

**SALISBURY TRUST FOR THE HOMELESS**

**POLICY STATEMENT:**

**CUSTOMER FOCUS**

March 2022

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**Statement of Intent:**

STFH is committed to understanding the needs and aspirations of current and future customers and putting their interests at the heart of our decision-making. We aim to enable, encourage and support our customers to offer their views about our services, listen to this feedback and use it to shape the way we work wherever possible.

**Our commitments: STFH will:**

* Be an active part of the overarching Group strategy which plans to strengthen customer engagement across all parts of the business;
* Provide appropriate opportunities to engage with and listen to customers about their needs, experiences and aspirations;
* Seek to engage with people with lived experience to support the work of our Board;
* Ensure customer insight is captured, reported, analysed and used to inform decision making at service and board level
* Provide customer focus training to staff and maintain the awareness and understanding of issues specific to our customer group, including in relation to women, those with disabilities and those of non-White British heritage;
* Promote customer insight to a wider partnership and work with partners to improve provision and services;
* Support customers to make use of the complaints process when they are unhappy with our service delivery or the safety of their homes;
* Seek to include customer focus as part of organisational procurement, wherever appropriate;
* Publish regular updates on our customer focus commitments.