



We're Listening

An in-depth scrutiny review of the development of our Customer Engagement Strategy

Who are QuIP and what do we do?

We're a group of customers that together form the Quality and Improvement Panel, QuIP for short. We provide a scrutiny and assurance role, working alongside Livv's Board, through the Customer Committee. This means we can tell Livv, from a customer perspective, what they're doing well and where they need to improve. We also hold Livv accountable for the decisions and actions they take and provide influence and recommendations to improve services.

Each year we complete a programme of in-depth reviews. Our in-depth reviews are an opportunity for us to dig deeper. We take a detailed look at services, collect evidence about how they work, and where needed, we 'commission' further engagement work to understand more about what Livv customers think about the service. We then present our findings and recommendations, together with Livv's response and agreed actions directly to the Board, (through the Customer Committee). The Committee is kept updated about the progress of the agreed actions at its quarterly meetings.

Why did we choose this area?

In the past, we have chosen the focus of our reviews mainly using performance data. However, because we have strong experience in engagement and know how important it is, we agreed to actively support Livv in developing the new Customer Engagement Strategy.

What did we do?

In September 2025, we worked with an external consultant to run a Game of Homes workshop. The session used creative and interactive activities to gather feedback and explore and prioritise ideas.

The workshop review included:

- A reflection exercise about 'why we engage?'
- A 'Dream' collage to establish what 'ideal' engagement should look like
- Discussion to prioritise ideas and identify the ones that would have the greatest impact
- An equality, diversity, and inclusion card game to ensure no ideas risked excluding anyone

We also learned about some of the wider engagement work already underway, particularly with customers Livv hears from less often. The engagement included conversational surveys with over 50 customers at seven community events and a follow-on question within the TSM surveys.





What did we find?

Overall, we found that Livv's approach to engagement was strong, offering a good variety of ways for customers to get involved. However, it could be strengthened by improving approaches to understanding how feedback is used, increasing face-to-face engagement and better understanding customer preferences.

Key findings:

- Feedback is sometimes used to measure performance rather than to drive improvement
- Customers don't always know how their feedback has been used
- Many customers are unaware of the full range of engagement options
- To encourage more feedback, Livv need to understand customer preferences and barriers
- Customers want proof that their involvement leads to real change

What did we recommend and what happened?

In November 2025, we presented a report to the Customer Committee outlining our findings and the recommendations:

- Use all customer feedback and engagement insights to work across teams and deliver improvements
- Make every contact count, using everyday conversations as an opportunity to listen
- Do more to understand what affects customers' ability or willingness to get involved
- Review how the results of engagement work are shared with both customers and Livv staff

We agreed seven actions to support development of the new Customer Engagement Strategy. All actions have now been completed.

Our review, alongside wider customer engagement work, has been used to shape the new Customer Engagement Strategy. The draft strategy contains five objectives that clearly reflect our findings and recommendations. It will be presented to the Committee in May 2026 for review and approval, after which it will be published and implemented.

Thank you

We'd like to thank all at Livv who provided us with information and support to complete our review.