

Listening To Customers

Our Customer Voice Strategy



Purpose

Our Customer Voice Strategy sets out our framework for ensuring our customers' voices are heard across the business. It aims to bridge the gap between transactional listening and understanding, enabling our customer to be truly heard so the impact of their voice is felt across One Manchester.

This strategy holds us accountable to designing and aligning services that have given consideration to our customers' views, which in turn will deliver value to the customer and organisation.



Aims and objectives

- Be accountable to our customers
- Embed a culture of hearing the customer voice throughout the business
- Understand our customers and tailor our services to meet their needs
- Ensure our customers' voices are used to influence service delivery
- Demonstrate the impact the customer voice has on service delivery and decision-making
- Better understand our customer profile and preferred ways to engage and influence
- Offer an inclusive menu of engagement opportunities
- Increase collaboration between customers and colleagues
- Ensure our regulatory requirements under the Transparency, Influence and Accountability Standard are met
- Ensure resident focus as per the NHF Code of Governance
- Provide opportunities to strengthen customer scrutiny and increase Board assurance
- Create a clear framework for customer engagement and feedback

Key principles

- **Hearing to influence:** It's vital we understand what the customer voice is telling us and that we use this knowledge to take appropriate action, influence our service delivery and decision-making, and provide positive outcomes for our customers.
- **Choice:** It's important we understand our customer profile and tailor our communications based on what they want, removing barriers to engagement
- **Co-creation:** We will pro-actively work with our customers to shape services using their valued knowledge and experience.
- **Communication:** We will keep open lines of communication with customers by obtaining regular insight and feedback from multiple channels. We'll then communicate to customers how their voices have been heard, and what we've done as a result of their feedback.

Measuring success

The success of our Customer Voice Strategy will be measured in a variety of ways, including:

- TSMs
- Complaints and escalations
- Number of engaged customers
- Board assurance
- C1 or C2 grading by the RSH
- Co-created services and solutions

