

ROLE PROFILE

National Customer Group (NCG)

PURPOSE OF THE ROLE

1. **Purpose:** The National Customer Group (NCG) will make sure customer insight and feedback shape Accent's services and priorities. They will support Regional Customer Groups (RCGs) to raise local voices at a national level strengthening the link between customers, the Customer Experience Committee, and the Board.
2. **Represent all customers:** The group will make sure wider customer perspectives are considered when Accent makes decisions or changes to services and homes.
3. **Accent's Customer Sound Board:** The group will be fundamental and actively involved in co-design and approval when Accent plans changes or improvements to service delivery and the overall customer experience.
4. **Raise awareness:** You will help champion the group's work by collaborating on and sharing its impact with customers through existing or new communication channels.

WHAT YOU'LL BE DOING

5. **Evidence of Influence:** The Regulator of Social Housing (RSH) expects clear evidence that customers are influencing how services are designed and delivered. You will play a key role in collecting and presenting this evidence to demonstrate the genuine impact of customer voices.
6. **Review Data and Documents:** You will take part in reviewing, reading reports, analysing performance data and customer complaints- to support evidence-based recommendations.
7. **Building relationships:** You will actively build relationships with colleagues across Accent to support and develop your understanding of Accent and how the organisation works.
8. **Networking:** Members will have the opportunity to attend community events, internal meetings and training aimed at involved customers.

WHAT IS NOT PART OF THE ROLE

9. **Supporting individual customer issues:** While your role focuses on the bigger picture, like shaping services and improving customer experience, we kindly ask that you do not get directly involved in individual matters. If these types of issues arise, please pass them on to the Accent team, who will be happy to respond to these outside the meetings.

SKILLS AND EXPERIENCE

10. **Customer Focused:** You'll be able to show empathy and represent customer needs with care and respect.
11. **People skills:** You will be a great listener and able to share your views clearly and positively, helping to create constructive conversations.
12. **Teamwork:** You will collaborate with group members and the wider community to drive positive change.
13. **Lived experience:** You will be able to share your experiences with Accent services to offer valuable insights.

14. **Organisational awareness:** You'll have—or be open to learning about—Accent as an organisation, so you can contribute confidently.
15. **Sector Knowledge:** You'll be willing to learn about the social housing sector to better support your community and influence positive change.

COMMITMENTS

16. **Understand your role:** This role is key in helping Accent to deliver its strategy and vision. It is important to understand what is expected and if anything is unclear, the Customer Engagement Manager can support you.
17. **Live Accent's Values:** Showcase Accent's values in everything you do: Smart, Driven, Caring, and Inclusive.
18. **Promote Inclusion:** Treat everyone fairly and respectfully, supporting a diverse and welcoming environment.
19. **Support the group:** Respect others' views, stay positive in challenges, and help build group trust.
20. **Follow the Working Well Together Guidelines:** You will be asked to sign and follow Working Well Together Guidelines. It is important you follow to these guidelines as serious breaches may result in being asked to step down.

TRAINING AND SUPPORT

21. **Learning and development:** Accent are committed to supporting your learning and development so you can thrive in your role. If there are any areas where you'd like support, please ask the Customer Engagement Manager.
22. **External training:** Accent are members of TPAS who offer a range of training opportunities for involved customers. Examples of training and events can be found on their website.