
Overview

This standard is about developing and promoting customer involvement. It helps the organisations meet customers' needs, improve operational delivery, get additional input into development of products and services and create feedback systems.

Performance criteria

You must be able to:

1. evaluate the current levels 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's activities
4. identify methods of promoting involvement with customers based on their requirements and abilities
5. present customers with options for involvement in the organisation's activities, products or services
6. promote the benefits of customer involvement in the organisation to colleagues
7. identify any barriers preventing customers becoming involved with the organisation and minimise these
8. consult with customers on specific issues
9. collate customers' feedback on range of products, services, organisational policies, procedures and plans
10. involve relevant colleagues in receiving customer feedback when it is beyond the scope of your work
11. keep customers informed about the opportunities available for their involvement
12. monitor the outcomes of customer involvement in the organisation
13. use the results of customer involvement and feedback for research, performance measurement and operational improvements

Knowledge and understanding

You need to know and understand:

1. how to communicate and work collaboratively with your customers and relevant organisations
2. the types of customer involvement and levels of engagement with your organisation
3. how to identify, agree and develop customer involvement with your organisation
4. how to support customers as they become more involved with your organisation
5. the range of opportunities for customer involvement
6. the ways of promoting customer involvement
7. how to monitor and measure the customer engagement
8. the importance of consulting with customers and your organisation's methods to achieve this
9. the strengths and weaknesses of different consultation methods
10. how customers' feedback and the outcomes of their involvement can be used for your organisation's performance and other activities
11. the principles and practice of equality and diversity and the importance of inclusive participation
12. the importance of confidentiality in line with the relevant data protection legislation
13. the importance of personal safety when working with customers and their representatives
14. your organisation's procedures for dealing with problems identified by customers
15. your organisational customer service standards and equality and diversity policy
16. your organisational standards which help the customers with their equality and diversity challenges
17. the relevant nation-wide and nation-specific legislation and regulations in the housing sector

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Suite	Housing
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