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Establishing a 360° view of the customer

Improving service provision by understanding our customers better

Sovereign EDI Working Group
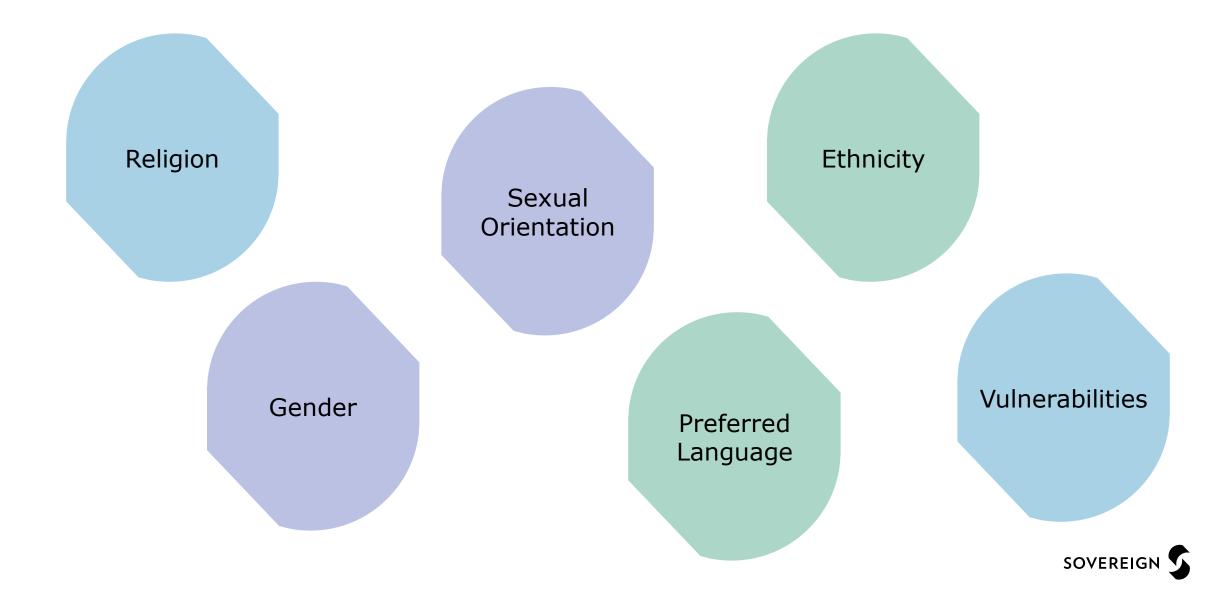
June 2022

Version 1.0

A Sovereign wide commitment

*We published our 3-year EDI strategy in April 2021. As part of that strategy, **we set ourselves the ambition to build a diverse workforce that reflects our communities** and to be recognised as **a fair and inclusive employer and landlord**. We have **taken an evidential approach towards that ambition** initially using data collection to review and baseline our position. We have since used data to set aspirational targets on recruitment for underrepresented groups and to review our recruitment data to understand trends and highlight any potential issues in recruiting diverse talent so that we can address them. As we move forward, we **plan to analyse customer data regularly to help identify and adapt to the needs of our customers and reshape our services to those needs**.*

EDI data working group established to ensure our customer operational teams are supported with the data they need to better support our communities.

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What are EDI data elements?

Religion

Gender

Sexual Orientation

Ethnicity

Preferred Language

Vulnerabilities

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Inform the development of safe spaces within our communities

Tailor services to our customer needs

Help target communications using effective media

Inform training needed by Sovereign employees to better support our customers

Challenges faced

Ensuring one view of the customer

Currently working across 2 master systems

Keeping data up-to-date

¾ sexual orientation and religious data incomplete for Home Ownership, the other ¼ may not be up to date

Understanding our customers

Review of vulnerabilities is a lengthy and repetitive process

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Timeline approach

Decision to master customer data in Dynamics

Cease data updates in Housing Management System

Vulnerability data mastered in Dynamics

Monitor improvements in data quality

Customer self-serve data updates via portal

Today

Dec 2022

2024

Naming conventions agreed

Reduction in time to review customer data

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