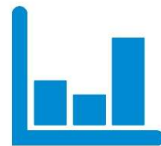




# People, Data and Things



# Introducing... Steve Dungworth

## **Change Agent**

- Creating a digital vision for ICT staff and operational managers

## **Communicator**

- Helping 'people' understand how the 'things' work

## **Programme Manager**

- Resources, risks and benefits



# People, data and things

## People

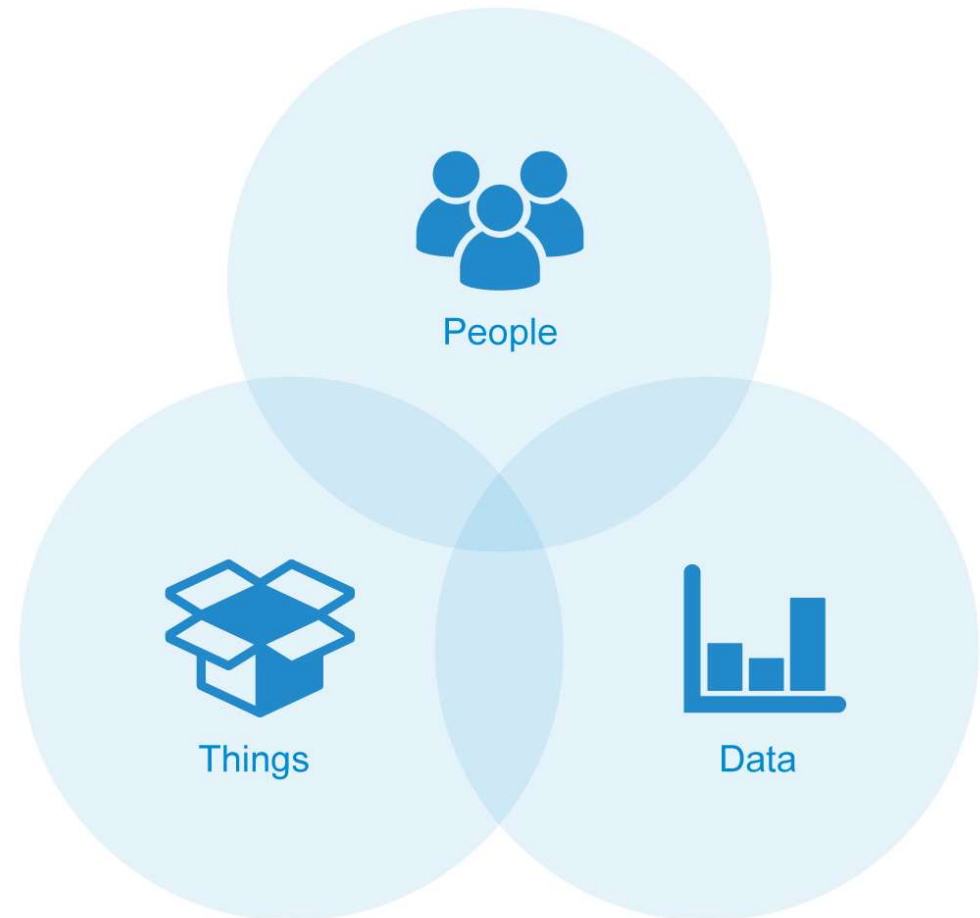
- Passionate about housing – it's what we do!

## Data

- Financial, asset management and customer insight – building strategy and case for change

## Things

- Plugs, sockets, wires and boxes



# Digital Natives

- People make the difference...
- People and Things don't mix well
- Recruit socially skilled (T-shaped) ICT staff
- ICT and HR working together
  - Training
  - Flexible working
- Mobile working constrained by systems, equipment and paper



