



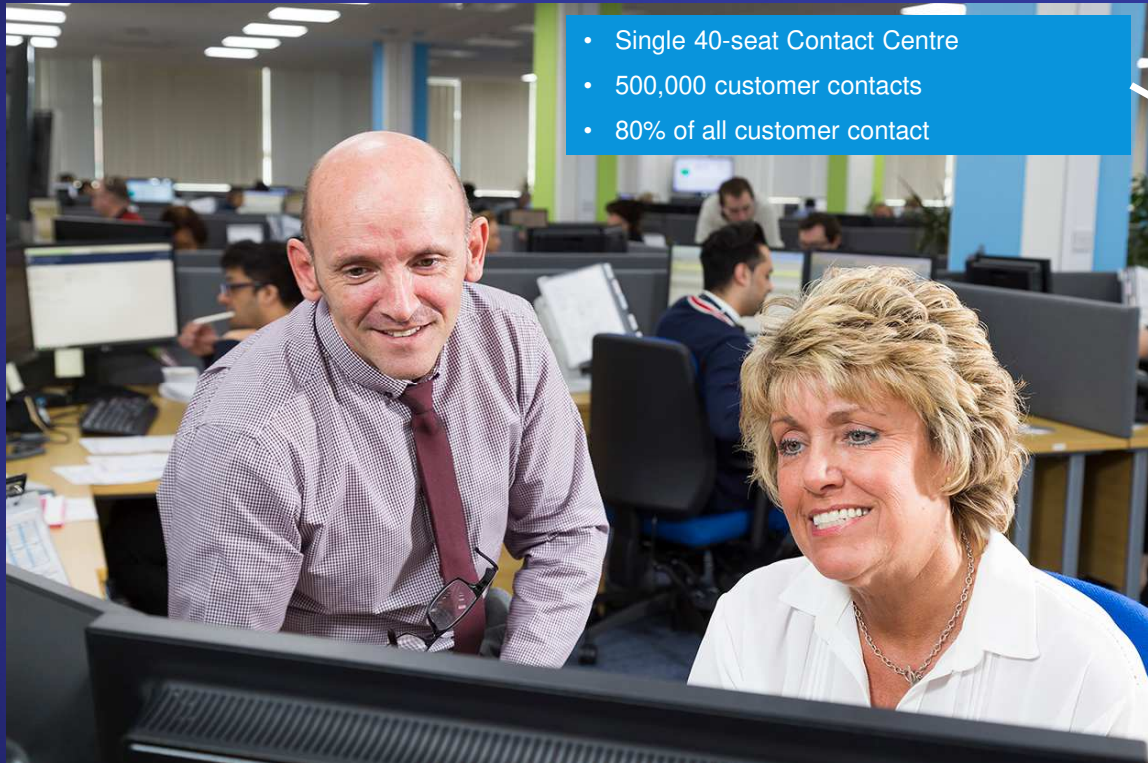
STEVE DUNGWORTH

DIRECTOR OF DIGITAL TRANSFORMATION

CONNECTING PEOPLE, DATA
AND TECHNOLOGY

Accent Housing

with you for your journey



- Single 40-seat Contact Centre
- 500,000 customer contacts
- 80% of all customer contact



- £94m turnover
- 21,000 homes
- 37,000 residents
- 475 staff





DIGITAL JOURNEY 2010-2018



ActiveH Housing
Management System

2011-12

Mobile working
– Tablets

2014

Single 40-seat
Contact Centre

2015

Accent Connect
Unified Comms

2018



2010

Finance and
HR systems

2013

New modern
website

2015

Self-service
Website portal

2016

WAN, DR &
Infrastructure
replacement

2018

MyAccount
self-service

3500 registrations
in 6 weeks



WHAT'S HAPPENING OUT THERE?



- Our customers (and staff) are driven by experience of consumer services
- Generational gap
 - Millennial expectations (fingers on screens) vs corporate leaders (big systems)
- Scary monsters
 - Cyber-attacks, GDPR regulations and unlimited costs

The Amazon logo, consisting of the word 'amazon' in black lowercase letters with a yellow curved arrow underneath.

The ASOS logo, featuring the letters 'asos' in a white, lowercase, sans-serif font on a dark background.

The Just Eat logo, with the words 'JUST EAT' in red, uppercase, italicized sans-serif font on a white background.



