

Appendix A - Customer Influence Strategy Delivery plan – year 2

Aim	Actions	Outcome	Timescales
<p>Listen – We will listen to understand customers’ voices using feedback in everything that we do</p>			
<p>VIVID Roadshows</p> <p>Increase customer engagement through quarterly roadshows, both in-person and online.</p>	<p>Themed events, updates on VIVID services, involvement of partners (MPs, Cllrs, CAB, Police, Fire), and estate improvement works.</p>	<p>Broaden reach and engagement, reaching as many customers as possible to ensure diverse customer participation across the communities we serve.</p>	<p>Q1,2,3,4</p>
<p>Develop Local Working Together Plans</p> <p>Develop localised plans co-designed with communities to address specific issue</p>	<p>Collaboration with our customers, VIVID Plus, place shapers, Neighbourhood teams, and partners focusing on identified hotspot areas, to develop local plans to address the issues effecting each community.</p>	<p>Address local issues affecting the communities we serve, ensuring this is meeting the needs of these communities.</p>	<p>Q1,2,</p>
<p>Breaking the Silence</p> <p>Engage with 'silent customers' through targeted door knocking events.</p> <p>Use AI to target silent customer groups and develop communication plans to ensure we are hearing from our silent customers.</p>	<p>Data collection and analysis to understand non-engagement reasons</p>	<p>Improved customer data and increased engagement from previously silent customers.</p>	<p>Q1,2,3,4</p>

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

<p>Customer Facing Advocates</p> <p>Equip customer-facing employees with the tools and knowledge to promote customer involvement.</p>	<p>Regular training, through working together sessions</p> <p>Promoting opportunities through Let’s Talk VIV and Trade talks.</p> <p>Updates Via Comms re events</p> <p>Through IPC development easy referral through to CI team for customers who what to get involved</p>	<p>Enhanced customer service and increased customer participation.</p>	<p>Q1,2,3,4</p>
<p>New Customers Group</p> <p>Engage new customers from the start of their journey with VIVID and encourage engagement from the outset.</p>	<p>Welcome packs, onboarding sessions, and continuous feedback opportunities.</p>	<p>Stronger initial engagement and ongoing customer involvement.</p>	<p>Q1,2,3,4</p>

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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

<p>Digital Engagement Platform</p> <p>Explore the potential of a digital platform for targeted engagement.</p>	<p>Enables targeted engagement across a variety of subjects to create a pool of engaged customers and provides updates.</p> <p>Enables further data to show how we are engaging with customers across the psychographic segmentation customer groups.</p> <p>Run local projects through this tool. Link to system to extract data and insight based on customers views.</p>	<p>Enhanced digital engagement and data-driven insights.</p> <p>Provides choice and flexibility on how customers can get involved and share feedback.</p>	<p>Q1</p>
<p>Thematic Service Improvement Groups</p> <p>Quarterly focus groups with customers to focus on performance and improvements around hot topics. For 2025 these are Damp and Mould/Repairs/Building Safety.</p>	<p>Run Quarterly Sessions</p> <p>Develop Continuous improvement plans based on these sessions based on customer feedback and insight</p>	<p>Continuous service improvement based on customer feedback. Ensure customers' experiences/voices are included through lessons learnt/complaints.</p>	<p>Q1,2,3,4</p>
<p>Inclusive Service Group</p> <p>Ensure service and policy changes are accessible to all customer demographics.</p>	<p>Based on Psychographic segmentation work develop a group of customers to review service/policy changes to ensure these are accessible across all customers demographics. Ensure all engagement activities are inclusive and have EIAs/framework.</p>	<p>Services that are equitable and inclusive.</p>	<p>Q1,Q3</p>

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

<p>Customer Influence Recruitment Programme</p> <p>Maintain a diverse and representative pool of customers for scrutiny groups who can influence our services.</p>	<p>Rolling recruitment plan.</p> <p>Targeted outreach, to ensure group is diverse and representative of our customer base.</p> <p>Develop a reward and recognition plan for scrutiny members.</p>	<p>A robust and engaged customer scrutiny group who are representative of our customer base.</p>	<p>Rolling Programme Q1,2,3,4</p>
<p>In your Shoes</p> <p>Provide VIVID board members and leaders with firsthand customer experiences.</p>	<p>Annual programme of immersive activities.</p>	<p>Providing Senior leaders, the opportunity to experience the lived experience of our customers when accessing our services to inform decisions affecting customers.</p>	<p>Annual Programme</p>
<p>Closing the loop</p> <p>Use our ‘Working together’ and ‘You said we did’ to feedback and demonstrate how we have listened and acted on customer feedback is shaping and delivering our services.</p>	<p>Customer Influence process implemented as part of Policy Reviews to ensure we are acting on customer feedback.</p> <p>Working Together programme imbedded to capture and feedback to customers how their views have shaped our services in 2025/26.</p> <p>CI Dashboard implemented to measure impact of our customer influence strategy and how we have listened and acted.</p>	<p>Customers report that we are listening and acting on their feedback.</p>	<p>Annual Programme</p>

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<p>Service Standards Co -Creation</p> <p>Continue our 2025/26 schedule to review and co-create our service standards with customers, to ensure they meet the needs our customers.</p>	<p>Review remaining 7 service standards in 2025/26.</p> <p>Create a calendar of engagement events through the 'Working Together' programme to deliver the remaining co-created service standards.</p>	<p>Co-created Service Standards that meet the needs and expectations of our customers that are measurable and reported on, so our customers are clear what to expect and how we are performing against each standard.</p>	<p>Q1,2,3,4</p>
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