

# Customer Insight Policy

## 1 Purpose

At MTVH, we believe that customer research is an essential component to delivering and improving quality customer service and making informed business decisions. Our policy outlines how we utilise data obtained from customer surveys, in conjunction with other operational information (such as learnings from complaints), to gain insights into service delivery improvements while adhering to all applicable regulations. We strive to communicate effectively with our community and are committed to working collaboratively to identify areas for improvement. In cases where our service falls short of customer expectations, we will respond promptly and independently to address any dissatisfaction.

## 2 Scope

This policy applies to colleagues and contractors, linking to customer feedback from surveys and customer research such as satisfaction surveys. It also connects to other relevant operational information that can be used to understand customer feedback, including complaints. The nature of the customer insight survey means it could be conducted internally or by an external provider and includes quantitative and qualitative data.

### Objectives

MTVH will:

- Set up and manage appropriate customer input systems to gather feedback and relevant insights about our services
- Provide access to feedback for relevant colleagues
- Provide advice and support, such as analysis to enable operational teams to use customer insight information within MTVH
- Have mechanisms in place to report feedback relating to customer safety or significant dissatisfaction to the correct team to take appropriate action
- Champion delivery of customer insight outcomes
- Understand how each business change will impact business wide Key Performance Indicators (KPIs)
- Ensure centrally managed surveys comply with this policy and accompanying documents
- Be an advocate of reviewing our customer feedback to keep improving and transforming our internal processes to improve the customer experience
- Maintain evidence of customer influence through learning and action plans

## 3 Our Approach

Customer insight surveys are vital to the continuous improvement of our organisation and give our customers the opportunity to provide feedback candidly and anonymously. Through our customer insight approach, we aim to foster a culture of innovation and excellence that benefits all our stakeholders. The results of the surveys help us to:

- Amplify the customers voice
- Develop our services
- Inform us of how well we are doing as an organisation
- Give insight on areas that require improvement
- Gain a better understanding of our customer relationship and the perception of MTVH

### 3.1 MTVH Managed Surveys

Most MTVH customer surveys will be delivered through our in-house team and insight system. Surveys we conduct include:

- **Tenant Satisfaction Measures Survey (TSM):** This perception survey aligns with the Regulator of Social Housing requirements, which became effective on April 1, 2023
- **Transactional Surveys:** Surveys to provide insight into specific customer interactions
- **Ad-hoc and contract-specific surveys:** Individual surveys to support specific contractual obligations with third parties

We also conduct smaller surveys for specific customer groups, created, distributed, and collated by MTVH colleagues. For example, our Care and Support services survey is carried out to gain feedback on our care provision from customers, relatives, and medical professionals. These insights are managed and acted upon locally as part of the customer insight process. MTVH colleagues review survey themes and report back with actions that link into customer feedback and are continually reviewed.

Appropriate customer contact levels are agreed upon to ensure that customers are not over-surveyed for different survey objectives.

### 3.2 Acting on insights

Reporting is made available to the appropriate teams enabling access to the survey data for the business to review and take action on the results. Reporting is available through live updated dashboards within our insight system which are accessible to colleagues who can influence services to address customer feedback. Additional insights and reporting are created and shared with business areas to support wider understanding of themes and trends.

Customer feedback is managed centrally by the Customer Insight team in collaboration with other teams across MTVH. These teams provide additional information, for example customer engagement feedback and usability data to support survey findings and learnings.

Actions taken as a result of feedback are recorded and tracked through the Customer Insight team. An Insight Learning and Action Group (ILAG) meet quarterly to review themes, trends and prioritise actions identified to improve our services. Updates on progress are integral to our performance reporting framework, with both the Executive Team and Customer Service Committee having oversight of feedback and effectiveness of actions taken.

### 3.3 Data Protection

Customer participation in an insight survey is entirely voluntary. To make sure we comply with the UK General Data Protection Regulation (GDPR), we offer customers an “opt-out” option, meaning customers who do not wish to be contacted for insight purposes are not.

The information gathered is only used for insight purposes and not shared or used for any other reason, such as marketing or sales.

Access to survey data and insights is controlled by the central insight team who review access and licences to insight systems regularly.

### 3.4 Regulatory Bodies & Third-Party Organisations

We understand our responsibilities in complying with sector-specific regulation and legislation. We have a duty to meet regulatory requirements and reference these when agreeing any changes to our approach. We also consider any contractual obligations when assessing the needs of customer satisfaction reporting. When working with partners to either deliver or assess our own insights, our



contract specifications require these partners to comply with this policy and any accompanying procedures and for this to be reflected in their own policies and procedures.

#### 4 Related Documents, Policies and Legislation

- Consumer Standards April 2024
- Data Protection Policy
- Safeguarding Policy
- Additional Customer Requirements (ACR) Policy

#### 5 Our commitment to Equality, Diversity, and Inclusion

In implementing this policy, MTVH will not discriminate against any colleague, customer, or stakeholder on the grounds of their sex, sexual orientation, gender reassignment status, ethnic origin, age, religious belief, disability, marital status, and pregnancy/maternity.

#### 6 Key Policy Information

Policy Owner	Director of Strategy Performance and Projects
Author	Customer Insight Manager - Strategy Performance and Projects
Approved by	Director of Strategy Performance and Projects
Effective from	November 2024
Approach to review	This Policy & associated Procedures will be reviewed as required by the owner for changes in legislation, regulation, and operational need. Any amendments will be appropriately consulted on and signed off before being clearly communicated to customers and colleagues. Next expected review is 5 years from the 'Effective date' of this document.
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