WHAT IS ACCENT CONNECT



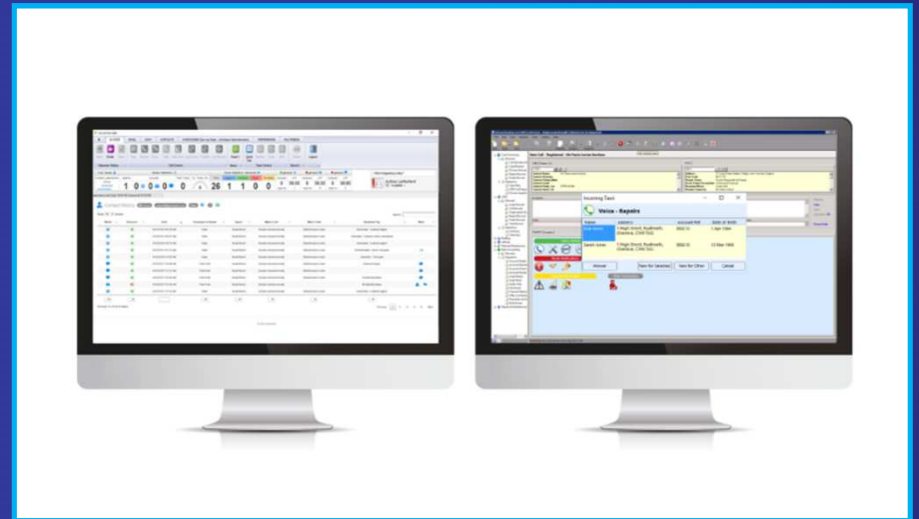
- Skype for Business telephone system
- Unified Communications
 - Incoming voice
 - Call back for repairs
 - Web chat
 - Incoming email
 - Rent arrears call
 - Customer satisfaction call back (from text)
- Presence management – location and status of all staff – seamless transfer
- Real-time management information
- Future – federation with contractors, video analysis



