



Customer Influence
strategy
2024 - 2028



Our approach and vision

Meeting customers' needs and expectations with their homes and communities and the services and support we provide is our priority.

This strategy sets out what we will do to improve customer influence to build on the strong foundations we already have in place because we care about the people we serve. Their lived experience and insight are invaluable in helping us improve. We want to work in partnership with customers; to collaborate to make positive changes, raise standards, and to demonstrate how we truly put customers at the centre of what we do.

This strategy sets out our commitment to listen, understand, learn, and act on customers' voices. Our vision is to ensure that customers influence and shape the services we provide and decisions we make about homes, communities, and neighbourhoods.

The Customer Influence strategy will enable us to achieve our corporate plan and vision for 'more homes, bright futures' and our ambition that customers are our strongest advocates, centered on building trust, pride and impact.





What do we mean by customer influence?

Customer influence is the difference made because of customer engagement as well as how we notice and act on customers' expectations, experiences, and needs from other information and data. Customer influence creates the focus we need to achieve more outcomes that are important to customers.

Using a blend of data and the insights this provides us with, as well as customer engagement, we can be confident that customer influence is the result of as wide as possible range of customers' voices. This approach deepens our understanding and ensures experience is reflected in service improvements.

What we will do

This strategy will be implemented over the next four years with everyone working together to achieve the purpose, aims and objectives below.

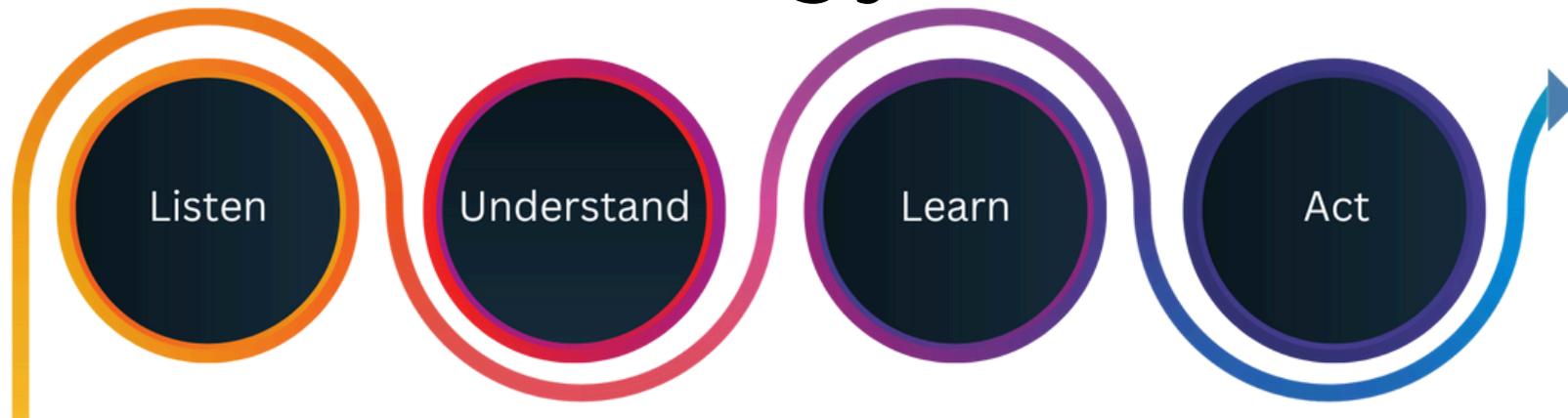
Purpose of the Customer Influence Strategy

We will ensure that we listen, understand, learn, and act on customers' voices. We will work together with customers and demonstrate that customers are influencing and shaping the services that they receive and decisions that affect their homes, communities, and neighbourhoods.

We will know when we achieve this purpose when customers tell us, when customer influence becomes part of everything we do, when it improves customer experience and increases positive outcomes for customers.



Aims of this strategy



The strategy has the following four aims (more information about these are in appendix A).

Listen

We will listen to understand customers' voices using feedback in everything that we do.

Understand

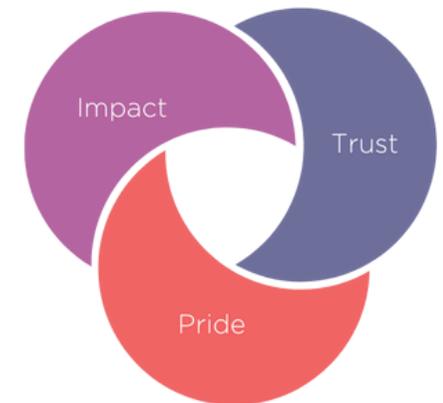
We will assist customers and staff to be able to contribute, understand customer feedback and to build inclusive customer influence opportunities.

