

A Great Experience

Our Customer Experience Strategy



Purpose

Our Customer Experience Strategy is designed to embed a customer-first approach across One Manchester, focusing on delivering outstanding service and adapting to increasing regulations.

The strategy underscores that customer experience is vital for shaping positive customer perceptions and should be central to everything we do. By improving customer experience, we aim to enhance inclusivity, satisfaction, and engagement.



Key principles

- **Insight for action:** To understand our customers and our customers' needs, we need to collect the right data and ensure we use this insight to drive action.
- **Know our customers:** If we understand our customers, we can deliver the right inclusive services.
- **Culture and behaviour – customer first:** We want the culture at One Manchester to be customer-centric.
- **Continuous improvement:** It is important we learn from feedback and adapt and tailor our services around customer needs.
- **Be the best:** We always want to deliver the best customer experience in all that we do, looking inside and outside of the sector to learn from the best.

What we know currently

Positive sentiment

- Easy to deal with
- Colleague behaviour
- Keeping me informed
- Complaints process

Negative sentiment

- Complaints speed
- Listening skills
- Keeping me updated
- Appointment times
- Needing to chase for information
- Respect



Measuring success

The success of our Customer Experience Strategy, and more importantly the experience we provide, will be measured in a variety of ways, including:

- TSMS
- KPIs
- Complaint escalations
- HOS determinations
- Regular reporting



The objectives and actions within this strategy will be reviewed and updated every month. These will be reported to the Leadership team monthly, and our Customer and Communities Committee quarterly.