# What's happening out there?

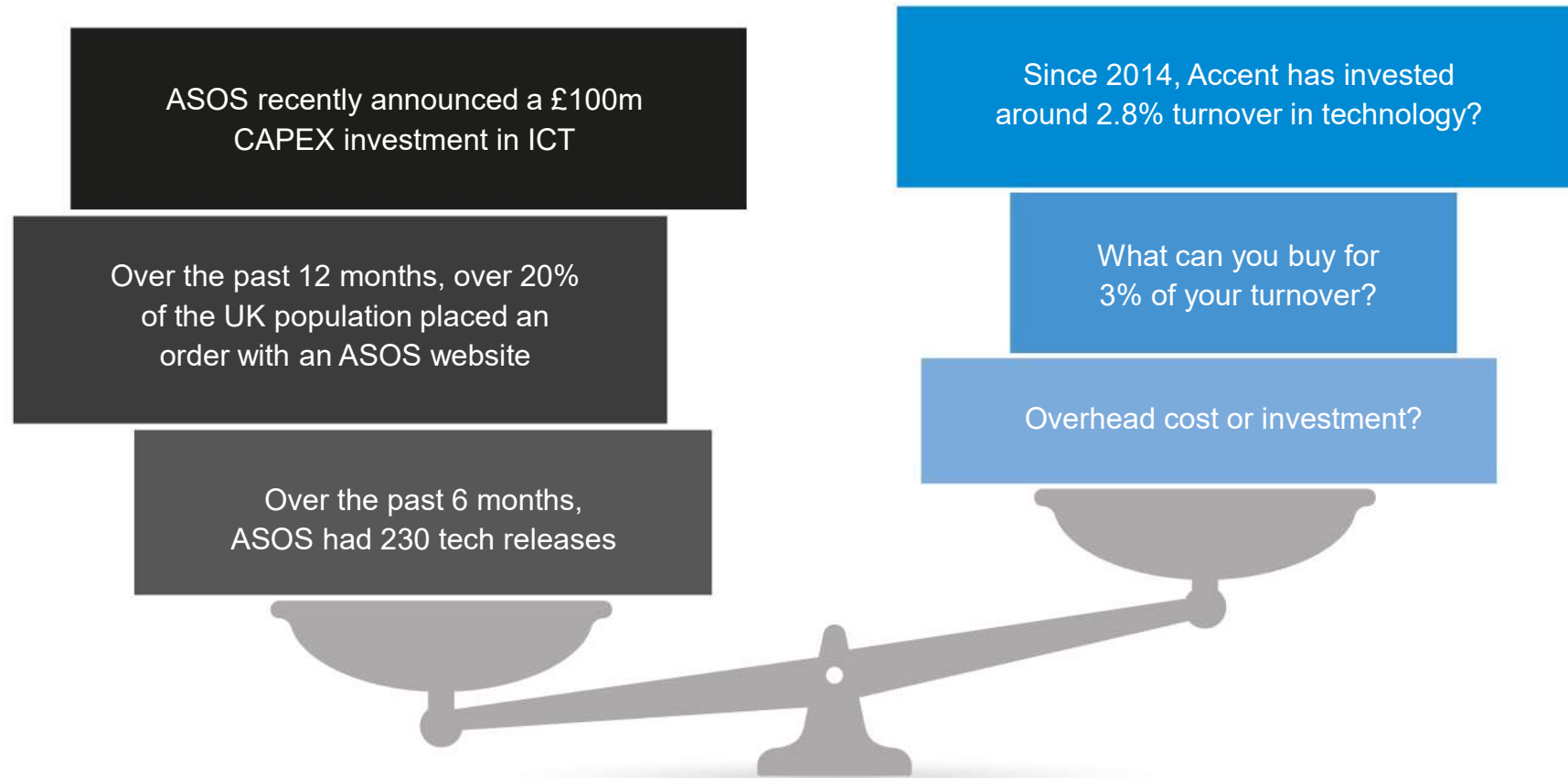
- **Our customers (and staff) are driven by experience of consumer services**
- **Generational gap**
  - Millennial expectations (fingers on screens) vs corporate leaders (big systems)
- **Scary monsters**
  - Cyber attacks, GDPR regulations and unlimited costs

