

A guide to getting involved

What is a Customer Advocate?

Every year, Moat carries out reviews of certain services to ensure they're working as well as they should be for our customers. As a Customer Advocate, you will act as a representative for Moat customers by carrying out tasks, such as surveys, reading documents and workshops. Customer Advocates make a real difference to how we do things and to the customer experience as a whole.

The programme is a platform for constructive feedback, both good and bad, but if you are unhappy with a particular service we provided, our complaints process is a better way to give your feedback.

Do I need a lot of free time?

The role is very flexible and tailored to your interests and availability: you only do the tasks that you want to do (i.e. those that interest you) and the tasks are only issued occasionally, which means there are limited time commitments.

Will I be paid for my time?

We're incredibly grateful for the time you give to take part, so each project you complete will come with a small reward. We'll let you know what the reward is whenever we contact you about a new project. This reward is usually automatic entry into a prize draw or an online voucher for each participant; we never give monetary or cash payments. For more information on how our prize draws work, please read our [prize draw terms and conditions here](#).

What are the benefits of becoming a Customer Advocate?

You get to have a say in the services we provide, representing the interests of all customers. Unless you choose to opt out, all Advocates taking part in reviews also have the chance to win gift cards or receive vouchers.

What kind of tasks would Customer Advocates do?

You can pick which tasks you'd like to do according to your interests and tastes, but some of the things that you could take part in as an Advocate include:

- **Inspections:** testing a service, either by going online or calling in, and providing feedback on your experiences.
- **Focus groups and workshops:** in-depth group discussions about a certain subject. This could be via a local group, a Moat-wide group or a web-based seminar.
- **Readers' groups:** reading a Moat document, policy or procedure and making suggestions on how to make it more customer-friendly.
- **Surveys:** completing an online or paper survey or taking part in telephone research /satisfaction surveys.
- **Core groups:** reviewing services with our main contractors to identify and establish new and improved ways of working.

Are there entry requirements?

No. As long as you're a Moat customer, you can become a Customer Advocate. All you need is a desire to make a difference to how we serve our customers and a little spare time occasionally. Any task you take on will be fully explained and supported by a member of the Moat team.

Can I leave the Customer Advocate programme at any time?

Absolutely! We appreciate any time and input you're able to give, and if you are no longer able to participate, please get in touch. You can email us at feedback@moat.co.uk and we'll remove you from our mailings. If you'd like to leave the programme because none of the projects interest you, please let us know - the solution may be to update the types of projects you initially signed up for.

How do I sign up?

Once you've logged onto MyMoat, simply click on 'I want to...' and then 'Get involved' where you can sign up and choose your areas of interest. You can also email us at feedback@moat.co.uk to request a digital or printed sign-up form.