



**Sparrow**  
Shared Ownership

# Customer Engagement Strategy

VERSION: 1.2  
CREATED: April 2025  
REVIEW: March 2027  
AUTHOR(S): Sharan Ansong

# Customer Engagement Strategy

## 1. Introduction

---

At Sparrow Shared Ownership, our vision is to create a transparent and empowering partnership with our customers to deliver a supportive home ownership experience. As a new shared ownership provider, we are dedicated to build strong relationships with our customers based on clear communication, mutual respect and long-term commitment.

---

Our mission is to support customers in their home ownership journey by offering high-quality services and fostering a culture of integrity, trust and excellence.

---

We treat our customers as partners, making decisions that prioritise their interests and well-being. By providing accessible and timely information such as updates on policy changes or new home ownership opportunities, we aim to empower customers to make informed decisions about their homes. Our commitment to diversity, equality and inclusion ensures that all customers feel valued and respected.

Through our customer engagement strategy, we set high standards for ourselves and encourage our customers to hold us accountable.

## 2. What this strategy aims to do

---

### TRANSPARENCY WITH OUR CUSTOMERS

We are committed to maintaining the highest standards of integrity and trust in all our interactions with customers.

- **Communication:** This includes providing clear, accessible, accurate and timely information about shared ownership, ensuring that customers can make informed decisions with confidence. Maintaining an open, honest and transparent relationship, communicating reasons for decisions which are taken by Sparrow that affect customers.

We are committed to accommodate customer preferences in how they wish to receive information and contact from us, recognising and addressing aspects of engagement related to equality, diversity and inclusion, such as language and visual impairment. This includes offering comprehensive guides and FAQs on the Sparrow website and regular updates through accessible channels such as email and customer portal. We'll also have a

well-trained customer service team available to address any questions or concerns customers may have.

- **Accountability:** Our dedication to integrity and trust means that we hold ourselves accountable to our customers. We regularly review our practices and publish annual reports on our performance, including customer surveys and reviewing complaints data, validating customer satisfaction metrics and areas for improvement. Customers can challenge if they don't think the commitments have been acted on, ensuring that we remain transparent and responsive to their needs.

The Sparrow Board is responsible for ensuring that the visibility of customer influence remains paramount. The Customer Scrutiny Panel (CSP) will regularly review our practices and provide feedback to hold Sparrow accountable for its actions.

## EMPOWERMENT

We aim to empower our customers to take control of their home ownership journey and make decisions that best suit their needs and aspirations.

- **Customer Services:** Offer services that empower customers to make important decisions about their homes, such as staircasing (buying a bigger share of their home) or selling their Sparrow home.

This includes providing detailed guidance and support throughout the process, ensuring customers understand their options and the implications of their decisions.

- **Support:** We empower our customers by providing them with the resources and support they need to make informed decisions about their homes. Our commitment to integrity and trust ensures that customers can rely on us for honest and transparent guidance throughout their home ownership journey.

This includes offering personalised consultations and educational resources on topics related to home ownership. Our dedicated customer support team can assist with any questions or concerns customers may have.

## PARTNERING WITH OUR CUSTOMERS

Building strong, lasting relationships with our customers is at the heart of our strategy. We prioritise integrity and trust in all our services, ensuring that customers' interests are always at the forefront.

- **Customer interests at the forefront:** Always consider customers' interests first and be accountable to them.

We aim to understand our customers better by encouraging them to share relevant changes in their circumstances such as a change in employment status or family size, which helps us provide a better service. This includes prioritising customers' needs and preferences in all aspects of our services. We will ensure that our policies and practices are designed to enhance the customer experience and provide long-term value.

- **Engagement:** Engage with customers regularly to understand their needs and preferences and tailor services to meet them. Ensure our customers know how they can get in touch and provide their feedback, making it easier to communicate their needs and concerns.

### 3. We'll achieve this by

---

Our key principles will help us build strong, lasting relationships with customers and provide them with the support and services they need to succeed in their home ownership journey.

We'll achieve this by the following standards:

#### Excellence and high standards

- **Quality service:** Set high standards for customer service and strive for excellence in all interactions. Respond effectively when things don't go to plan, ensuring customers receive the quality service they deserve.
- **Continuous improvement:** Encourage customers to provide feedback to help improve services. Learning from mistakes and being transparent with customers about them. We'll actively seek feedback, acknowledging errors and make improvements based on customer input.

#### Diversity, equality and inclusion

- **Inclusive culture:** Embrace diversity, equality and inclusion. Ensure all customers feel valued and respected and create an environment where everyone can thrive.

#### Performance Monitoring

- Proactively monitor performance through Tenant Satisfaction Measures (TSM) and customer surveys.
- Develop Key Performance Indicators (KPIs) based on customer perception and TSM data. Benchmark Sparrow's performance against industry standards to identify areas of improvement.

#### Accountability

- Working with our Customer Scrutiny Panel (CSP), we'll invite scrutiny from panel members who will hold Sparrow accountable for its actions.
- Regularly report on CSP findings and recommendations.
- Conduct insight groups/service reviews to ensure that the strategy is being implemented effectively.

#### Community Development

- Our customers live in mixed and diverse communities and we'll support our Sparrow customers to engage with their wider community to build stronger ties in their neighbourhood with a sense of belonging and mutual growth.

## 4. Measuring our engagement

---

We will continuously monitor and improve our customer engagement strategy, ensuring that it meets the needs and expectations of its customers.

### Enhance customer satisfaction

- **Surveys:** Regularly conduct surveys to gather feedback from customers about their experiences and satisfaction with Sparrow's services. This can help identify areas for improvement and measure overall satisfaction levels.
- **Customer Scrutiny Panel (CSP):** Utilise the CSP to invite scrutiny from customers and hold Sparrow accountable for its actions. The CSP can provide valuable insights into customer perceptions and help shape service improvements.
- **Focus forums:** Initiate focus groups to collect feedback from a diverse range of customers. This can help ensure that the strategy is meeting the needs of all customer segments and the overall homeowner experience.

### Service improvement

- Use the insights gathered from regular surveys, CSP and wider feedback for example complaints data and insight groups.
- Learning in the moment, gaining insights from our failings to further develop departmental Service Improvement Plans and sharing solutions with our customers.
- Adapting our services in real-time, based on outcomes of regular surveys and TSM information to ensure continuous improvement and enhance customer satisfaction.

### Performance monitoring

- Develop Key Performance Indicators (KPIs) based on customer perception and TSM data.
- Benchmark Sparrow's performance against industry standards to identify areas where improvements are needed.

### Transparency and accountability

- Regularly report on cross departmental data to Sparrow Board including CSP findings and recommendations to provide assurance.

## 5. Conclusion

---

Our mission is to support customers on their journey to home ownership by offering high-quality services and embedding a culture of integrity, trust and excellence. By prioritising transparency, empowerment and the building of partnerships, we aim to create a positive and lasting impact on the communities we serve. Through continuous improvement and a commitment to diversity, equality and inclusion, we strive to meet the evolving needs of our customers and ensure their satisfaction.

On our journey, we'll invite stakeholders to engage with our strategy and contribute to its success. Feedback, insights and collaboration are crucial in helping us achieve our goals. Participating in focus groups, providing feedback through surveys and engaging with our Customer Scrutiny Panel (CSP) will help create a supportive and empowering home ownership experience for all.

VERSION	CHECKED BY	AMENDMENTS	APPROVED AT/BY	DATE OF APPROVAL	PUBLISHED BY	DATE OF REVIEW
1.2	Lucian Smithers	CSP feedback included	Board	29/04/25		03/27