



**70** customers who received support shared their experience to help us understand what's working well and where we can improve.

## What you told us about our service

- **Our people matter** - you described our welfare colleagues as: Caring, Efficient, Understanding
- **94%** of you rated colleagues knowledge as good or very good
- The biggest difference we made was improving your **general wellbeing** and providing **helpful benefit advice**
- **90%** of you said you were satisfied or very satisfied with the support you received
- **66%** of you felt no changes were needed to improve the service for others

## You said

- Some customers felt that **face-to-face contact** could have made a difference to their experience.
- Support expectations weren't always clear from the very first contact.
- There's more we could do to raise awareness and make support easier to access.

## We will

- ✓ By **October 2026** we will:
  - Offer appointments in your preferred way e.g. Video call, Telephone, Face-to-face (at home or in an office)
  - Promote our **direct Welfare number: 0151 459 6255**
  - Highlight our **self referral option** on the customer portal
- ✓ Review and update our **Customer Access Team knowledge base** to ensure you receive **clear, accurate, and consistent information** from the start.
- ✓
  - Plan a **full year of engagement activities**, including:
    - Targeted campaigns for pension age and working age customers
    - Drop in sessions with older customers to review benefit entitlement
    - Regular text messages promoting available support