

News from Soha Housing

6 May 2011

Residents in the driving seat of customer services accreditation



Photos: Marc West

Ed Vaizey, MP, today presented Soha Housing with a prestigious award following a rigorous assessment of the landlord's customer service practices - the Cabinet Office Customer Services Excellence (CSE) Accreditation.

To meet the stringent CSE criteria, Soha showed it works closely with residents to design and deliver services, and that residents are in the driving seat of how services are delivered.

Mr Vaizey - pictured with Soha resident (and Customer Services Portfolio Holder) Valerie Edwards with Maureen Adams, Soha's Director of Customer Service and Operations - was taken through one example of how Soha had captured customer experience: journey mapping of the lettings process.

He said, "It's especially heartening to read that the Inspector had found 'a deep understanding and commitment to customer service excellence throughout the organisation at Soha'. It's an accolade for the entire staff."

“It’s a real pleasure to have the results of our hard work recognised in this way” said Valerie. “We really do put residents’ ideas into action and the accreditor could see it.”

The award comes hot on the heels of Soha having been shortlisted in March for the national Institute of Customer Services (ICS) award for their Customer Care Strategy against major firms such as Boots and RBS International. Soha is also one of the Tenant Service Authority’s 10 national Co-Regulation champions.

The accreditation has been achieved with full compliance and ‘compliance plus’ in relation to knowing the customer’s needs and preferences.

Notes to ed:

- (1) Jpg accompanies.
- (2) Soha Housing is a mid-sized housing association managing some 5,300 homes in Oxfordshire and neighbouring counties.
- (3) Soha was given the highest rating for resident involvement by the Audit Commission at inspection in 2009 and remains the only housing association in the country to have achieved this.