



# Customer Services Charter

## 2025 – 2026



With head  
& heart.



**This Charter sets out 6 key areas guiding how we will interact with Customers,  
how we expect customers to treat staff and  
what customers can do if we get it wrong.**

For the purposes of this Charter our customer is anyone who has a tenancy with Ark.

For repairs targets, the following properties are not owned by Ark and whilst we expect the landlords to adopt similar targets for completion, these are outwith our control and we cannot guarantee these:

Address	Landlord
Wharton Square, Edinburgh	Hillcrest Housing Association
Broomhouse Avenue, Edinburgh	City of Edinburgh Council
Stonefield Place, Hawick	Scottish Borders Housing Association
East Newgate, Arbroath	Angus Glen Properties
Fyne Brae, Dunfermline	Kingdom Housing Association
Parkend, Stornoway	Hebridean Housing Partnership
George Court, Loanhead	J O'Rourke

# 1 Values

Ark's values are true to the core purpose of the organisation and the services we deliver.

They determine our behaviours towards one another and what we should expect in our relationships with one another.



## Trust

We have confidence in our people to deliver excellent services and trust in them to do so. We will develop trusting and honest relationships and our customers will feel assured that they can rely on us to deliver.



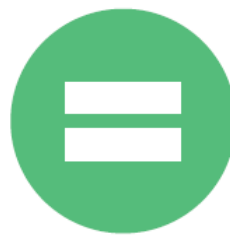
## Respect

We treat everyone fairly and we listen. We are respectful of each person with whom we come into contact and expect our people to respond professionally and treat others as they would wish to be treated.



## Understanding

We will operate with empathy and compassion and approach each situation with an open mind. We will question and challenge to ensure we achieve the right outcomes for customers and our people.



## Equality

We believe everyone is equal and expect our people to create positive experiences where everyone feels valued and included.



## Integrity

We will do the right thing and take responsibility for our actions. We will work together to uphold the highest standards of behaviour and practice.

## 2 Standards of Service

**We are committed to providing a great customer service and exceeding your expectations in everything we do.**

**Our staff will:**

At all times, be polite, courteous, respectful and approachable.
Take an inclusive approach and treat all customers fairly and equally.
Listen to you, give you full opportunity to have your say and check they have understood why you have contacted us.
Aim to resolve your enquiry at first point of contact.
Tell you if we cannot help and try to direct you to someone who can.
If you telephone us tell you who you are speaking to.
Provide an option for customers to leave a message when staff are busy on other calls.
Respect and treat your personal details confidentially and in accordance with Data Protection laws.
Provide identification when visiting your home (this includes contractors or people Ark have asked to visit you).
Respect your home and your privacy.
Monitor this Charter and our Service Standards through regular customer feedback surveys.
Continuously learn from your feedback and use it to develop and regularly review our Service Standards, ensuring that our commitment to you.
Where requested consider providing important information in different formats or languages.

### 3 Service Targets

We have set the following targets and will measure our performance against these.

Our staff will:

	Target
Visit you at home if this is necessary.	<b>Within 5 working days</b>
Be available to answer calls to the customer services team.	<b>80% of all calls</b>
Respond to any telephone messages.	<b>Within 24 hours</b>
Respond to or acknowledge any letters, emails, texts.	<b>Within 2 working days</b>
If you have an outstanding query, update you until your query is fully resolved.	<b>Every 5 days</b>
Send confirmation of repairs reported, the contractor who will attend and the target date for completion.	<b>Within 24 hours of reporting the repair</b>
Where Ark owns the property - make safe emergency repairs.	<b>4 hours</b>
Where Ark owns the property - complete non-urgent repairs.	<b>8 working days</b>
Respond to frontline complaints.	<b>5 working days</b>
Respond to stage 2 complaints.	<b>20 working days</b>
Process & acknowledge housing applications.	<b>10 working days</b>

## 4 Our Expectations

**We hope our customers will recognise that we are trying to provide the very best service possible.**

**We would ask that you:**

Treat our staff with respect by being polite and courteous.

Are not abusive or threatening in your attitude, words or actions.

Provide information requested within the timescales indicated.

Provide access to your home when needed.

Give us 24 hours' notice if you need to cancel a home visit.

Use the Tenant Portal/Website to seek answers to your queries before phoning us.

Try and adopt a paper free approach with us by providing us your e-mail address or mobile phone number. We can then text you, e-mail you or push messages to you through CX Feedback.

Let us know when we get it wrong and help us to put things right to your satisfaction.

Understand that on certain occasions we cannot help you. We will make every effort to signpost you to the agency who can help.

## 5

### Our Performance

To help us ensure we deliver on the customer services commitment, we monitor our performance through:

Customer feedback through surveys/ estate walkabouts/ annual house visits.

Our Customer Scrutiny Group.

Positive feedback.

Lesson learned from complaints.

Our internal audit process.

#### What happens if we get it wrong

If we fail to deliver on any of the above, you have the right to complain about the service you have received. We will try and resolve these at the first point of contact and within 5 days. However, if the complaint is more complex it will become a Stage 2 complaint, will be allocated to a Manager, and they will have 20 days to investigate and respond to you.

Any member of staff is trained to recognise a complaint and act upon it, but you are also free to e-mail [complaints@arkha.org.uk](mailto:complaints@arkha.org.uk).

More information about the complaints process can be found on Ark's website [Complaints | Ark Housing](#).

If you would like this document in a language or format of your choice including large print, audio, Braille; or if you have any questions or want to feedback, please contact us:

**E-mail: [customer.services@arkha.org.uk](mailto:customer.services@arkha.org.uk)**

**Tel: 0131 478 8143**

**Website: [arkha.org.uk](http://arkha.org.uk)**

### We're Social



**Ark<sup>®</sup>**  
People  
Housing  
Care

Ark Housing Association Ltd is a Scottish Charity &  
Registered Social Landlord  
Scottish Charity No. SC015694  
Register of Social Landlords No 66  
Co-operative & Community Benefit Societies  
Act 2014 Registered Society No. 1899RS