

Customer Involvement Events

When to have a Customer Involvement Event

- When you need to find out customer views about a specific proposal
- When you need to find out customer views about a range of issues
- When you are looking for ideas for improvement
- When you want to find out how your customers think you are doing

Who should attend from the organisation?

- Person leading on the piece of work being looked at
- Line managers of the product or service involved
- Front-line staff as appropriate
- Any others as appropriate

Some logistics

- Typical numbers are 10-25 but could be lower or higher
- Typical duration from 2 hours to ½ a day

Typical contents

- (1) Introductions
- (2) Briefing sessions
- (3) Feedback session

Using a Facilitator

Customer Involvement Events run using a **UIMPROVE** Facilitator will always be more productive and effective than those that have no facilitation. The Facilitator will:

- (1) Meet with the leader before the event to plan it, especially any Briefing Sessions and the feedback session
- (2) On the day, run the event working closely with the leader
- (3) Work the tools
- (4) Meet with the leader after the event to review and make recommendations