

Member Spotlight

November 2023



Flagship Group





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We asked Laura Harvey, Head of Customer Experience from Flagship group to share what they are up to.

If you'd like to contact Laura about any of the below, click [here](#)

Give us a little known fact about your organisation.

This year, just like the song "Believe" by Cher which dominated UK charts in July 1998, Flagship also celebrated a significant milestone in its journey. Its 25th-year anniversary.

Tell us about a time that engagement has made a difference to your services or communities?

Tenant engagement is making a difference every day. Our tenants don't have to be an involved tenant to make a difference or have their voice heard. Just by being a tenant, speaking to our staff and filling out the occasional feedback request, our tenants are influencing the way we shape our service.

Our Spotlight event on repairs helped the team understand the pain points for tenants, and as a result we were able to make sure that our new repairs management system resolved the things that mattered most to our tenants.

Feedback taken from our complaint's scrutiny groups has helped us to improve our complaint process. Making sure a contact plan has been completed on day one, outlining agreed communication preferences specific to each tenant. Our call centre review was key in making sure we understand what our tenants want and need from a call centre before we make any changes or implement new systems.

What are you currently working on when it comes to engagement?

We're working on growing and developing our tenant involvement offer. In January this year, we consulted with a group of tenants, who gave us the green light on our refreshed tenant involvement proposal. Since then, we've been hard at work making sure our tenants can get involved easily and with different levels of involvement and commitment suited to them. We call it 'The Tenant Influencer Network'.

The key difference with our new offer is that we don't put our Influencers into specific topics or groups, all opportunities are open to everyone. Currently, we have three main quarterly events as well as co-creation & collaboration sessions as and when they are needed.

In February we launched our first Quarterly Spotlight event, and invited tenants to spend the day talking all things repairs face to face. We made sure that senior leaders were there to provide an overview of the service we offer and to answer any questions. We held breakout sessions in the afternoon to give tenants the chance to highlight both the positives and negatives with our service.

We're using all that feedback to focus on areas where they said we can improve. Since February we've held a further two Spotlight events with a focus on our call centre and Safe Communities services.



As well as our Spotlight events, we've launched a Complaints Scrutiny group who also meet quarterly and spend time reviewing complaints and themes, as well looking into real-life complaint case studies. Our complaint handling team also come along to these sessions, so they can understand our tenants' views and opinions.

We offer a digital engagement group for tenants who have an interest in our websites and other digital services. They complete user testing for us, give their thoughts on new ideas and offer feedback on where they feel our existing digital offer could be improved.

Whilst we offer both face-to-face and digital opportunities, we understand time is precious and not all tenants can make our face-to-face events. To make sure all tenants have an opportunity to get involved, in September, we also launched 'The Influencer Hub', which is a digital engagement platform. This offers our tenants the opportunity to make a difference from the comfort of their own home. And there's plenty for them to get involved with, from surveys and polls to forums and competitions!

Whilst our efforts have been focused on creating engagement opportunities that our tenants will be excited to get involved in, we have also been busy recruiting new tenant Influencers. Since February we have grown our team of tenant Influencers by a massive 438%! (13 to 70)

Why did you decide to join Tpas?

Having access to additional support and advice is priceless. The help and guidance on offer gives us the tools to raise our engagement standards even higher. Reinforcing our commitment to relentlessly improve what we do, and ensuring our tenants always have the opportunity to influence the services we offer.

What is your top engagement tip?

Make your engagement opportunities as interesting and fun as you can. We make a conscious effort to make sure our events are not too formal; we want our Influencers to feel relaxed and comfortable whilst they're in our company. When people feel comfortable, we feel that they'll be more likely to relax and get stuck in.

Our Influencers have told us they are really enjoying our new tenant involvement offer, they feel listened to and can already see positive changes happening. We want our tenants to enjoy coming along so it's important to hear how we can improve, and here's some of the great feedback we've received so far:

"Enjoyed everything most enlightening".

"The last presentation of the day was inspirational".

"I enjoyed having the opportunity to make suggestions as to how to improve or assist tenants with repairs and how to report items to the appropriate department."

"I thought it all went well. It was good to meet other members of staff with specific responsibilities."

"The whole event was planned out very well, good topics."

"I enjoyed meeting staff and residents and sharing opinions and ideas."



What is the one thing you are really proud of when it comes to engagement?

Our Customer Experience team, they have a lot passion for what they do, and work hard to make sure our we continue to increase the number of Influencers. They go above and beyond to ensure our tenants feel listened to and have the chance to really shape our services. They're always coming up with great ideas, and exciting opportunities for tenants to get involved, and they're always improving what they do - so watch this space! They are - Rach, Kelly, Nicky and Laura.

