

Overview

This standard is about developing and promoting customer involvement to help the organisation meet their needs.

Performance criteria

You must be able to:

1. evaluate the current level of customer involvement in the organisation
2. liaise with customers, relevant groups and organisations to identify the potential for customer involvement in the organisation
3. identify, develop and implement ways in which customers can become involved in the organisation
4. identify methods of promoting involvement with customers based on their requirements and abilities
5. present customers with options for involvement in the organisation
6. promote the benefits of customer involvement in the organisation to colleagues
7. identify any barriers preventing customers becoming involved with the organisation and work with customers and/or staff to minimise these
8. consult with customers, where relevant, on organisational policies, procedures and plans
9. involve relevant colleagues in receiving customer feedback when it is beyond the scope of your work
10. confirm that customers are kept informed about the opportunities available for customer involvement
11. monitor the outcomes of customer involvement in the organisation and use the results of research, feedback and performance measurement to inform future activities

Knowledge and understanding

You need to know and understand:

1. how to communicate and work collaboratively with your customers and relevant organisations
2. how to identify, agree and develop customer involvement with your organisation
3. how to support customers as they become more involved with your organisation
4. the range of opportunities for customer involvement and the different ways of promoting customer involvement
5. how to monitor and measure the effectiveness of what you do
6. the importance of consulting with customers and your organisation's methods to achieve this
7. the strengths and weaknesses of different consultation methods
8. the principles and practice of equality and diversity and the importance of inclusive participation
9. the importance of confidentiality in line with the relevant data protection legislation
10. the importance of personal safety when working with customers and their representatives

Develop and promote customer involvement in the organisation

Developed by Instructus

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Originating Organisation Instructus

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Relevant Occupations Assistant Portfolio Manager (without portfolio); Resident Involvement Assistant; Revenue Officer/Assistant; Repairs Assistant; Housing Assistant; Housing Administrator; Housing Officer; Housing Manager; Neighbourhood Assistant; Lettings Assistant; Lettings Negotiator

Suite Housing

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