer Strategy Focus Group and Inclusion Alliance.

6 Strategic Context

RHG's operating environment continues to be shaped by the Regulator of Social Housing's new Consumer Standards and Tenant Satisfaction Measures (TSMs), increasing expectations for transparency, fairness, and engagement, a more diverse and complex customer base with varying levels of need, and a growing demand for improved energy efficiency, digital access, and community safety.

In response, this Strategy aims to ensure RHG becomes a sector leader in delivering personalised, safe, and responsive housing services.

7 Strategic Objectives

Objective 1: Deliver Excellent Customer Service

The culture throughout Rooftop will reflect our values and our colleagues will be the driver to provide excellent service for our customers.

We will invest in our colleagues to become highly skilled in their service area through professional qualifications, effective leadership and strategic direction.

We will learn from the complaints that we receive and take action to address poor customer satisfaction, aiming for a high percentage of our customers being satisfied with the services that they receive.

We have a comprehensive Equality, Diversity and Inclusion Strategy with key actions to be delivered and aim for the diversity of our colleagues to be representative of the communities that we serve.

Key Outcomes

- Overall customer satisfaction above 82%
- Listening to customer's views and acting upon them above 72%
- Keeping customers informed about the things that matter to them above 79%
- Satisfaction with fair and respectful treatment above 87%
- Complaint handling satisfaction to rise to at least 47%.

Objective 2: Get to Know Our Customers

We will gather information about our customers and the vulnerabilities that may be within their households.

We are committed to taking a customer-centric approach to delivering services, treating customers as individual people with unique combinations of needs and preferences that need to be recognised and addressed in order to ensure that services are delivered fairly and effectively.

We aim to ensure that our vulnerable customers are not disadvantaged when seeking to access our services and will make reasonable adjustments to our day-to-day services where required.

We will publish real life examples of where we have adjusted services to meet the needs of our customers and where we have proactively used the information that we securely hold on our customers to deliver customer-centered services.

Key Outcomes

- Customer data information above 90%
- Provide regular publication of personalised service examples and reasonable adjustments made.

Objective 3: Provide Good Quality, Efficient Homes

We will work with our Local Authority partners to ensure that when planning new homes, we meet the needs of a wide range of diverse requirements. Our new

homes will be of quality build, the highest energy efficiency possible, and delivered in the main areas that we operate.

We know that investing in our existing homes is a priority for our customers and as such we will continue to invest heavily in our housing stock.

We will improve and maintain the quality and condition of our homes to continue to meet the Regulator of Social Housing's Safety and Quality Standard, and the new Decent Homes Standard. To ensure that all our homes are energy efficient and cost effective to run for our customers, we will seek to use efficient heating and insulation solutions with renewables where required and invest in energy efficient works to bring all our homes to a minimum of Band C EPC.

We know that having an excellent repairs service is a priority for our customers and over the past two years we have worked closely with our repairs contractor Platform Property Care (PPC) to improve the overall repairs service provided to our customers, including increasing the number of tradespeople working in our homes.

We aim to deliver at least 80% of routine repairs within our 28-day target and receive a consistent high satisfaction rate for our day-to-day repairs service.

Key Outcomes

- Increase overall satisfaction with repairs to above 81%.
- Ensure routine repairs are delivered with our 28-day target.
- All our homes will achieve EPC Band C or above.

Objective 4: Deliver Quality Landlord Services

We have invested heavily in our approach to Anti-Social Behaviour (ASB) and hate incidents. Our dedicated teamwork in close partnership with the Local Authorities and Police Forces to tackle ASB within our communities.

We have a good satisfaction rate with how we manage ASB and will increase this even higher. We want our customers to be proud of living in their communities.

Our communal areas and shared spaces are as important to us as they are our customers. We work closely with our contractors to ensure these areas are clean and well maintained. Over the past 12 months we have completely reviewed our grounds maintenance contract and the areas that we maintain to ensure that no green spaces are missed.

Our dedicated Compliance team are there to ensure that our target of 100% landlord compliance against the six key areas - Fire, Gas, Electrical, Asbestos, Legionella, and Lift Safety. This means that we continue to monitor any changes to legislation or regulation and make any necessary adjustments to our services.