amazon

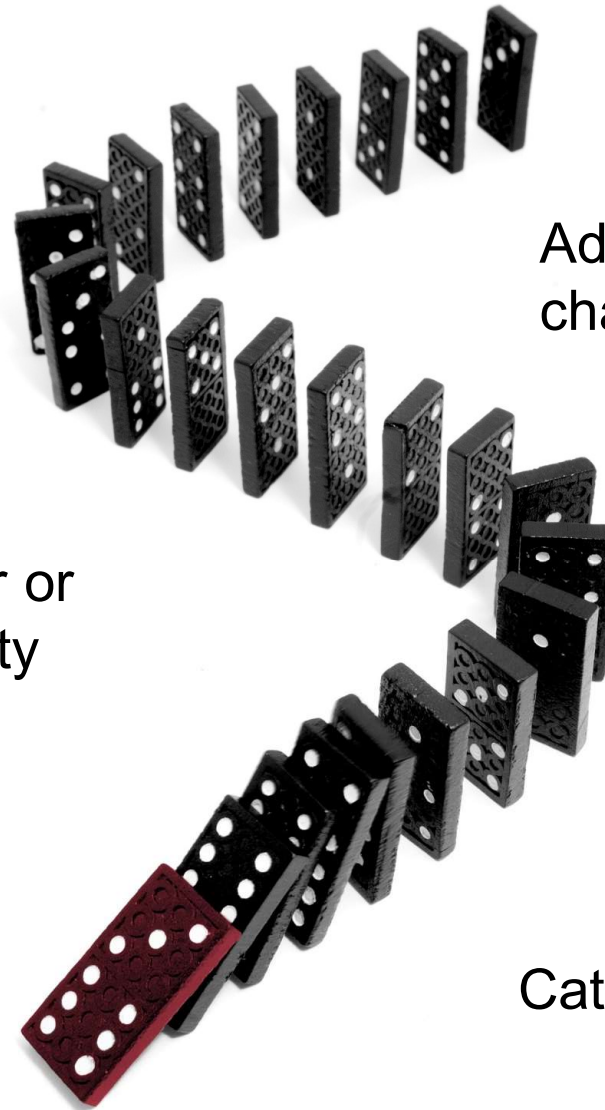
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# How can we compete?



# What is the role of your ICT team?



Additional customer channels

Service provider or peripheral activity

Catalyst for transformation



## Where to start... customer experience or ICT infrastructure?

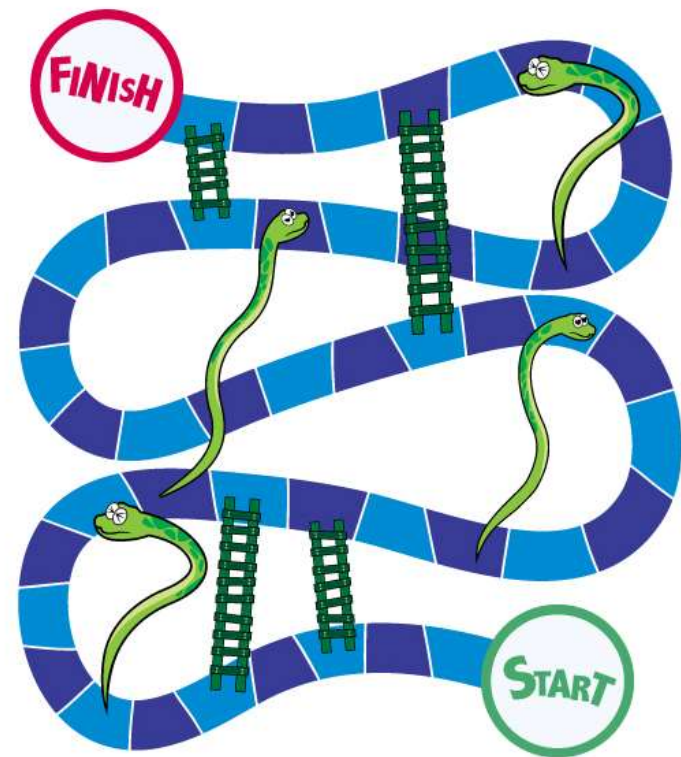
- Housing management systems homogeneous – service / influence
- Not built for fingers on screens
- Build your own or bolt it all together – challenges the capability of your ICT team
- Complexity and regulation – difficult to maintain





