



Customer Insight Panel – Role Description

Role

Customer Insight Panel Member

Key details

Where: Flexible – a mix of online and in-person meetings

Time: Usually 1–2 meetings a month, with occasional extra sessions or reviews

Term: Up to 3 years (with the option to renew once)

Status: Voluntary. Gift vouchers provided. Reasonable expenses are covered, including travel and agreed caring costs, in line with Freebridge's Reward and Remuneration Policy

What's the role about?

The Customer Insight Panel helps Freebridge by making sure customer views genuinely influence decisions and service improvements.

As a Panel member, you'll help Freebridge understand whether services are:

- Delivering fair, safe and accessible outcomes
- Providing value for money
- Creating positive customer experiences
- Responding properly to complaints and feedback

Your role supports assurance that Freebridge is listening to customers, learning from what they say, and acting on it.

You don't need any previous experience. We'll give you a full induction, training and ongoing support so you can take part confidently.

What you'll do

Working alongside other customers, colleagues and Board members, you'll:

- Take part in Panel meetings, scrutiny, briefings and service-focused reviews
- Review customer feedback, complaint themes, satisfaction results and performance information

- Offer constructive challenge on policies, action plans and service changes that affect customers
- Help develop evidence-based, customer-focused recommendations for improvement
- Look beyond individual experiences to represent the wider customer voice
- Promote fairness, inclusion, accessibility and transparency
- Support learning by checking whether agreed actions have been delivered and are making a difference

This helps Freebridge demonstrate strong customer engagement, effective complaints handling and continuous service improvement.

Who can apply?

The Panel is open to Freebridge customer and resident leaseholders, including shared owners.

We're looking for people who:

- Care about improving services for all customers
- Are willing to listen to different views and share feedback respectfully
- Can take a balanced view and look at the bigger picture
- Are reliable, open-minded and keen to learn
- Can commit to meetings, preparation and training

We actively welcome applications from people from under-represented groups, including customers from ethnically diverse communities, LGBTQ+ customers and people with visible or non-visible disabilities. Support will be provided so everyone can take part fully.

Training, support and expectations

Freebridge will:

- Provide a full induction covering how the organisation works, Consumer Standards and the Customer Voice framework
- Offer ongoing training and development
- Be clear about role expectations, including confidentiality and standards of behaviour
- Provide access to the information, equipment and support you need
- Share feedback on how Panel input has influenced decisions and made improvements

Panel members are expected to act professionally, respect confidentiality and work in line with Freebridge's values and codes of conduct.

What you'll gain

By joining the Customer Insight Panel, you'll:

- Play a direct role in strengthening customer influence and accountability
- Help Freebridge meet regulatory expectations around customer engagement and assurance
- Build confidence, skills and experience in scrutiny and service improvement
- Help deliver better outcomes for current and future customers

How to apply

If you're interested, complete the Register Your Interest form using the link below [xxxx](#)

Once we receive your details, we'll invite you to an informal chat or information session so you can find out more before deciding whether to take part.