

CUSTOMER FEEDBACK

FRAMEWORK | 2019



[breakthru]



The Customer Feedback Framework

What is the Customer Feedback Framework

The Customer Feedback Framework, put simply is a guide for breakthru customers who want to give feedback. It outlines the ways you can give feedback and most importantly, how we will use your feedback to improve breakthru supports and services.

Why have we developed the Customer Feedback Framework?

The Customer Feedback Framework has been developed to ensure your voice is heard loud and clear. We understand that everybody has the right to give valuable feedback, and that feedback may come in different forms. The Customer Feedback Framework is designed to help you give feedback in a format that you are comfortable with and suits your needs. By using this framework you will have choice and control over how, when and where you give feedback.

How do I use the Customer Feedback Framework?

The Customer Feedback Framework is intended to be used as a guide; within it you will find 'The Feedback Toolbox' which is a list of the various feedback tools available for you to tell us how you're feeling, and provide suggestions for improvement. It also highlights the benefits of each feedback tool and why you may choose to use it.

When do I use the Customer Feedback Framework?

The Customer Feedback Framework can be used or referred to at anytime and you are encouraged to give feedback whenever you like. We may also ask for your feedback at various stages while you are receiving support from breakthru.

Do I need to give feedback?

Although giving feedback is optional, we highly encourage you to do so as your feedback helps us understand what you like or dislike about breakthru. Your feedback contributes towards improvements made to our services, facilities, processes and the supports you receive. Remember, through the Customer Feedback Framework you are given an opportunity ensure your voice is heard.

What happens to my feedback?

When your feedback is received, it is immediately recorded electronically either by email, scanning, digital forms or other electronic methods and sent to a dedicated breakthru staff member and/or team for review/action.

During feedback review we consider the following:

- How the feedback relates to staff, facilities or service offerings
- If the feedback presents a common trend amongst other customers
- If the feedback provides a reason for change/improvements to be made
- What changes can be made to improve customer satisfaction/experience

A recommendation is then put forward in the form of a **Quarterly Recommendation Report**. This report is passed on to our Chief Operations Officer every 3 months to consider and implement any changes put forward.

How long will it take to see changes implemented from feedback?

Sometimes small changes can happen immediately, and other times it can take time. While we cannot always guarantee a timeframe for changes to be implemented, we will always do our best to act as quickly as possible.

It's important to know that we also have a list of ideas and improvements that come internally. This makes it even more necessary to prioritise what has to be done first.

**For more information relating to complaints and response times please refer to the breakthru Customer Handbook.*

How will I know if and when changes have been made?

We will keep you informed about any changes we've made via:

1. Voice of the Customer Posters - which details changes made as a result of customer feedback (displayed at breakthru offices)
2. Monthly E-Newsletters
3. Website News/Blog posts
4. Staff



The Feedback Toolbox

At breakthru we have developed a number of tools to help you give feedback on your individual experience at breakthru and/or our services in general - we've called this 'The Feedback Toolbox'.

Although each tool has its own strengths not every tool is necessarily right for every customer. To help you decide which is best for you we have also developed the A.B.L tagging model which is explained on the next page.

A.B.L Tags

A.B.L tags are designed to help you pick the most suitable feedback tool for your needs. They are a great way to view your options, and guide your decision making. Remember A.B.L Tags are only a guide, you always have choice and control over how you give feedback.



Tools tagged with (A) are ideal for customers who are comfortable giving feedback in any format. This person usually makes their own decisions independently.



Tools tagged with (B) are ideal for customers who can independently provide feedback but may require some assistance when answering questions and giving feedback. This person usually needs help to make decisions.



Tools tagged with (L) are ideal for customers who have a primary carer who acts as a substitute decision maker when responding to questions and giving feedback.





Customer Forums & Group Sessions

A customer forum/group session is a meeting organised by a breakthru staff member who will ensure a safe and friendly environment for customers to discuss feedback as a group openly with each other.

This is a great tool for people who feel more comfortable giving feedback in a group environment or may feel more comfortable giving feedback after somebody else has.

Customers who wish to bring somebody with them as a support during these sessions are encouraged to do so.

Benefits:

- You have the opportunity to speak with and hear feedback from other customers
- You will have the chance to contribute to other customer feedback and share your own experiences in a structured environment

Ideal for customers:

- Who gain confidence from others
- Who enjoy having conversations and story telling
- Who prefer human interaction and meeting people

A

B

L



Carer Forums & Group Sessions

A carer forum/group session is a meeting organised by a breakthru staff member who will ensure a safe and friendly environment for carers to discuss feedback as a group openly with each other.

This is a great tool for people who feel more comfortable giving feedback in a group environment or may feel more comfortable giving feedback after somebody else has. This is also a great tool for carers to provide feedback on behalf of the customer.

When possible, breakthru will always seek permission from customers first, before inviting carers to a feedback forum or group session.

Benefits:

- You have the opportunity to speak with and hear feedback from other carers
- You will have the chance to contribute to other carer's feedback and share your own experiences in a structured environment

Ideal for customers:

- Who gain confidence from others
- Who enjoy having conversations and story telling
- Who prefer human interaction and meeting people



1 to 1 Meetings

1 to 1 meetings can be formal or informal, you can have these meetings in a breakthru office, in the community, in your own home or via a video call.