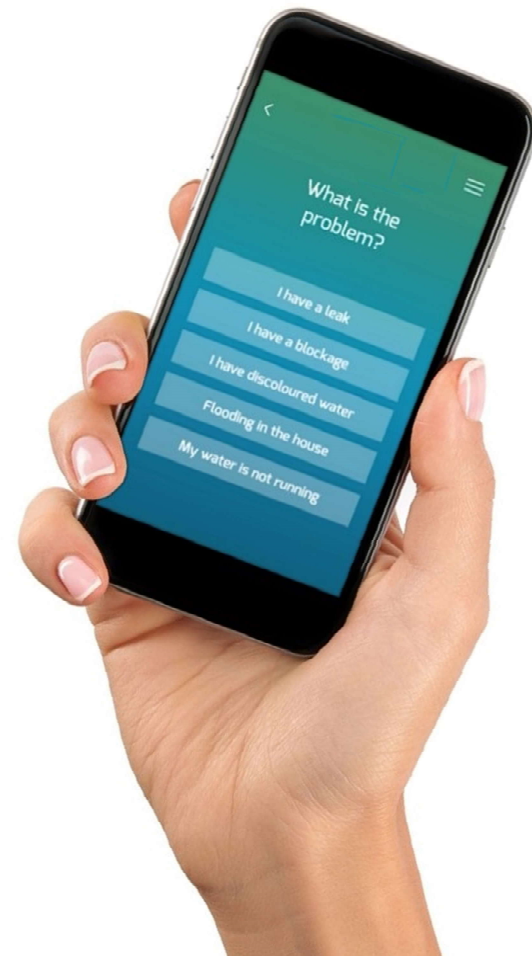
## Current themes

- Customer experience and customer journey
- Big data and artificial intelligence
- Internet of Things
- Digital Inclusion



# Customer Experience

- 500,000 customer contacts per annum
- 80% of contact through contact centre
- 80% of incoming contacts about repairs and rents
- Skype for Business telephone system – video enabled
- Integration with contractors as part of re-procurement
- Existing website portal, now building self-service website v2



