



How We Learned to Stop Worrying and Start Changing

Matt Brazier, Director (IT), Flagship Group

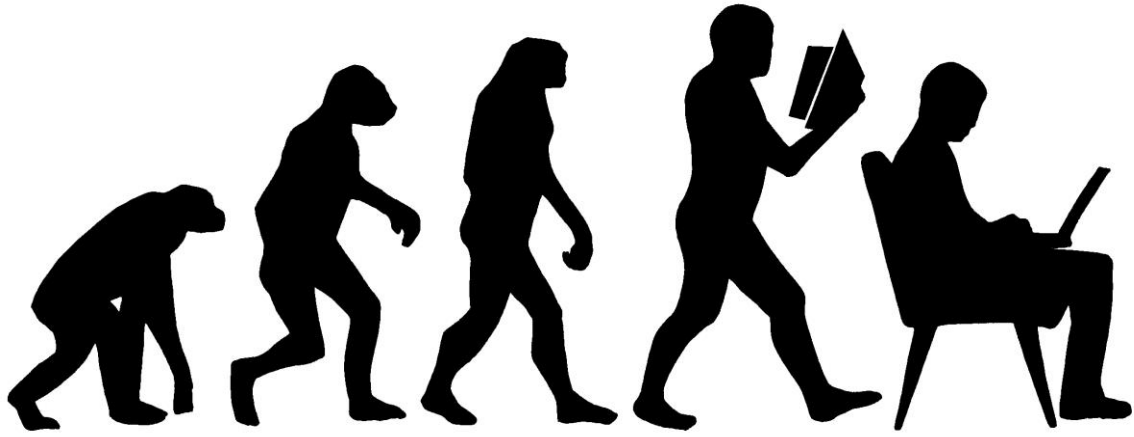




What is Innovation?

It's revolutionary... isn't it?







Why do we need something new?

Why do we have to take risks?





£226,756



1,200,000

£23,556



70,000+



£10,908



£4 Billion





About Flagship

What is our focus?



Our Purpose

To provide homes for people in need



Our Values



Great people doing great things



Spending money wisely



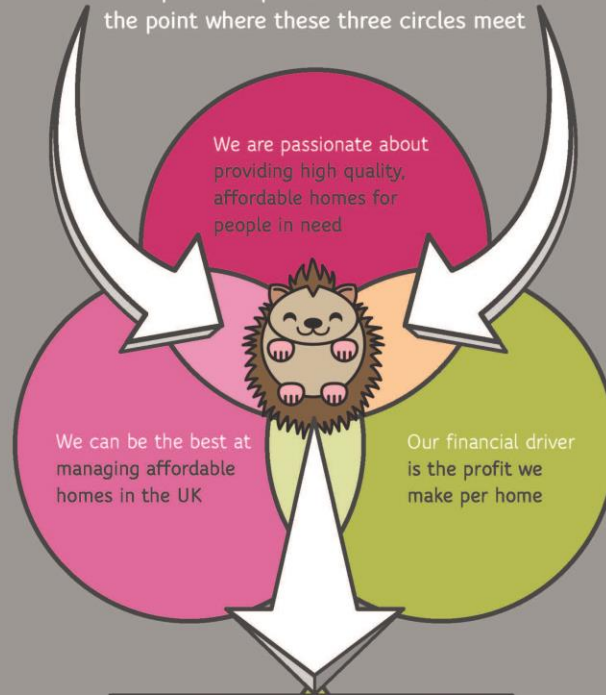
Relentlessly improving performance



Delivering outstanding customer service

Our Hedgehog Concept

A simple concept that can be found at the point where these three circles meet



Big Hairy Audacious Goal

Solve the housing crisis in the East of England

We've successfully delivered our BHAG if:

30

years from now we have changed the face of housing

Flagship is the front-runner in a collaborative, innovative housing sector, where talented people are delivering homes that are safe, affordable, warm, and smart.

We will have eradicated waiting lists, and by reinventing housing and producing high quality, automated, self-learning, self-repairing homes that are adaptable enough to meet the current and future needs of our customers, everyone will have access to a home they love.





