

# Customer Sounding Board (CSB)

## Role



## Customer Engagement - Turning Up the Volume on Customer Voice

Working with our customers to improve our services is really important to us. We want to get it 'right first time' and need feedback from our customers to help us get there.

We understand that life can get busy, which is why we've made it easier than ever to get involved and give us your feedback.

Whether you have a lot of time or a little, we have lots of opportunities for your voice to be heard. You can take part in focus groups, surveys, mystery shopping, and give your view on some of the documents and letters we send out to customers. You can help make sure we always put customers at the heart of the decisions we make and deliver what we say we will.

How many projects come up will vary during the year. We will keep in touch and let you know when there's a new project you might like to take part in.

As a member of Platform's Customer Sounding Board, you can choose which projects to take part in and how often you want to do them.

### Written communication

We communicate with our customers in writing in lots of different ways, such as letters, emails, our website, social media, leaflets and posters. We need to make sure the information that we give to our customers is clear and easy to understand.

Helping us improve our letters and other written communication helps all Platform customers who receive it. We might also ask you for feedback on how we advertise service information and policies, or how we word surveys and the questions we ask.

### Mystery shopping

Mystery Shopping tests the services we deliver to customers. This could be online, by phone or could sometimes include face to face visits. You'll mystery shop different scenarios as well as test new or existing services. We'll ask you to feedback on your experience, for example if the information you are given is correct and understandable.

You might also have suggestions on how we can improve that part of the service. We will give you all the information you need to carry out the project, which is usually done via telephone, email, or online, from the comfort of your own home. Telephone projects will need to be during office working hours, but the online and email projects can be done at any time to suit you during the given timeframe.

### Focus groups

**Do you like working as part of a group?** Focus groups are a great opportunity to help influence what Platform do and the decisions we make. As a group we will discuss a subject, and we will ask you questions to gain your thoughts and ideas and use your feedback to help us deliver excellent services and homes for our customers.

Our focus group meetings are mostly online and can be done from the comfort of your own home, but occasionally we might arrange a face to face meeting which we will invite you to if it's in your local area.



## Software testers

Platform customers use multiple digital channels (e.g., our website, Your Platform customer portal etc.) to contact us and we want customers to help us design, develop, and test our digital services. You can influence what we create so that it is easy to understand and easy to use.

You don't have to be a technical expert to help us with this, in fact we need people at all abilities to ensure our digital services are customer friendly.

## What we're looking for:

- A positive and neutral outlook
- Basic IT skills, including communicating via email
- A good eye for detail
- Confidence in putting your ideas forward
- You will need an email address and access to the internet via a computer, laptop, tablet or smartphone
- An understanding of, and commitment towards, equality and diversity

## Level of commitment:

- You can complete reviews at any place or time that suits you, and the duration to complete the project will be included in the brief
- The frequency of reviews will vary depending on what projects we are working on
- We will contact you when your help is needed, giving you the opportunity to be involved

## What's in it for you:

- Help us to improve and deliver excellent services
- Influence the quality of our information and how we deliver it
- Some projects will give you the opportunity to meet new people and work together
- Help us to ensure that we communicate effectively with all our customers
- Gain knowledge and learn more about Platform Housing Group

## Our commitment to you:

- We will listen to your suggestions and comments
- We will take your views into account
- We will let you know how your involvement has influenced what we do

We would love for you to get involved so please complete the form on our Get Involved page [www.platformhg.com/get-involved](http://www.platformhg.com/get-involved) to register your interest in being part of Platform's Customer Sounding Board.

We have a reward scheme in place to recognise the contribution made by our involved customers.