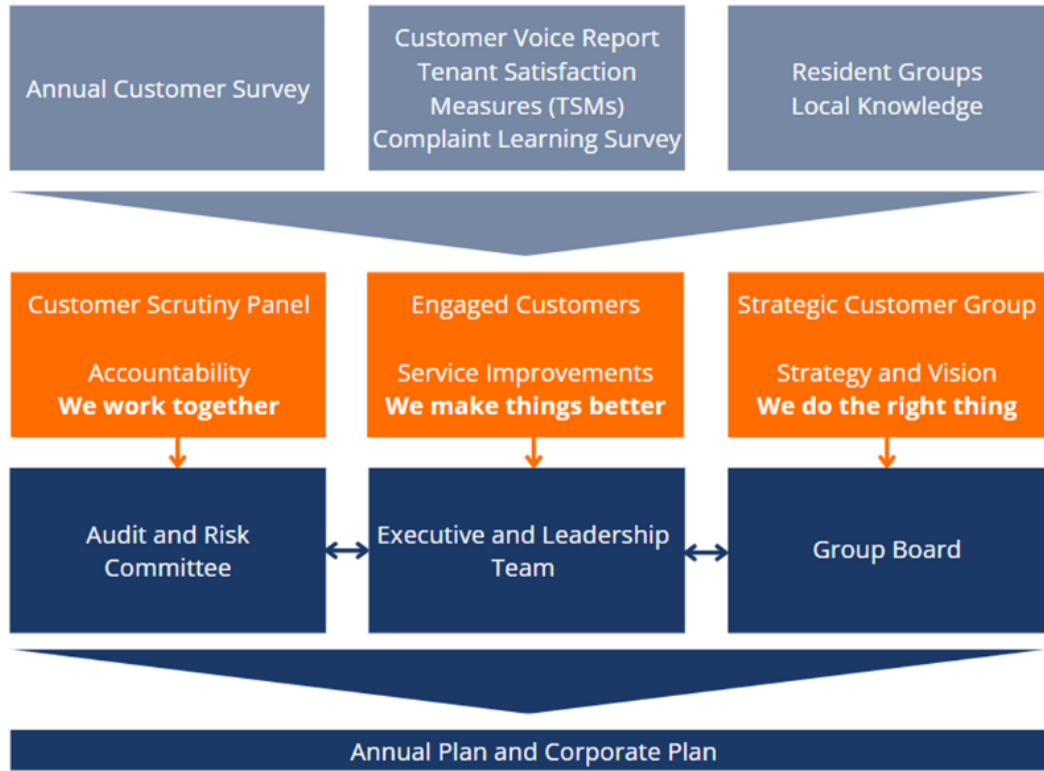
Key Outcomes

- Communal areas are clean and well maintained target above 74%.
- Making a positive contribution to neighbourhoods target above 75%.
- Excellent approach to handling Anti-Social Behaviour target above 70%.

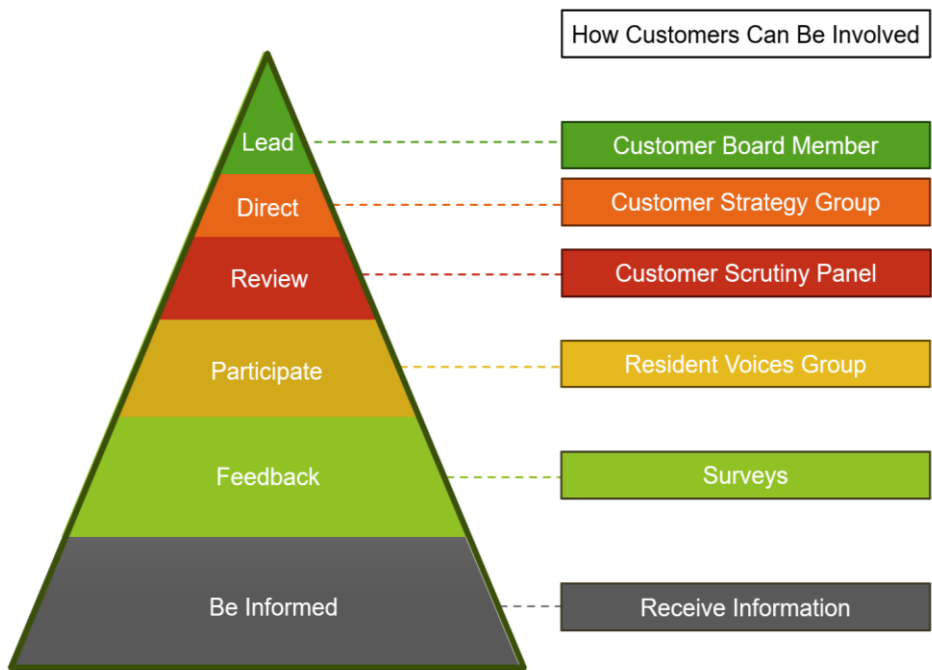
Objective 5: Embed Meaningful Customer Engagement

We are committed to ensuring that customers have a strong voice in shaping the services they receive and the communities they live in. We want to create a culture of active customer participation where customers influence decision-making, drive improvements, and work in partnership with us to enhance their homes and communities, particularly in areas that matter to them.