Learn

We will learn from insight and collaboration activities and share with customers what we are learning to facilitate a culture where everyone at VIVID can demonstrate customers are at the centre of everything we do.

Act

We will demonstrate we act on customer feedback and influence through increased communication, keeping customers informed about how we are achieving our purpose.



How the Customer Influence Strategy will achieve our ambitions

Our consultation, with customers and staff, told us these ambitions were important to both groups.

Trust

If a decision we make impacts on homes, neighbourhoods and communities we will ensure our customers' voices are influencing it. We will do this by placing customers at the centre of what we do across everything we do, from individual ownership of feedback, looking at what we know, to wider feedback gathered from collaboration activities, through listening, understanding, learning and acting. Thereby building trust.

Impact

We are focusing on customer influence so that we can better understand how customers' voices shape what we do. We want to be more informed by data and insight. We'll do this by working together and collaborating to enable us to get the best results from co-creating outcomes that demonstrate customers' voices lead to positive service changes, experience and impact.

Pride

We are proud of what we have achieved so far, there is more to do to challenge ourselves and collaboration between staff and customers is key to this. We will do this by learning from feedback and celebrating, together, the positive changes made by working together.

How we will do it

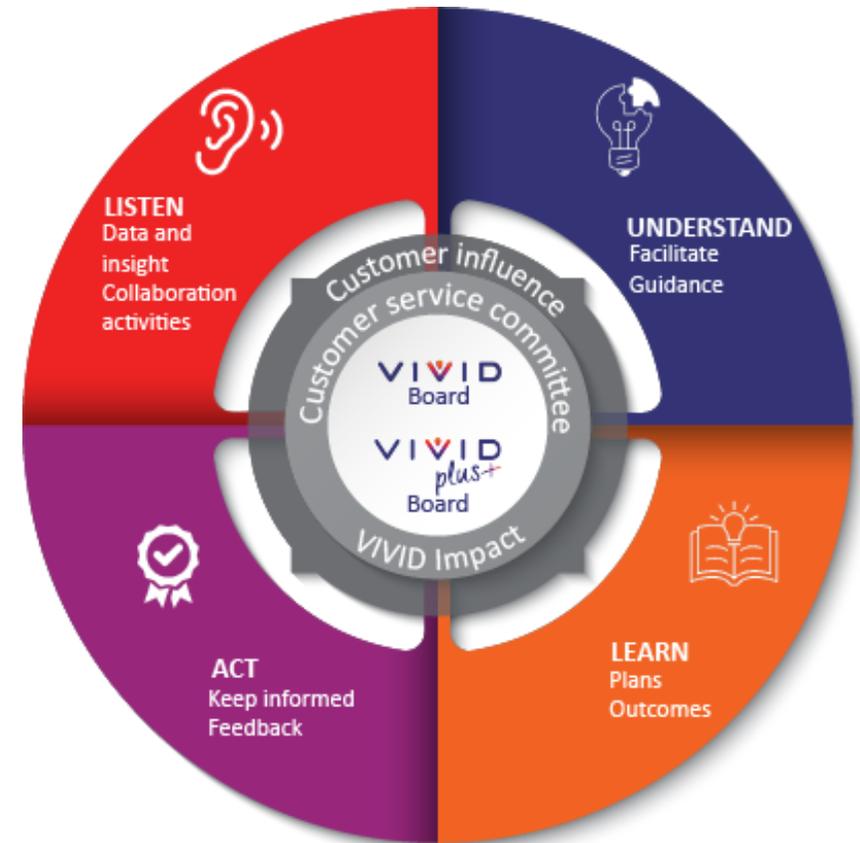
A customer influence framework will guide everything we do. The framework will be flexible to address what customers and staff told us is important to get right.

We'll make sure the processes and systems are in place to help us and continuously improve them. This includes developing the right technology to support customers and everyone at VIVID to access information and collaborate effectively.

We'll create guidance and space to facilitate customers and everyone at VIVID to work together to achieve positive service outcomes.

We will demonstrate that we are listening, understanding, learning and noticing through our actions and we will provide opportunities for collaboration to continuously improve and enable influence.

