

**Vision:** To give our **Customers** the opportunity to share their experiences and play a valuable role in shaping, influencing and improving our services.

## Involving our customers

- The **Customer Voice team** will work in support of all **Customers**
- We'll ensure **Customers** know how they can get involved and help shape our services
- We'll engage with our **Customers** in a way that suits them and make sure their voice is heard on decisions which matter to them
- We'll support and develop our involved **Customer** groups to review our services and performance
- Our **Customers** will contribute new ideas to innovate services
- **Customers** will have access to training opportunities to give them the knowledge, skills and confidence to make their involvement rewarding
- **Customers** will be consulted on topics which are important to them and we will use their preferred method of contact to gather feedback
- And we'll continue to develop our digital voice options, using social media and other channels where we can.

## Supporting our colleagues

- We'll support teams to put **Customer Voice** at the heart of their work when making service changes, or a new service is proposed
- The **Customer Voice team** will be a link between our services and our **Customers**, supporting and enabling the consultation process from start to finish
- We'll use a range of **Customer Voice** and insight methods to help the business better understand our **Customer** experience
- And we'll capture all **Customer Voice** activity from across the business, to ensure we make the most of every opportunity and share our work to reduce duplication across different teams.

## How we'll do it

- Involvement opportunities will be advertised regularly in our customer newsletter and website, and we'll offer a range of opportunities for **Customers** to provide their insights to help us shape and influence our services
- We'll make sure the **Customer Voice** process is easy for our **Customers** to follow. We'll show our **Customers** how their feedback has influenced our service delivery
- We'll provide all **Customers** with the opportunity to be involved to ensure our **Customer Voice** is as diverse and representative as our broad **Customer** base
- A menu of options for **Customer** involvement is available to all teams to gain a better understanding of our **Customer Voice**. These services include online surveys and forums, one off focus groups, telephone surveys and quick polls
- And we'll develop ways to promote and celebrate the success and impact of our **Customer Voice** work with both colleagues and our **Customers**.