Our Approach

Risk Appetites, Pilots, Start Ups and Failures



HUNGRY

- Business Transformation

OPEN

- Homes for Outright Sale

- Homes for Market Rent

CAUTIOUS

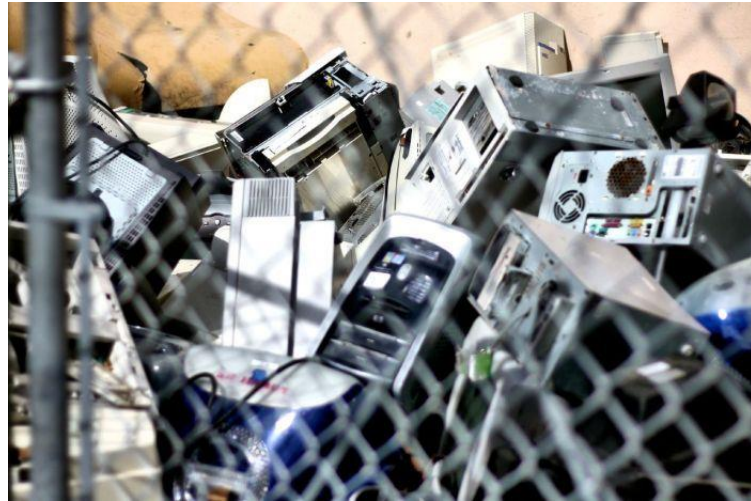
- H&S Compliance

AVERSE

- HCA Regulatory Compliance



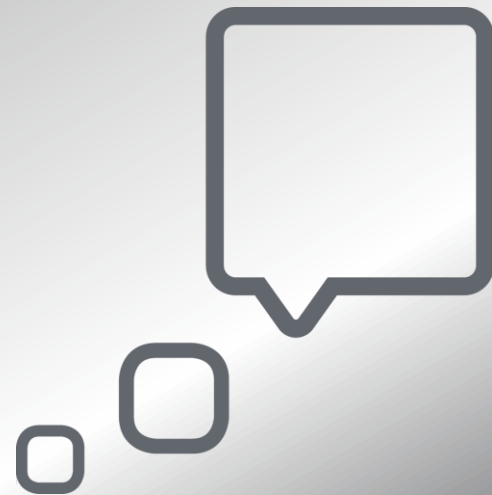
“If we’re not talking about all the failed projects in 12 months time, you’ve not tried hard enough”





The Voice of the Customer

How we fundamentally changed our call centre





Karen Edwards



5 Score
-7%
In Last 7 days

Recent | See All | Strengths | Room for Improvement

Good understanding of the circumstances and very helpful

Politeness | Helpfulness | Timescales

Repairs Staff | Housing Staff | Income Collection

People

4.3

Process

3.8

Timeline



Words All



Karen Edwards



5 Score
-7%
In Last 7 days



2 Rachel McDermott 4.5



3 Andy Thompson 4.5



4 Jan McEwan 4.4



5 Gail Yaxley 4.4

People

4.2

Place

2.7

Process

3.2

Product

2.8

Timeline



Words All

- KE Karen Edwards 4.8
- RM Rachel McDermott 4.5
- AT Andy Thompson 4.5
- JM Jan McEwan 4.4
- GY Gail Yaxley 4.4

Excellent customer service

Raveometer | Raveometer | Sentiment Breakdown | SWOT | Insight Cloud

Score: 4.2 | Sentiment Score: 1.8

Good | Passive | Bad

efficient to help, polite quickly

At a glance

2.5k items | 4.1k topics | 2.8k insights

most talked about: Politeness
most positive: Politeness
most negative: Timescales

Messages | Action Panel | Relationships | Time Trend

Score	Comment	Recipient	Lead Tenant	Property ID
4		+44788055675	MRS S & MR J VINCENT	202901740190
5		+44773525990	MR D B & MRS K J WE...	012302230170
5		+44779193531	MISS P FORD	041404390010
5	Polite -Jard working - explained what they had to be done at the start during and after r...	+447794577042	MRS C P SAGE	041401190520
5	Friendly and helpful for setting up direct debt and making a payment	+447402784899	MR M ANDREWS	120600290060
5	Racheal is the first person to bother looking in to my issue that's been going on since July!	+447561413390	MRS A BROWN	001103120440
4		+447903110034	MRS S CARTER	010102580060

