

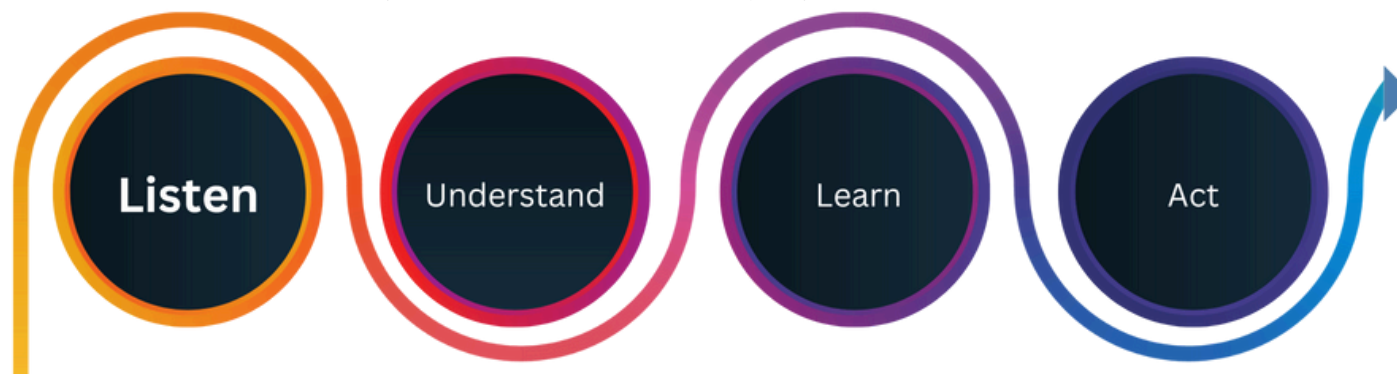
# Aims - Listen

The success of this strategy depends upon how we demonstrate that we listen, how we take ownership of customer feedback and interaction with us and do something with it to create positive outcomes. We will genuinely understand and address customer needs, paying attention to what customers have told us before. We will be attentive, empathise and demonstrate our commitment to act on all feedback received, ensuring customers' voices are truly heard and valued. We collect huge amounts of data and information that supports service improvement and decisions, we will do better in understanding data and using insight to pre-empt potential service issues and opportunities. We will plan effective collaboration activities to enhance what we know and apply this approach to our digital transformation and service improvement plans to improve customer experience.

We will promote and support additional customer collaboration activities and prioritise these across services that customers have identified as important for us to get right, customers told us these areas are:

- Repairs and Maintenance
- Improvements to your home
- Anti-social behaviour
- Rents and Service Charges
- Estates and Communal Areas

This will be alongside our focus on current customer priorities for improving call and repair wait times and complaint handling. We will provide a range of collaboration opportunities and activities to ensure they are innovative and accessible. We will keep customers informed about what we are doing. We will share the impact of customer influence across services and performance ensuring our listening is inclusive and feedback is representative of lived experience and demographics.



# Aims - **Understand**

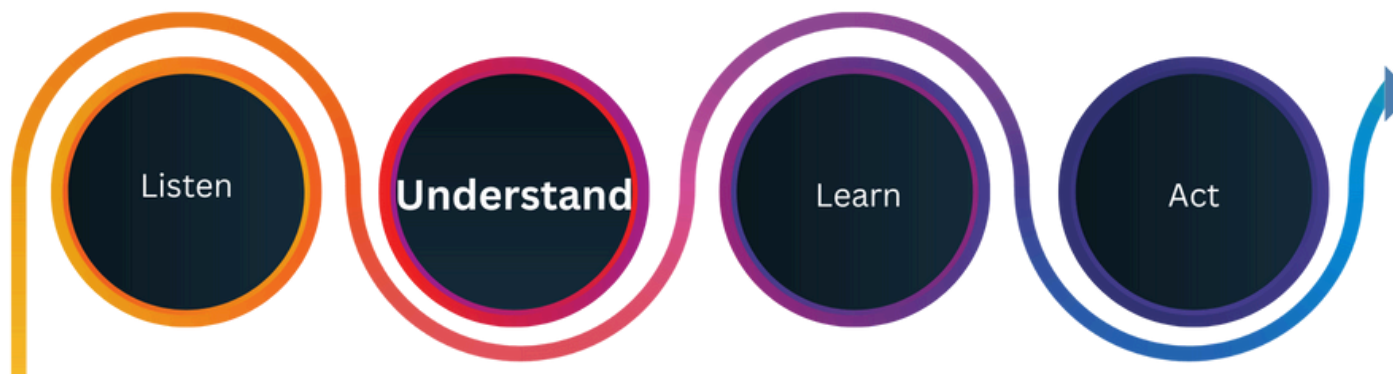
Our staff survey confirmed that our staff believe customer influence is everyone's job, the success of our approach will be dependent on everyone in the VIVID team collaborating and demonstrating the attitudes and behaviours expected of a modern, customer centric organisation.

