

**HOUSINGTM
TECHNOLOGY**
2016 | CONFERENCE AND
EXECUTIVE FORUM

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Revolutionising Online Services

2nd March 2016

rhp

A digital revolution!

The
growth of
mobile

Attention
Span of a
Gold Fish

Rise of
Social



Did you know?

We get approx. **9000** hits per month
on our website

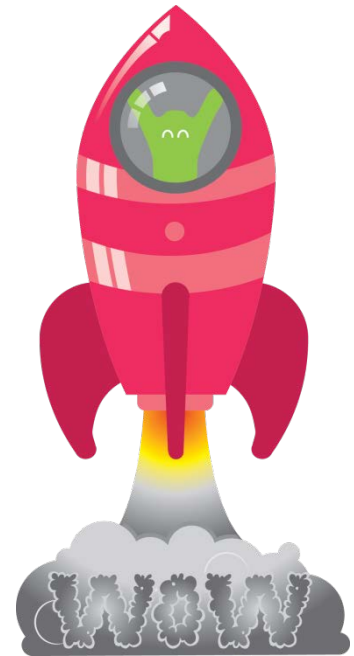


Of those, around **2000** distinct users
log on to their account

There are round **4626** active online
accounts

99% of payments are made electronically

76% of customers book their repairs online



Any time, any place, any device



- RHP is predominantly a **service provider** - It's all about the customer experience!
- A distinct channel shift change: Customers wanting to do **more self-service** and have 24 hour a day access to online services.
- Introduction of a **fully automated** repairs booking solution in 2011.
- We based our thinking on what was happening in the **retail sector**.

Any time, any place, any device



- The opportunity to think of a more holistic process with associated efficiency gains: Requires a **huge mind-set change**. We trust our customers (and our employees) to do the right thing.
- Those customers who perhaps are 'abusing the system' are very much in the minority. Customers now have the opportunity of using an enhanced online service, available 24x7x365 and all provided at a **lower cost**.



Omnichannel



- Everything we do links back to our **Omnichannel strategy**.
- We want to enable the customer to resolve their query in the channel they are in, or their preferred channel.
- Aim is to have **minority** of customer queries handled over the phone.
- We want to be *fleet of foot* – Customers expect a **quicker service**: – Having lots of big systems isn't going to enable anyone to deliver a rapid resolution.
- High quality software suppliers and solutions: Plug and play wherever we can and where we can't we have developed **flexible and scalable technology** based on Microsoft platform.

Customer Experience



- Focus on the customer experience: Train and engage employees in the new processes. **Celebrate success** and work to continually improve service.
- Deliver **better business results** through focus on employee engagement. Parallel delivery of online tools for employees.
- Responding quicker: Introduction of our **Sundown team** has meant that we can respond to all customer queries before the end of the day.
- Reducing calls to customer contact centre: Transactional services migrated online freeing up more time to deal with complex customer queries over the phone. Currently **30% less calls** a month, on average.

Customer Satisfaction



- Customers **2% more satisfied** when transacting online.
- We have already achieved **60%** of customers booking their repairs online and **99%** payments are now made electronically.
- Online access to Fire Risk Assessments using postcode search tool.
- We want to give our homeowner customers time to plan for expenditure on planned works. Customers have a range of options to make payments and **rate the service**. Our Planned Works portal currently gets around **350 hits** per week.

And There's More



- Better, faster, lower cost. Current conversion from phone to the web saves approximately **£90k per annum**.
- Averaging **250 webchats** per month. Launched in 2006.
- Digital and Omnichannel dashboards provide **real-time visibility** of what's being used - How many of you guys have that?
- **Fully integrated** approach: Our employees use the same set of web screens and have their own suite of online services, including RHPerks.
- We're thinking of **selling** our solution as a service. Tweet us if you're interested!

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