BENEFITS FOR STAFF... AND CUSTOMERS

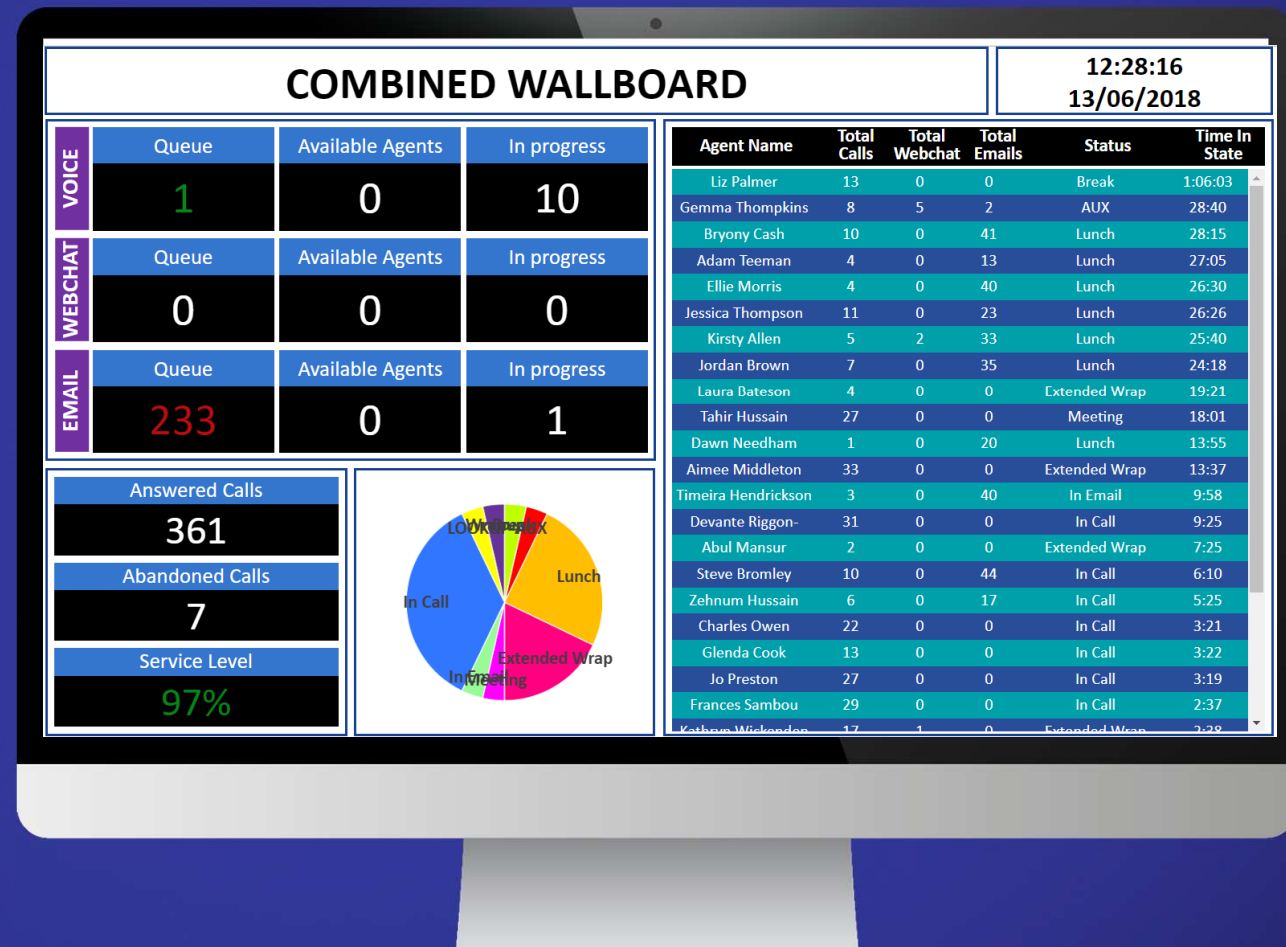


- Screen pop and auto-population of ActiveH CRM saves the adviser time on calls and improves data quality
- One customer enquiry at time – no mental load balancing
- Advisers have their own personal wallboard



DATA ANALYTICS

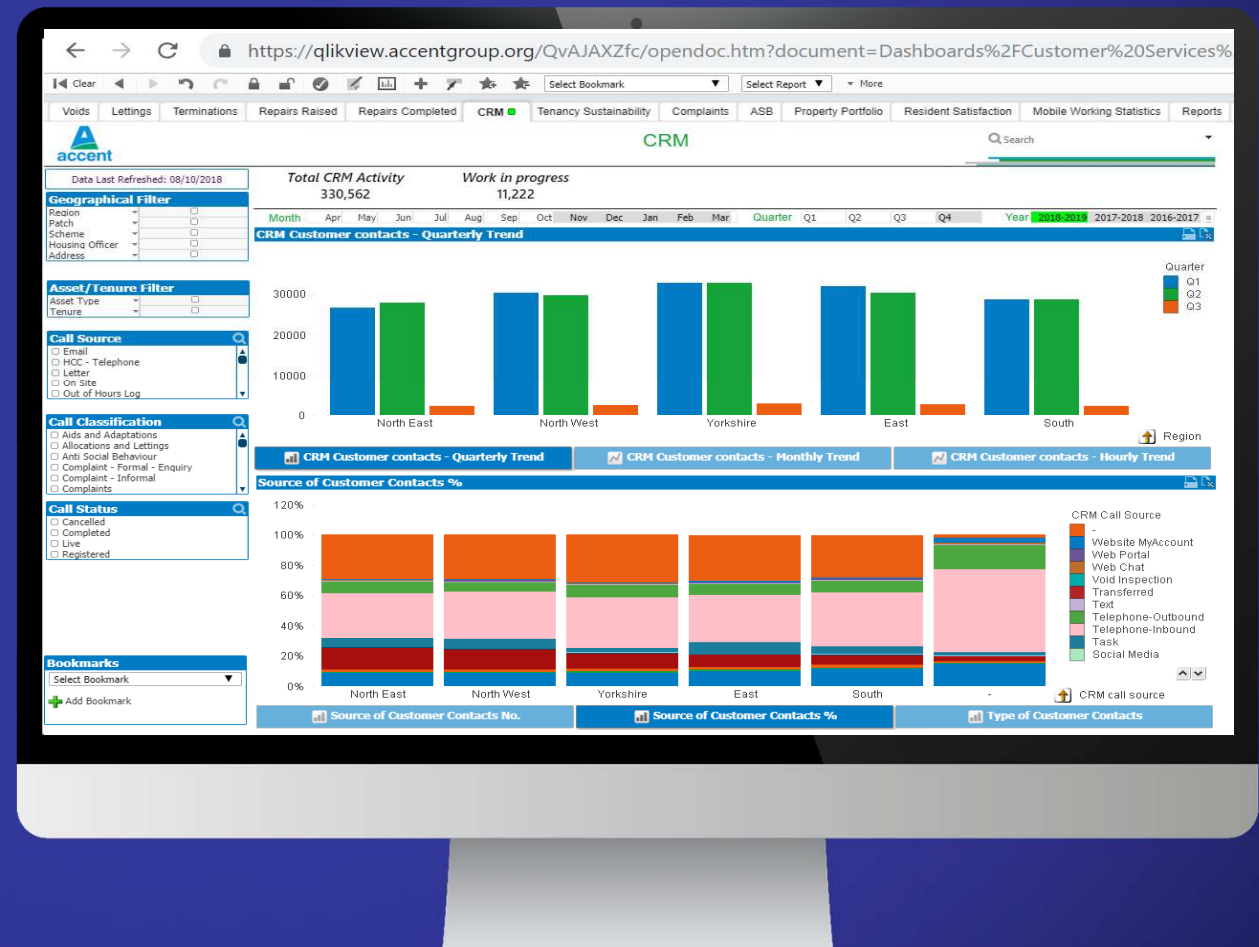
- Service level
- Time to answer
- Ringbacks
- Duplicate calls
- Email management