We know customers have valuable insight about services we provide. We will offer the right assistance so that collaboration is equitable, enjoyable and leads to influencing change in service strategy and our achievements. We will prioritise and apply our approach to the service areas that customers have told us are important to them with additional opportunities for customers across recruitment, complaints, access and communications and keep this under review.

We will develop a staff and customer toolkit (menu) and training to assist and guide everyone, to build confidence and ability to ensure customers' voices are at the forefront of influencing positive service outcomes.

We will assist customers influencing in governance roles in their professional and personal development to be able to effectively challenge and drive change.

We will review how we reward and incentivise customers who give their time to help us understand customers' voices.



# Aims - Learn

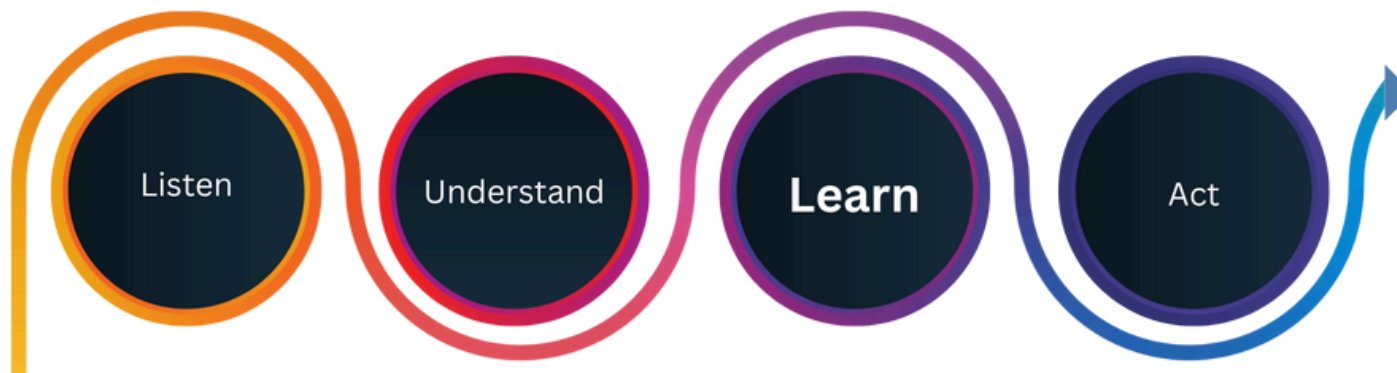
We will provide opportunities for customers and staff to learn from each other and collaborate, while also encouraging learning from outside VIVID. We will take time to share our learning across the organisation and with customers.

Customers have lived experience perspectives we can learn from to improve how we run our business. We want to increase lived experience across our governance functions by reviewing customer membership.

Being on a Board, Committee or Scrutiny Panel is not for everyone, if it is then we want to make it as open and transparent as we can to encourage lived experience and expertise into our governance arrangements and compliment the skills we have in place.

We will promote wider national networking opportunities to encourage learning from others.

We will increase our communication and information provided about VIVID Impact, Customer Services Committee and VIVID Plus and promote opportunities.



# Aims - **Act**

Staff and customers told us that communication and access to information is of vital importance. We will ensure that the objectives in this strategy contribute to the wider communication strategy for us.

We will be open and transparent in everything we do, agree clear collaboration opportunities for influence across our communications and be open and honest where we are unable to do something and why. We understand that many customers do not want to be proactively involved but do want to be kept informed.

We will continue to improve access for customers to locate relevant information and guidance to collaborate with us.

We will share how we are performing and how we are complying with regulatory requirements, we will review how we share risks we face and what we are doing to address them.

We will increase our reporting on the results of collaboration through customer voice and influence reporting, we will share good collaboration and highlight to staff and customers our 'collaboration success stories and impact'.

