

## **Title of Consultation**

*Tone of Voice - What do our customers think of the new style of standard letters?*

## **Month / Year**

*March 2019*

## **Service Area**

*Communications*



### **Why did we need feedback from our Tenants and Customers?**

Plus Dane recently reviewed our suite of standard letters sent out from different service areas such as rents, repairs, complaints and community safety. A 'tone of voice style guide' was drafted to help support staff to change the tone of their letters making them friendlier, easier to understand with less jargon. We wanted to work with a small group of customers to get their views on the 'new style' of letters and the guide to ensure the standards we were aiming for were being achieved from a tenant's perspective.

### **How did we get the feedback from our Tenants and Customers?**

Tenants from the Scrutiny Panel and Plus Dane Voices were given the opportunity to participate. A pack of letters from different service areas including a standard letter and a letter written to the new 'tone of voice' guidelines was given to each participant. A simple set of guidelines to help them think about the differences within the letters and how it makes them feel was also provided. The Head of Communications, Danielle Sharp contacted each of the participants by telephone for a discussion to gather their feedback directly.

### **What did our Tenants and Customers say?**

- 100% of tenants liked the new tone of voice approach and agreed with the rationale behind it.
- 100% of tenants liked the tone of voice style guide produced to support colleagues.
- 100% of tenants preferred the new approach to letters when reviewing an old and new version.
- All tenants preferred the friendlier tone, simple language and found them easier to understand. Making the letters shorter, more to the point and accurate without spelling mistakes was seen as an important consideration.
- Those tenants reviewing letters in relation to the legal requirements of safety checks were comfortable with the change in tone throughout the series of letters and felt the new approach was fair.
- In relation to the New bathroom letters, tenants commented that the phrase '*exciting news*' was used and it was received as being slightly false so should be toned back.
- Tenants also requested that where a contractor is due to carry out work on behalf of Plus Dane, this should be made really clear.

## **Title of Consultation**

*Tone of Voice - What do our customers think of the new style of standard letters?*

## **Month / Year**

*March 2019*

## **Service Area**

*Communications*

### **What changes are Plus Dane going to make using this feedback?**

It was clear from the positive response that tenants felt the new 'Tone of Voice' to be used within the standard letters was right for customers.

The Tenants we spoke to provided some helpful comments to improve the 'Tone of Voice' guidance for colleagues and we have now reflected these comments in the document. We have already started to share and implement the guidance with teams and plan to implement this new style across all the different service areas to ensure consistency.

