



Customer Communications Guide

How we'll keep you informed, involved, and included



This guide explains how we communicate with our customers.

It helps us make sure every conversation, whether it's in person, online, or on the phone, is clear, respectful, and useful.

We follow this guide so our communication shows our values, builds trust, and meets customer expectations every time.



How We Start Conversations

We want you to feel seen and heard. That's why we use language that reflects who you are.

An example of the language we will use:

We value our customers' opinions and always want to hear your thoughts.

”

We'll use “tenants,” “residents,” or “customers” depending on the context, but always with respect.



Tone of Voice

Celebrating Our Community

We love recognising the amazing things people do across our communities.. You told us you prefer a friendly, down-to-earth tone, so that's what we'll use.

An example of the language we will use:

Well done to Amina for going above and beyond to support her neighbours this week – you're amazing! 🙌

”

We'll keep it real, personal, and positive.





Tone of Voice Service Disruption Updates

When something goes wrong, like a water outage, we'll let you know quickly and clearly, without the jargon. You told us you prefer a friendly and transparent tone, so that's what we'll use.

An example of the language we will use:

We wanted to let you know there's a water outage affecting your area, due to a burst water pipe. We're working to fix it as quickly as possible, thanks for your patience.

”

We'll always aim to be honest, helpful, and human.

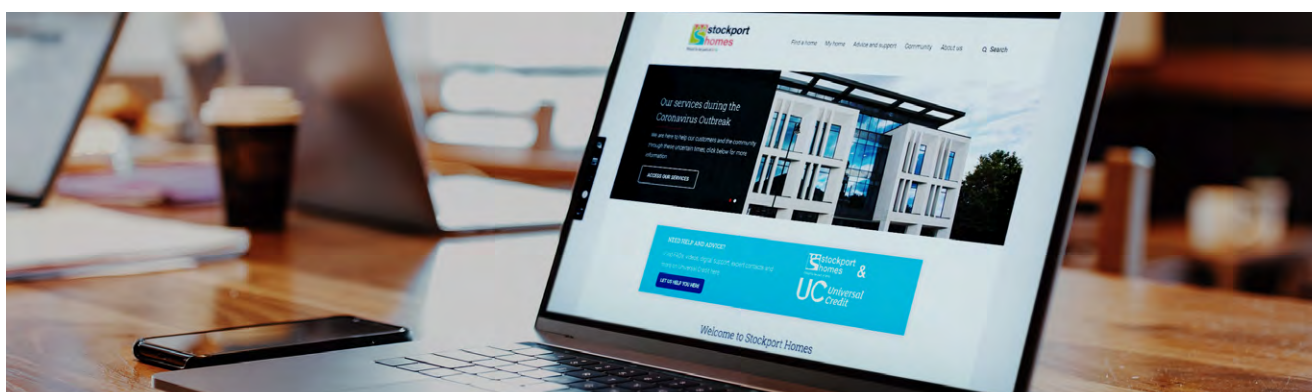


Using a More Formal Tone in Certain Communications

Some of our messages - such as those related to rent consultations - require a more formal approach due to their importance and subject matter.

To ensure everyone receives the information clearly and accessibly, we will:

- ✓ Make it clear when it is a legal requirement
- ✓ Share details in a variety of formats
- ✓ Communicate through multiple channels
- ✓ Make information available both online and in person





Handling Sensitive or Difficult Messages

We understand that some messages can be difficult to hear. To support you, we will:

- ✓ Share information in a range of formats to suit different needs
- ✓ Ensure staff are available to answer any questions you may have
- ✓ Use clear, plain English to make messages easy to understand
- ✓ Provide signposting to further support and resources
- ✓ Offer communication both online and in person



Adapting Language for Different Customer Groups

To ensure our communications are inclusive, respectful, and relevant, we adapt our language to suit the needs and preferences of different customer groups. This means choosing words that reflect dignity, clarity, and empathy, avoiding jargon, stereotypes, or labels that may cause discomfort or exclusion.

We commit to:

- ✓ **Using person-first language** that respects individuals' identities and experiences.
Example: Instead of saying "homeless people," we say "people without a home."
- ✓ **Avoiding assumptions** about customers' circumstances, backgrounds, or preferences.
- ✓ **Being mindful of tone and terminology** across all channels, whether written, spoken, or digital.
- ✓ **Consulting with relevant teams or communities** when developing communications for specific groups, to ensure accuracy and sensitivity.
- ✓ **Reviewing and updating language regularly** to reflect evolving standards and customer feedback.



Accessibility and Inclusion Holiday Messages

We'll acknowledge holidays and celebration we know are important to our customers in a way that's inclusive and meaningful.

An example of the language we will use:

Wishing a joyful Diwali to everyone celebrating – may your day be filled with light, love, and happiness.

”



Accessibility and Inclusion Celebrating Pride & Inclusion

You told us you value visibility and authenticity. So during Pride Month and other awareness events, we'll share real stories and inclusive photos/artwork.

An example of the language we will use:

This Pride Month, we're celebrating love, identity, and community. 🏳️‍🌈 Meet Jamie, one of our residents, who shares what Pride means to them.

”

We'll use visuals that reflect the diversity of our communities.



Accessibility and Inclusion Visuals That Reflect You

We'll use a mix of real photos and illustrations – and make sure everyone is represented.

What you'll see:

- ✓ People of different ages, ethnicities, abilities, and gender identities
- ✓ Rainbow flags and inclusive symbols during awareness months
- ✓ Diagrams and icons to make things easier to understand



How You'll Hear From Us

We'll use the channels you prefer – and make sure our messages are easy to access.

Preferred Communication Channels:

- ✓ Emails and text messages
- ✓ Newsletters (digital and printed)
- ✓ Updates on our website and social media
- ✓ Screens and noticeboards Cornerstone, in Community Centres and in High Rise Blocks.



Communications method of your choice

You can reach us via any of the following ways

- | | |
|-------------------------------|--|
| ✓ Facebook Messenger | ✓ Speaking to our team in your community |
| ✓ Instagram | ✓ Website chatbot |
| ✓ Reception at Cornerstone | ✓ Website form |
| ✓ Calling us on 0161 217 6016 | ✓ Email and Text |
| ✓ Estate Walkabouts | ✓ Speaking to your Housing Officer |
| ✓ Resident Forums | |





Making Documents Easier

You told us some documents are too technical or hard to follow. We're working on that.

What we're improving:

- ✓ More visuals, fewer blocks of text
- ✓ Simpler language in reports
- ✓ Recorded versions for those with reading difficulties

This toolkit is just the start. We're committed to communicating in a way that's clear, kind, and inclusive.



Help Us Shape Future Communications

We would love you to keep helping us to improve how we communicate with customers.

Here's how you can get involved:

- ✓ Take part in future surveys to share your views
- ✓ Give us informal feedback through our social media channels
- ✓ Join our customer panel and help shape the services we offer
- ✓ Chat with Webster, our friendly chatbot, available on our website

