

Housing national Occupational Standards

H3 20 Develop and promote customer involvement in the organisation

(SQA Unit Code F7CB 04)

Unit summary

This unit covers the competencies required to develop and promote customer involvement in the organisation to help the organisation meet the needs of its customers.

Performance Criteria:

You must be able to:

- 1 evaluate the current participation of customers 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 suitable methods of promoting involvement with customers based on their needs and abilities
- 5 present customers with realistic options for involvement in the organisation
- 6 promote to colleagues the benefits of customer involvement in the organisation
- 7 identify any barriers preventing customers becoming involved in the organisation and work with customers and/or staff to minimise these barriers
- 8 consult with customers on organisational policies, procedures and plans
- 9 involve other relevant individuals and organisations to receive customer feedback when it is beyond the scope of your work
- 10 ensure that customers are kept informed about the opportunities available for customer involvement
- 11 monitor the outcomes of customer involvement in the organisation and use results of research, feedback and performance measurement to inform future activities

Knowledge and Understanding

To be competent, you must know and understand:

- (a) how to communicate and work collaboratively with your customers and other organisations
- (b) how to identify and agree the role of customers working with your organisation
- (c) organisational policies, procedures, and legal requirements that apply to this area of work
- (d) the range of opportunities for customer involvement
- (e) how to monitor and measure the effectiveness of what you do
- (f) the importance of consulting with customers and methods to achieve this
- (g) the importance of democratic and participatory practice
- (h) the strengths and weaknesses of different consultation methods
- (i) how to assist with and facilitate consultation with customers
- (j) the principles and practice of equality and diversity, and awareness of different cultural and religious requirements
- (k) the importance of confidentiality and personal safety in working with customers and their representatives
- (l) how to communicate effectively within your organisation
- (m) the importance of effective communication and the implications of not communicating effectively
- (n) how to support customers as they become more involved in the organisation
- (o) how to manage expectations of customers