

What does channel shift look like?



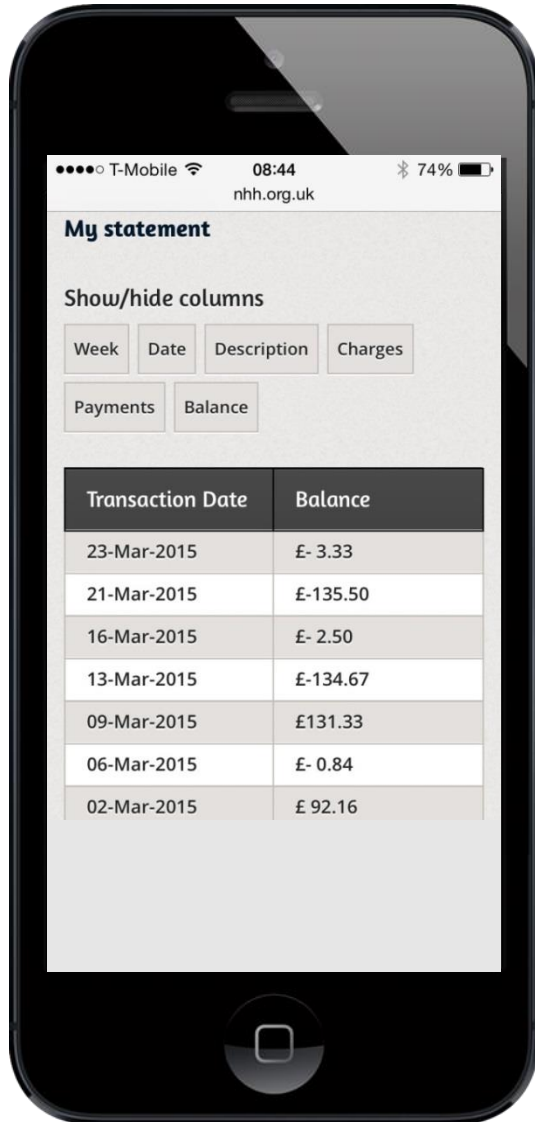
March 2016

Randall Shortland, digital experience coordinator

My rent statement

Jan-Dec 2015

35,478



Usage at different times of day

Aug 1, 2014 - Jul 31, 2015



Our portal

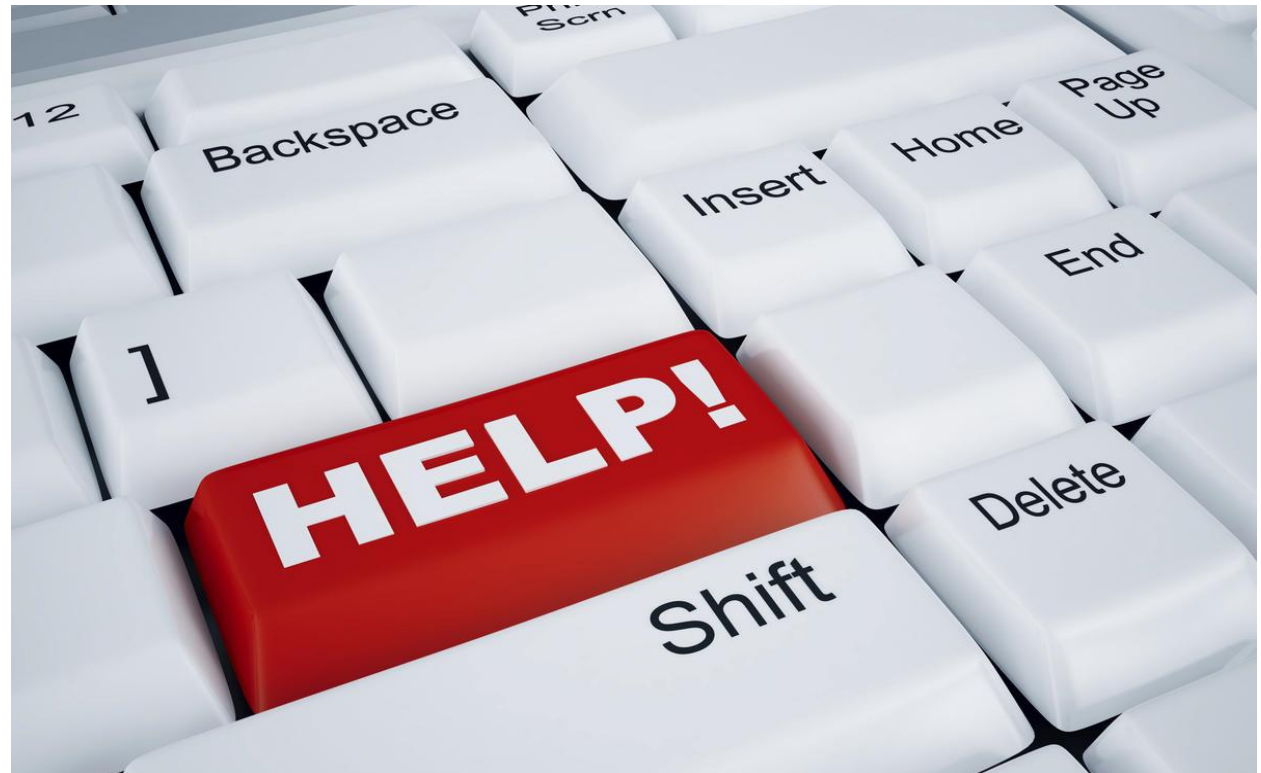


Promotion

- **Online**
 - shameless location
 - Increase task-focussed content
 - contextual links
 - **Front line**
 - **Offline**
 - Publications
 - Phone
-
- Neighbourhood offices



Support



Stats

myNHH performance

2015

Users



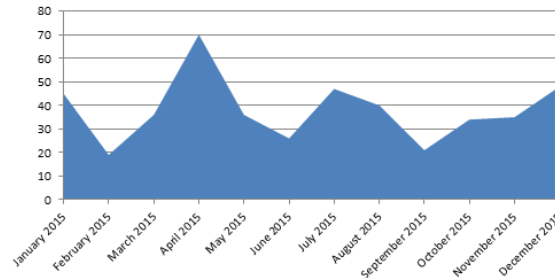
1,591

Registered users

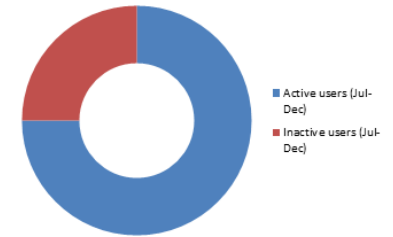
457

New registrations

Registrations



Active users (logged in last 6 months)

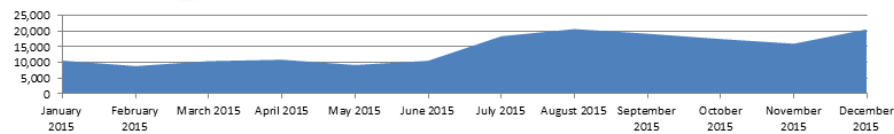


Activity



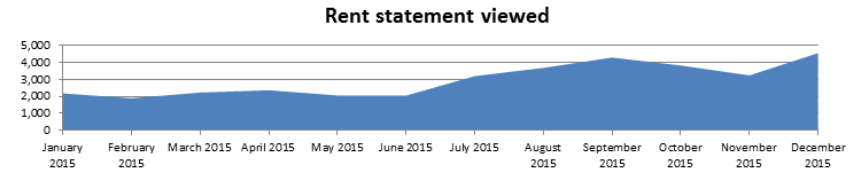
172,722

Page views



35,478

Rent statement views

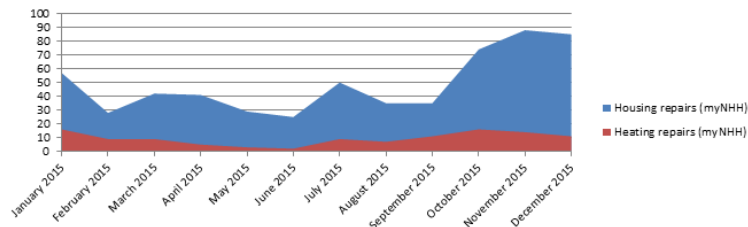


Repairs



701

Repairs reported
(myNHH)



7,620

Repair views
(myNHH)

Success. How?



Strategy



Why do digital?

*“To create an **effortless**
customer experience that’s
cheaper for us to deliver”*

CEO, 2015

User-centred design



User-centered design

amazon.co.uk

Shop All Departments

Office of CEO	>
Logistics	>
Marketing	>
Sales	>
Legal	>
US & Latin America	>
Europe	>
New markets	>
Contact	>

amazon.co.uk

Shop All Departments

Books	>
Music, DVD & Games	>
Electronics & Computing	>
Home & Garden	>
Toys, Children & Baby	>
Jewellery & Watches	>
Shoes & Accessories	>
Sports & Leisure	>
Health & Beauty	>

\$81 billion

Personas



Tanya
High dependency tenant



Caroline
Home owner



Julia
Low dependency tenant



Karen
Job seeker



Anthony
New tenant



Simon
Influencer / stakeholder



James
Family member of elderly
tenant

Personas & scenarios



Tanya

High dependency tenant
flat in a block

Wants to request an additional/replacement key fob for the secure entrance door to the block of flats



Julia

Low dependency tenant
(house with garden & garage)

Wants to apply to buy her home

Benchmarking



What's next for us?

Agile



Thank you

Questions

