

## Turn Customer resistance into programme support

### 4-Step pre-engagement framework

Warm Homes and retrofit programmes

Building safety improvements

Community regeneration projects

Major repairs

Any programme requiring home access

"Announce and deliver" doesn't work. It never has. Access gets refused. Vulnerable residents get left behind. Trust erodes. Years of investment sit at risk.

### Stop guessing what your residents want.

We ask them directly. We work at pace and get real results – because we've done this before and know what works.

#### What's included:

- ✓ Complete 4-step methodology implementation
- ✓ Workshops and research activities
- ✓ Full suite of accessible communication materials
- ✓ Evidence-based strategic playbook

We work with your community and communications teams throughout to ensure a compliant rollout and customer communications.

#### Outcomes:

- ✓ Make decisions based on facts, not guesswork
- ✓ Fix problems before they start
- ✓ Give vulnerable residents the help they need
- ✓ Use what you learn for future programmes

"The Typeface Group helped and guided us through this brilliantly. They used customer feedback, best practice from previous programmes, and their own ideas to craft an engagement plan that **put our customers front and centre of retrofit delivery**. They were insightful and innovative in their approach and were able to flex their ideas to meet the requirements of our programmes. They have been instrumental in helping us to develop our customer engagement plans and have provided a really good knowledge and foundation to build on."

Andy Piper, Head of Sustainability  
**VIVID Homes**

Book a call to **discuss  
your project** or visit  
**[thetypefacegroup.co.uk](https://thetypefacegroup.co.uk)**



## Our proven 4-step pre-engagement process



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### 1 Test your messages with real residents

Online sessions with residents to test messaging and gather early feedback on measures, sentiment and communications preferences.

**Deliverable:** Workshop findings report with tested messaging recommendations to inform step two.

### 2 Create materials that residents understand

Accessible programme materials, including a detailed measures guide, quick guide and web copy. All materials follow accessibility best practices to reach the widest possible audience.

**Deliverable:** Complete suite of accessibility-compliant communication materials.

### 3 Find out what residents think

Digital and print surveys gather qualitative and quantitative feedback.

**Deliverable:** Complete research findings with customer priorities, communication preferences, and support needs identification.

### 4 Use findings to build a playbook to support programme comms

We turn your findings into a playbook to support internal communications and transform future customer engagement.

**Deliverable:** Strategic playbook that turns customer feedback into actionable guidance for your teams.

## Next Steps

**Discuss internally.** Share this with your team.

**Book a call.** A 20-minute conversation about your needs, and we'll take it from there.



## Investment & Timeline

**Package Investment:** From **£50,000 + VAT**

**Timeline:** from **12 weeks** - initiation to playbook delivery