

Customer Profiling Briefing Notes

As part of the First Choice Homes Oldham's (FCHO) Mock Inspection it was recommended that the organization should undergo a full customer profiling exercise to ascertain how diverse the customer base is and how FCHO can deliver services more effectively.

On the basis of conforming to our regulatory requirements FCHO are legally obliged to collect this information and we cannot improve on our policies and deliver service excellence if we are unaware of who is using the service.

A survey of tenants, new applicants and leaseholders is being undertaken to record relevant information, including the following:

Name, address, household details, contact details, age, disability, ethnicity, religion/belief, gender, sexual orientation, work status, language, translation requirements, aspirations, communication preferences, involvement preferences.

On this questionnaire we are asking a small number of the above questions only and hope you will assist FCHO by completing the form to help us to tailor our services to meet the needs of our customers.

The information we request will help FCHO to make changes based on facts, rather than assumptions. Collecting information about our customers helps FCHO to check whether we are treating everyone fairly. Without asking these questions we would not know the nature or extent of the inequality which some customers may be experiencing or if the actions we are taking to combat inequality are working.

Some questions may seem quite sensitive but we would like this information to ensure that the services we provide are appropriate for the needs of ALL our customers. Some customers may not feel comfortable providing some information we have requested and in this case please tick the box 'prefer not to say' or do not answer this question and leave this area blank.

The questionnaire will be sent to you with a pre-paid envelope. The information we collect will help us to continuously improve our services whilst highlighting areas where immediate action may be required to alleviate inequalities and unfairness where this has been identified.

We cannot make appropriate changes to our services and shape them to address issues of inequality, discrimination, diversity and unfairness if we do not have a greater understanding of who our customers are and what their needs are. Once we collect this information and scrutinize the outcomes we will be able to take the needs of our customers into account as we develop and improve our existing policies and procedures. Where we identify areas not covered by our existing policies and procedures FCHO will introduce new policies or procedures to meet customer needs and expectations.

You may have concerns about the safety and security of the information you provide. All information provided to FCHO is confidential and will only be used to help us to shape our housing services for our customers. We operate in accordance with the Data Protection Act 1998 and our Data Protection Policy.