

Customer Influence, AI and Action: VIVID's Annual Review Charts Progress on Customer Experience

2 hours ago



VIVID has published its Annual Review for 2025–26, highlighting how customer influence, data and digital innovation are leading the way and driving improvements in services and outcomes for its 84,000 customers.

At a time of increasing expectations on service quality, transparency and accountability, this year's report underscores a clear message: customer insight and feedback are central to VIVID's ongoing focus on improving customer experience.

Over the past year, the organisation has strengthened its customer-led approach, combining feedback with data and predictive technology to identify issues earlier and deliver more proactive services. This includes the use of AI and predictive tools to prevent problems before they escalate, helping teams prioritise support and tailor services to individual customer needs.

The impact can be seen across service delivery. Repairs satisfaction reached 8.7 out of 10, while repeat visits for repairs have reduced significantly.

Customer influence has also played a central role in shaping services, with more than 3,200 hours of customer involvement helping to influence policies, service standards, communications and digital journeys. This approach ensures that insight not only informs decisions but translates into meaningful improvements for customers.

Alongside service improvements, VIVID continues to invest heavily in homes and communities. During the

year, it invested £95.9 million in existing homes and saw sustained growth with 1,549 new homes completed.

Mark Perry, Chief executive of VIVID said: “Our focus is important: listen to our customers, understand what matters most, and act on it. As expectations continue to evolve, it’s vital that we use insight, data and technology together to improve services in ways that are practical, meaningful and make a real difference.”

While the organisation acknowledges there is more to do, it says the strength of its insight and customer influence is enabling faster, more targeted improvements and a more evidence-led approach to decision making.

VIVID’s approach continues to gain recognition across the sector, including achieving Tpas accreditation and reaccreditation for a second year, and winning a Housing Technology award for its use of AI to improve customer experience. It has also recently introduced a City & Guilds customer advocate credential programme for all colleagues.

Mark said: “This is a significant step in building a consistent, organisation-wide understanding of what great customer service looks like, ensuring every interaction reflects the same high standards, skills and behaviours.”

The full Annual Review is available to view online via [VIVID’s interactive microsite](#).