Our Customer Influencing Framework details ways that we capture feedback from customers and how we use this information to influence our services and decision making.



Our approach to customer engagement ensures that all interactions with customers is meaningful, inclusive, and impactful. We want to give customers opportunities to influence service delivery at all levels, from merely receiving our information on how we are delivering services, up to being a part of our governance structure. We understand that our customers are all different and want different things, at different times.



Key Outcomes

- Publicise our Customer Influencing Framework and ways for customers to be involved.
- Use and publish where we have used customer feedback to influence changes in service delivery.
- Use our Customer Strategy Group and Customer Scrutiny Panel to effectively influence key decision making.

8 Cross-cutting Principles

We will –

- Optimise digital services while maintaining accessibility.
- Be data-driven and insight-led, using real-time intelligence to shape service delivery.
- Drive fair access and outcomes for all customers.

9 Data Protection: Principles

Rooftop recognises the importance of protecting the personal data of our customers, colleagues, contractors and other stakeholders and our commitment to compliance with data protection laws and managing personal data responsibly. As an organisation, we are committed to ensuring everything we do with personal data follows the principles of lawfulness, transparency, fairness and accuracy whilst minimising the amount of data we collect and only using it for specific, explicit and legitimate purposes until we no longer need it.

10 Review

This Strategy will be reviewed every three years unless there are major changes in legislation or good practice. A report to the Customer Strategy Group and Group Board on progress will be made annually.

11 Appendix – Customer Strategy 3 year Action Plan

Customer Strategy 3 Year Action Plan

Ref	Key Action	Target/Outcome	Y1	Y2	Y3	Lead
1	Achieve Upper Quartile compliance in all targeted TSM measures	Proportion of respondents who report that they are satisfied with the service provided by their landlord (TP01)	71%	78%	82%	HoH
		Proportion of respondents who report that they are satisfied that their landlord listens to their views and acts upon them (TP06)	62%	67%	72%	HoH
		Proportion of respondents who report that they are satisfied that their landlord keeps them informed about things that matter to them (TP07)	68%	76%	79%	HoH
		Proportion of respondents who report that they are satisfied that their landlord treats them fairly and with respect (TP08)	76%	84%	86%	HoH
		Proportion of respondents who report that they are satisfied with their landlord's approach to complaints handling (TP09)	32%	42%	47%	HoLIP
		Proportion of respondents who report that they are satisfied with the overall repairs service from their landlord over the last 12 months (TP02)	73%	79%	81%	HoRM
		Proportion of respondents who report that they are satisfied with the time taken to complete their most recent repair after they reported it (TP03)	68%	74%	80%	HoRM
		Proportion of respondents who report that they are satisfied that their landlord provides a home that is well maintained (TP04)	71%	78%	82%	HoRM
		Proportion of respondents who report that they are satisfied that their landlord keeps communal areas clean and well maintained (TP10)	67%	70%	74%	HoAI
		Proportion of respondents who report that they are satisfied that their landlord makes a positive contribution to their neighbourhood (TP11)	63%	72%	75%	HoH
		Proportion of respondents who report that they are satisfied with their landlord's approach to handling anti-social behaviour (TP12)	59%	67%	70%	HoH
2	Increase our recording of customer data to improve service delivery	90% Customer data knowledge	X			HoH
3	Successfully complete actions from all four Achieving Excellence Together Programme	Achieving Excellence Together Plan - Repairs	X			HoRM
		Achieving Excellence Together Plan - Complaints	X			HoLIP
		Achieving Excellence Together Plan - Customer Engagement	X			HoH
		Achieving Excellence Together Plan - EDI	X			HoH

Ref	Key Action	Target/Outcome	Y1	Y2	Y3	Lead
4	Improve our approach to Customer Engagement	Customers to be involved with all customer-facing policy creation and review		X		HoH
		Achieve Tpas accreditation		X		HoH
		Implement a real-time feedback system for service improvements		X		HoH/HoDICT
		Introduce customer-led community projects and budget allocation			X	HoH/HoF
		Launch a customer training programme on governance and service scrutiny			X	HoH/HoGA