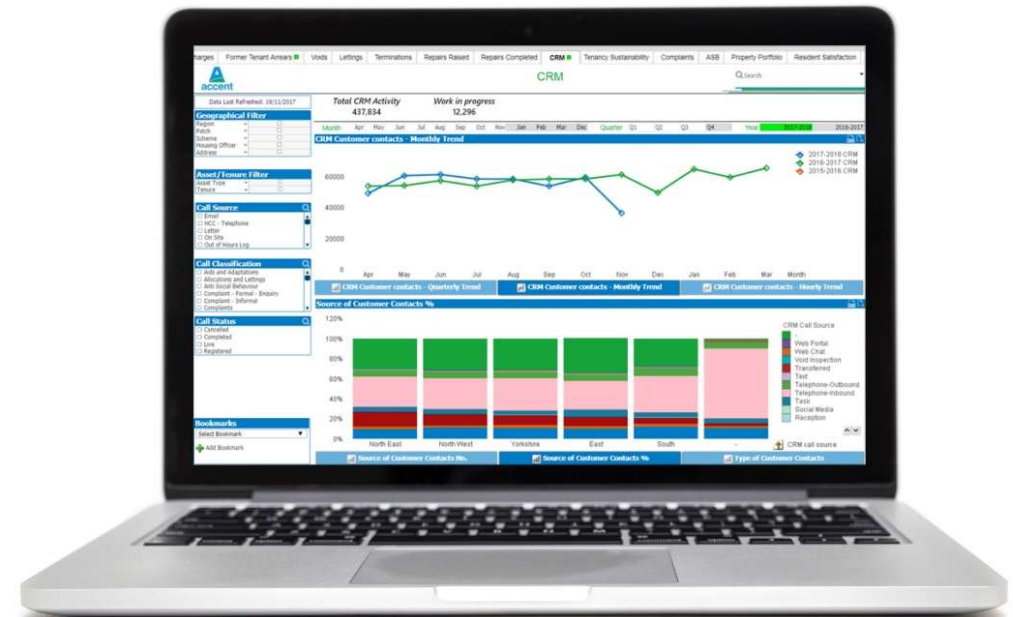
# Accent Connect

- 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



# Big Data and Artificial Intelligence

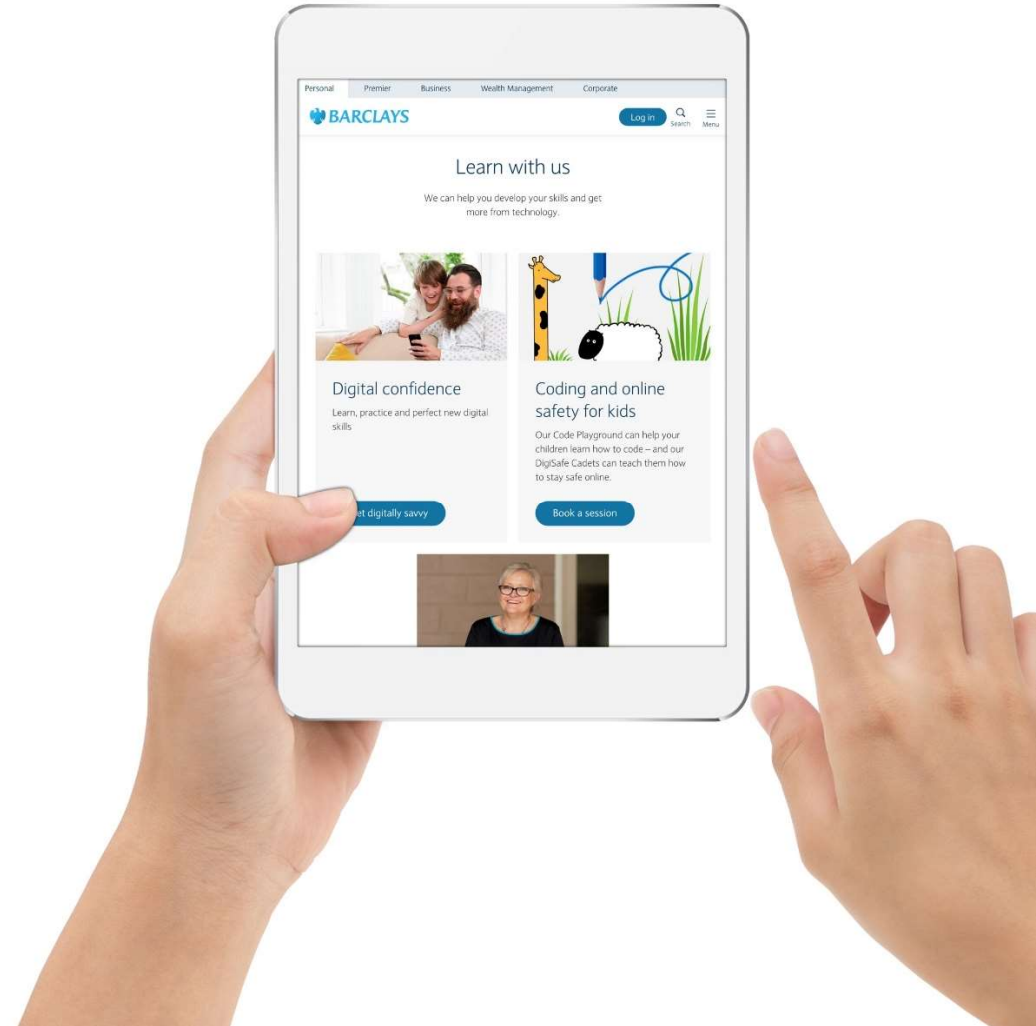
- CRM and asset databases – jewels in the crown
- Data driven decision making
- Challenges on missing data, KPI definitions and system reporting
- Segmentation – digital marketing thinking
- GDPR preparations
- How do we utilise AI opportunity?





# Digital inclusion

- Moving forward include in new property specifications
- Retro-fitting Wi-Fi depends on geography and supply
- Everyone needs more education (customers and staff) – Barclays lead the way



# Lessons Learnt

- People
  - Time and influence required to persuade Execs and Boards of investment at time of financial uncertainty
  - Digital influencers within ICT teams
- Data
  - Managers less interested in systems and processes – but reporting capability of products
  - Sentiment, segmentation and AI in housing
- Things
  - Always something new, difficult to keep pace
  - Housing management systems under pressure from small systems







**ANY  
QUESTIONS?**