

Pathways

Customer Service Policy



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Scope

This policy applies to all residents, customers, and stakeholders who receive services from Citra Pathways Limited (Pathways), including leaseholders, shared owners, and prospective customers.

Policy statement

Pathways is committed to providing a consistently good level of service to all our customers.

We recognise that a positive customer experience arises from consistency of service, clarity and transparency in the information we provide, the decisions we take, and acting upon the commitments we make.

Our customer service policy sets out what our customers can expect from us. It explains how we will listen to customers so that their views, needs and expectations shape how our services are delivered. It also explains how we will be accountable to customers for the quality of services we deliver.

We will always take a “customer first” approach in the development of all service reviews and learning from service failures.

We will ensure that our approach to customer service complies with the requirements of the Regulator of Social Housing and the Housing Ombudsman.

Customer service standards

We will deliver services in accordance with our values of putting people first, being bold by taking action, being inclusive, sustainable and trustworthy.

In keeping these values at the heart of what we do, we will:

- Respond promptly to requests for service
- Be polite, treat customers with fairness and respect and value our customers
- Take time to listen to customers to understand their needs and expectations
- Be clear about what we can and cannot do
- Be clear about when customers can expect things to be done
- Explain clearly when there is a problem
- Protect customers' personal information
- Aim to get it right first time and endeavour to deal with requests the first time we are contacted
- Be respectful in customer homes and wear correct identification

- Apologise if we make a mistake and put things right
- Strive to deliver value for money in everything we do.

We also publish service standards covering different aspects of our service. These can be found on our website.

How and when we can be contacted

We can be contacted in the following ways:

- By email hellopathways@lloydsliving.co.uk
- By phone 0345 030 6546
- In writing to Customer Service Pathways, c/o Lloyds Living, X+Why, 100 Embankment, Cathedral Approach, Salford, M3 7FB
- Online via our [website](#).

Advocates / third party authority

Customers may contact us via an appointed third party. An appointed third party could be a friend, relative, or organisation such as the Citizens Advice Bureau. Where contact is made via a third party, we will obtain the customer's written consent. Where correspondence is received on behalf of a customer from a Councillor, or MP, consent will be assumed. A third party can accompany or represent the customer throughout their interaction with us.

When things go wrong

We recognise that sometimes customers will be dissatisfied with our service and will want to make a complaint.

We will seek to resolve all complaints fairly, promptly and to the customer's satisfaction. We are committed to learning from complaints and ensuring they are used to inform service improvements.

Full details of our approach can be found in our customer [Complaints Policy](#).

Suppliers and contractors

We will share our expectations of good customer service with contractors, suppliers and other organisations that provide services to customers on our behalf. We will monitor the quality of their services, including through feedback from our customers.

The ability to deliver good customer service will be an important consideration when we select or procure new suppliers and contractors.

Restrictions

We may place restrictions on a customer's contact with us where their behaviour becomes unacceptable, impacts upon our ability to provide services to them or to serve other customers, or they engage in abusive or threatening behaviour.

In these instances, we will explain the reason for our decision and how we propose to engage with the customer to address their concerns. We will ensure our decision takes account of the customer's needs and demonstrates regard for the provisions of the Equality Act 2010.

Diversity and inclusion

We will ensure that our approach to customer service is accessible to all customers. This means we will:

- Fulfil our legal duties under the Equality Act 2010 to advance equality of opportunity and prevent discrimination
- Adapt our approach and make reasonable adjustments to ensure a customer can access our services
- Ensure that staff receive equality, diversity and inclusion training.

Being accountable to customers for our performance

In line with the Transparency, Influence and Accountability Standard, we will regularly publish information about our performance against our service standards, relevant policies and delivery of our strategies which impact on customers. This includes the relevant Tenant Satisfaction Measures (TSMs) which we are required to collect by the Regulator of Social Housing. Please see the Appendix for more information.

Information will be published on our website and other mechanisms as appropriate.

We will also provide opportunities for customers to scrutinise and hold us to account for our performance. Details of our approach can be found in our Customer Engagement Policy.

Each year we will publish an annual report for customers which contains, as a minimum:

- Complaints, including their number and nature and the outcome of the complaints
- Wider learning and service improvements arising from complaints
- Our self-assessment against the Housing Ombudsman's complaint handling code
- Performance against the Regulator's Tenant Satisfaction Measures.

Review schedule

This policy will be reviewed every three years or more frequently as a result of feedback obtained, internal/external audits and change in legislation or regulatory requirements. This process ensures the policy's continuing suitability, adequacy, and effectiveness.

The Pathways Chief Strategy Officer has responsibility for this policy, and ultimate re-sponsibility for performance and compliance sits with the board.

Current version	Date approved	Date for review	Document owner
1.1	16.12.2025	By 16.12.2028	Craig Luttman

For more information, please visit:

www.lloydsliving.co.uk/pathways

This policy relates to Pathways only.

Citra Pathways Limited is a Private Limited Company. Registered in England and Wales No. 15662072.

It is a for-profit registered provider of social housing and registered with the Regulator of Social Housing (No. 5221).

Citra Pathways Limited registered office: X+Why, 100 Embankment, Cathedral Approach, Salford, M3 7FB.

Citra Pathways Limited is a part of Lloyds Banking Group. It is a wholly owned subsidiary of Citra Living Limited.

Lloyds and Lloyds Living are trading names of Citra Living Limited. Registered office: X+Why, 100 Embankment, Cathedral Approach, Salford, M3 7FB. Registered in England and Wales No. 13120129. Citra Living Limited is part of Lloyds Banking Group but is not regulated by the Financial Conduct Authority or the Prudential Regulation Authority.



Appendices

Performance measures

As a minimum, we will collect and report the following measures, by carrying out an annual survey of all customers. These are all Tenant Satisfaction Measures (TSMs):

- Overall satisfaction
- Satisfaction that the home is safe
- Satisfaction that the landlord listens to customer views and acts upon them
- Satisfaction that the landlord keeps customers informed about things that matter to them
- Agreement that the landlord treats customers fairly and with respect
- Satisfaction with the landlord's approach to handling complaints
- Satisfaction that the landlord keeps communal areas clean and well maintained
- Satisfaction that the landlord makes a positive contribution to neighbourhoods
- Satisfaction with the landlord's approach to handling anti-social behaviour.

We will follow the Regulator's prescribed approach for conducting this survey. We may use a 3rd party to deliver this service. On publication we will state the response rate and our methodology on areas where we have discretion.

We will cross-check the mix of respondents with our customer profile data and take steps to check accuracy if our full customer base is not represented in the responses. We will report any issues identified that may have affected the responses received.

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