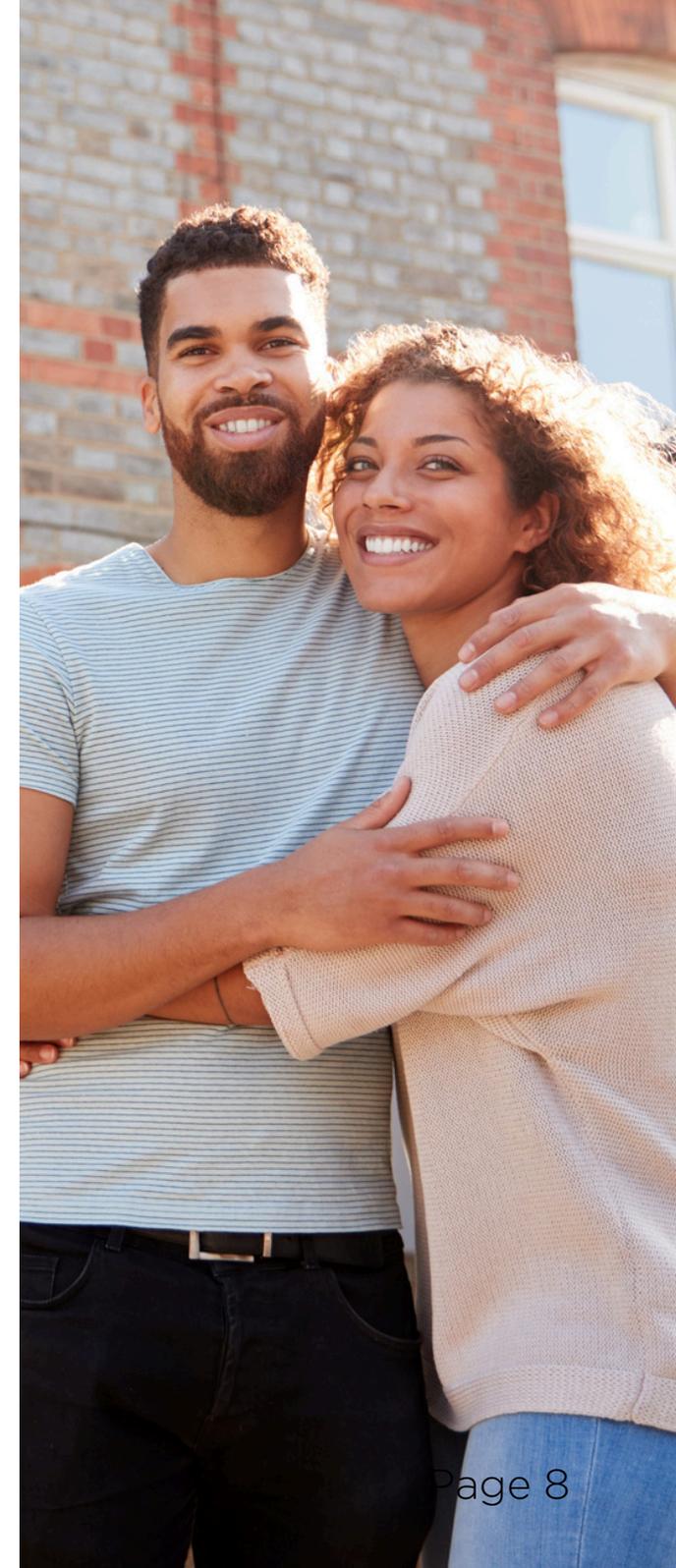
We will promote the framework to ensure that customer scrutiny, engagement and involvement leads to influence. We want to make it as easy as we can for customers to get involved and make a difference. We want to make it as easy as we can to empower staff to enable influence.



A key aim of the framework will be to ensure that there remains clear, accessible and inclusive opportunities for customers to influence what we do.

Customer outcomes

- Services and decisions will reflect wider customers' voices and insight ensuring improvements are representative of lived experience and customer demographics
- Customers will feel that their views are taken into account and that they are listened to as a result of us demonstrating this in our actions and performance
- Customers will feel that service standards meet their needs and expectations and that the quality of services is improving, demonstrated through service related satisfaction
- Customers and staff will be clear and confident about the purpose and intended outcomes of all collaboration activities with an understanding of the time needed to listen and consider customer views and the level of influence demonstrated by our feedback on impact
- Customers will feel valued and respected demonstrated by satisfaction measures and transactional feedback
- Customers will be more satisfied that their views are influencing decisions
- Customers will feel our communication is inclusive and representative
- Customers will be kept informed and feel satisfied
- We will achieve the Tpas landlord accreditation in resident engagement as a result of collaboration between staff and customers and demonstrate our culture and vision is embedded.





Measuring success

Our key measures for the success of the Customer Influence strategy will be through regular Customer Voice reporting.

- Customer satisfaction measured through the transactional and annual surveys we complete
- Staff satisfaction reported through feedback of Customer Advocate achievements
- Complaint themes analysis and follow up customer collaborations leading to change and improvements
- Performance improvements across service satisfaction measures following customer collaboration activities
- Customer satisfaction with collaboration opportunities
- Service improvements and changes following customer influence activities including scrutiny
- Reporting a reduction in stage 2 and referrals to the Housing Ombudsman
- Positive feedback following inspection by the Regulator of Social Housing (RSH)
- Achievement of the Tpas landlord accreditation in resident engagement an independent assessment of our approach and culture
- Adopt the Together with Tenants Charter
- Increased opportunities to communicate and share our good practice.