

Booking Form
Putting Customers at the Heart of Your Organisation
A CIH 'Customer Insight' Training Seminar



Thursday 22nd May 2008
NASUWT Ben Madigan House, Belfast

Delegate Name(s): 1. 2. 3.	
Title(s): 1. 2. 3.	
Organisation Name:	
Address: (please state invoice address if different)	
Postcode:	Tel:
Fax:	Email:
Access, dietary or other requirements for each delegate: 1. 2. 3.	

Cost per delegate: £120 (CIH non-member)
 £100 (CIH member)

Authorised Signature: _____ **Date:** _____

Please return your completed form to:

Chartered Institute of Housing Northern Ireland, Carnmoney House Edgewater Road
Belfast, BT3 9JQ

Tel: 028 9077 8222 Fax: 028 9077 8333 Email: edel.hughes@cih.org

Please do not send payment; invoices will be dispatched after the event.

Booking Conditions

If you cancel this booking more than 5 days before the course is scheduled to run you will be charged a £10 administration fee.

For more information on CIH events, go to www.cih.org/northernireland

Putting Customers at the Heart of Your Organisation



A CIH 'Customer Insight' Training Seminar
22 May 2008
NASUWT Ben Madigan House, Belfast



Putting Customers at the Heart of Your Organisation

A CIH 'Customer Insight' Training Seminar

How well do you know your tenants?
How involved are they in your organisation?
Can customer insight improve your organisation?

Effective organisations need to know and understand their customers. This is not just the case for the private sector; many organisations working in social housing have been reaping the benefits of working closely with tenants. As a result, tenants are offered more choice, and services are more responsive to their needs. Good practice shows that the best organisations are those that engage positively with their tenants and offer responsive services tailored to the needs of the individual, and the community.

This training seminar from the Chartered Institute of Housing will help participants to understand customer insight and see the value of working with tenants and other customers, in improving services and enhancing the organisation. A range of experts will pass on their knowledge of working in practice. Through interactive learning sessions, participants will learn:

- The value of putting tenants at the heart of the organisation
- How to engage and involve tenants
- What drives and influences satisfaction levels among tenants
- Effective ways of communicating with tenants

The seminar coincides with the launch of a CIH Good Practice Guide on Customer Insight. The guide is a key resource for the seminar, and each participant will receive a complimentary copy.

Programme

09.30am	Registration and Coffee
10.00am	Chair's Welcome Grainia Long, Director, Chartered Institute of Housing in Northern Ireland
10.15am	Why Focus on Customer Insight ? Joanne Kent-Smith, Chartered Institute of Housing
11.00am	Customer Insight and Citizen Outcomes Spokesperson from the Department for Social Development
11:30am	Coffee Break
11:45am	Practice Sessions Getting the best for the Customer Alan Rea, Director of Housing, BIH Housing Association Siobhan Mullan, Performance & Standards Manager, BIH Housing Association
12.30am	Lunch
1.30pm	True involvement of tenants Colette Moore, Director of Housing, Clanmil Housing Association Brian McKenna, Communications Manager, Oaklee Housing Association
2.30pm	Building Capacity among Consumers Sinead Dynan, Consumer Council for Northern Ireland
3:00pm	Coffee Break
3.15pm	Turning Insight into Practice Joanne Kent-Smith, Chartered Institute of Housing
3.45pm	Chair's Remarks and Close

This seminar is aimed at staff who work with tenants and managers who can bring about change in the way their organisation views and embraces customer focused services. It will also suit people in policy and strategic roles, and business development positions.

CIH Members can earn up to four hours towards CIH Continuing Professional Development

Places are limited, please book early to avoid disappointment



training



training