DATA ANALYTICS

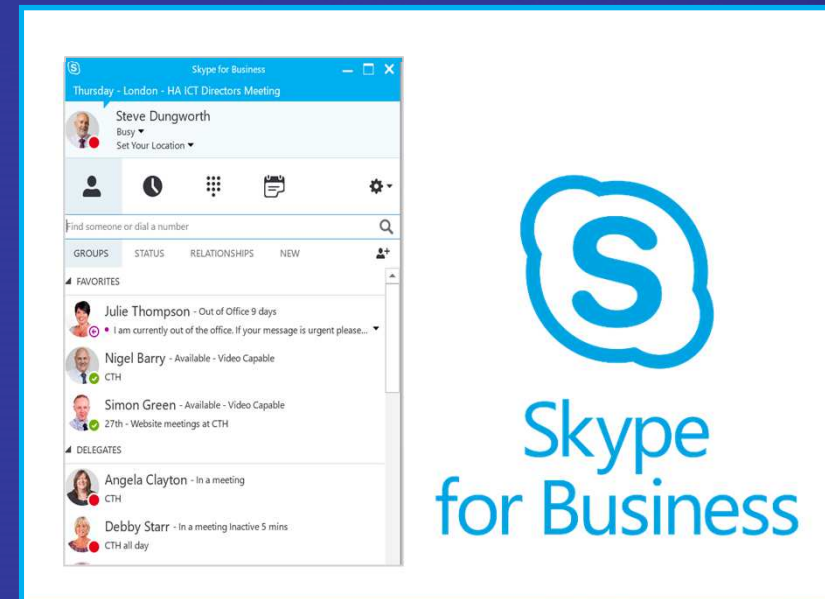


- CRM and asset databases – jewels in the crown
- Driven to more granular detail by Grenfell tragedy
- Challenges on missing data, KPI definitions and system reporting
- Dabbled with segmentation – Digital Marketing thinking
- GDPR and retention becoming more challenging



CULTURE CHANGE

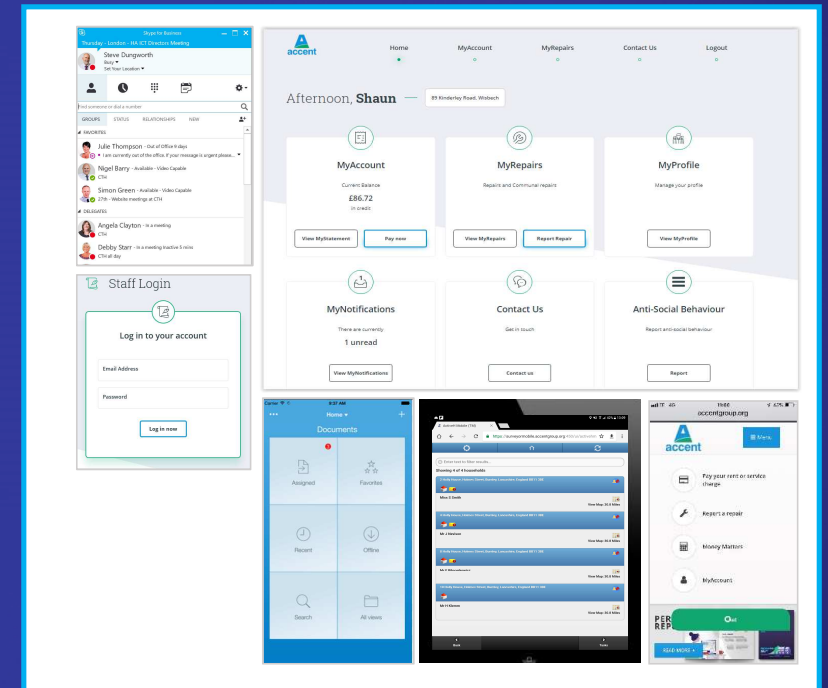
- New focus on customer journey
 - Service level, time to answer and ring-backs
 - Campaigns – in-out, timing, rent arrears
 - Resilience, changing hours, emergency cover
- Flexible working
 - Easy to use – Skype for Business
 - Presence management, video conferencing
 - Screen and file sharing #collaboration
 - Business continuity - “always on”
- Corporate
 - Award winning technology
 - Partnership with technology suppliers especially GCI professional services
 - Repairs and maintenance contractors



DIGITAL ENGAGEMENT OUTSIDE & INSIDE ACCENT



- Staff expect to have consumer experiences at work
 - People passion and technology skills don't always mix well
 - Systems to Applications
 - Millennial thinking vs “parental” fear
- Customers expect Amazon experience
 - Social Housing sector is digitally immature - we think our customer base is different
 - Don't have big Marketing budgets to nudge and shift
 - 70% engagement via smartphones





ANY QUESTIONS?