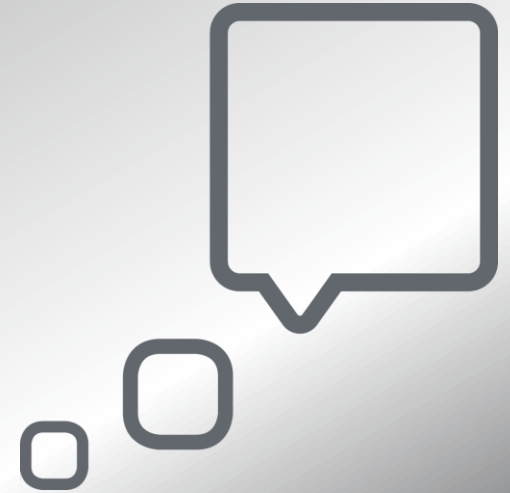
- Words All
- SH Suzanne Harwood 4.4
 - JM Jan McEwan 4.4
 - AC Andrew Collins-Reed 4.4
 - GY Gail Yaxley 4.4
 - SH Sue Horrocks 4.4
 - WF Wesley Fenby 4.4
 - KP Kayleigh Preston 4.4





The Voice of the Property

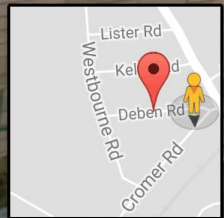
How we are fundamentally changing Asset Management



2 Deben Rd
Ipswich, England

Google, Inc.

Street View - Sep 2016



Google







Tenant saves
£150 on fuel bills

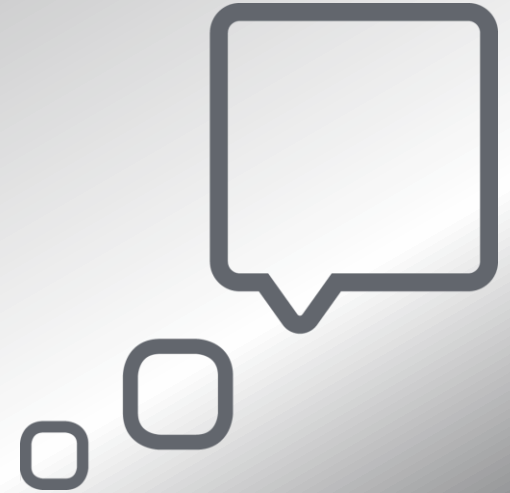
Flagship saves
£180 on costs

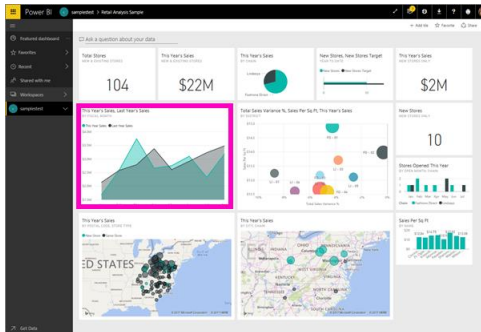
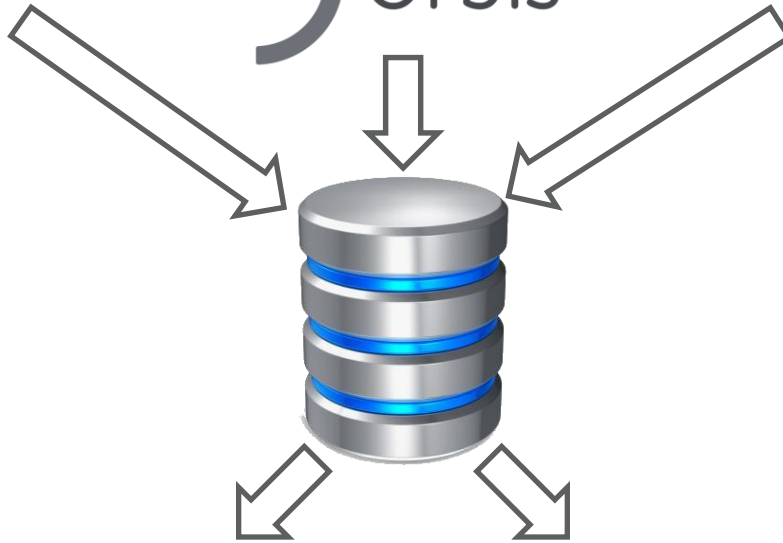




The Voice of the Business

How we are fundamentally changing Management







Cultural Transformation

An unexpected outcome