This is a great tool for people who may feel uncomfortable in group environments and/or more comfortable talking to somebody about their feedback directly.

Benefits:

- You have the opportunity to talk to a breakthru staff member directly about your feedback
- You can choose who you give feedback to, if you are uncomfortable giving feedback to your support worker
- The breakthru staff member who will take your feedback can accommodate the session to meet your specific needs
- You have the opportunity to ask questions as well

Ideal for customers:

- Who may require some assistance to answer questions
- Who prefer to give their feedback privately and/or in person
- Who have specific support needs that can be accommodated for by a breakthru team member
- Who prefer human interaction and meeting people

A

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Drawing Response

The drawing response tool can be used during a meeting with a breakthru staff member, you will be encouraged to draw your feelings and thoughts on cards in response to some questions.

This tool is great for people who prefer to express themselves through art or drawing, but also great for younger customers/ children.

Benefits:

- A picture tells a thousand words!
- You can be creative in how you share your feedback

Ideal for customers:

- Who may be non-verbal
- Who prefer to give their feedback privately and/or in person
- Who have specific support needs that can be accommodated for by a breakthru team member



Today I feel...

Directions: Circle the Emoji that best describes how you are feeling.



Happy



Sad



Surprised



Scared



Angry



Embarrassed

Because...

Draw or write about what happened



QR Code Surveys

QR codes are square barcodes which can be scanned on a mobile device. When scanned, you will be taken to a survey page on your phone.

This is a great way for you to give feedback in your own time as you can scan the code and complete the survey later when it suits you.

How do I scan a QR Code?

To scan a QR code, you first need to have a scanner app on your smartphone. A large selection of these can be downloaded for free in the various app stores. When you have installed one, start the application and keep the camera of your smartphone over the QR code to scan it. If the code is readable, the phone will load the survey page automatically.

For further assistance scanning a QR Code please speak to a breakthru team member

Benefits:

- Provides quick and easy access to our online surveys
- Feedback can be completed remotely, privately and anonymously from your phone

Ideal for customers:

- Who may be time poor
- Who prefer to give their feedback privately/anonymously
- Who are comfortable using technology

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Feedback Wall

Feedback walls can be used during a 1:1 meeting, a group session or can be setup in reception areas for general feedback.

A feedback wall can also be designed with questions for you to answer or left open-ended for you to let us know how you feel about a specific service or area of our organisation.

Benefits:

- Can be used to start a conversation with breakthru staff about how you feel
- The design of the feedback wall can be tailored to your needs/preferences
- Feedback can be submitted anonymously if you wish

Ideal for customers:

- Who like to have conversations about their feedback
- Who prefer to give their feedback privately/anonymously
- Who prefer to write their thoughts and feelings





Phone Survey

Phone surveys can be formal or informal, you can give feedback anywhere and at a time that is convenient for you. A breakthru staff member will go through a series of questions and give you an opportunity at the end of the call to provide your own comments/questions.

Benefits:

- You have the opportunity to talk to a breakthru staff member directly about your feedback
- You can choose who you give feedback to, if you are uncomfortable giving feedback to your support worker
- The breakthru staff member who will take your feedback can accommodate the session to meet your specific needs
- You have the opportunity to ask questions as well

Ideal for customers:

- Who may require some assistance to answer questions
- Who prefer to give their feedback privately
- Who have specific support needs that can be accommodated for by a breakthru team member

A

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Online Survey

An online survey is a great way for you to give feedback in your own time, anywhere you like. You will be asked a series of questions about the support and services you receive at breakthru.

By default your feedback will be anonymous, you will however be given the opportunity to leave your details if you prefer to. You will also be given a chance at the end to leave comments/feedback not covered by the questions in the survey.

At any time, you can give feedback via our online survey at <https://breakthru.org.au/feedback>

Benefits:

- Feedback can be completed remotely, privately and anonymously from your phone, computer or tablet
- You can give feedback at anytime

Ideal for customers:

- Who may be time poor
- Who prefer to give their feedback privately/anonymously
- Who have a carer or family member who can assist to complete the survey

A

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Feedback Kiosks

Feedback Kiosks offer a great way for you to give feedback straight after or before visiting breakthrough. The Kiosks are located at every breakthrough office and are pre-loaded with the same questions found in the online survey.

By default your feedback will be anonymous, however you will be given the opportunity to leave your details if you prefer to. You will also have a chance at the end to leave comments/ feedback not covered by the questions in the survey.

Benefits:

- Feedback can be given straight after you receive supports at a breakthrough office while your thoughts are still fresh
- You can seek out a breakthrough staff member to assist you if needed to complete the survey
- You will have the option to only answer a few very quick questions about how you rate breakthrough, or provide written feedback if you choose to

Ideal for customers:

- Who like to give feedback straight away / while still at a breakthrough office
- Who prefer to give their feedback privately/anonymously
- Who may prefer to get help from a breakthrough team member who can assist to complete the survey

**A****B****L**