

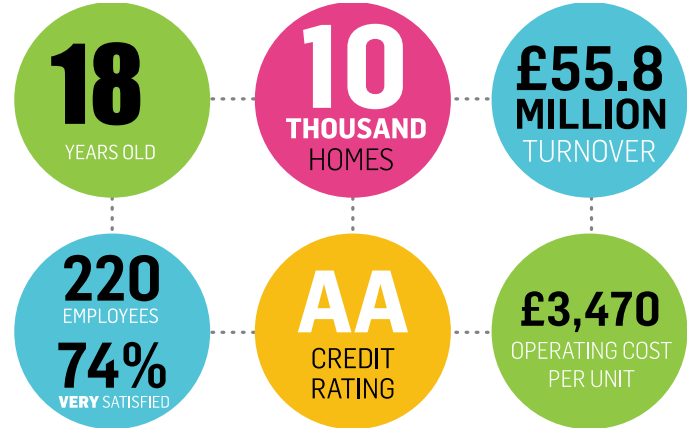


The evolution of the goldfish

Amina Graham, Executive Director of Corporate Services
Jonathan Creaser, IT Director

ABOUT US

RHP in numbers



Established in **2000** from Richmond Council stock transfer

Based in **South West** London

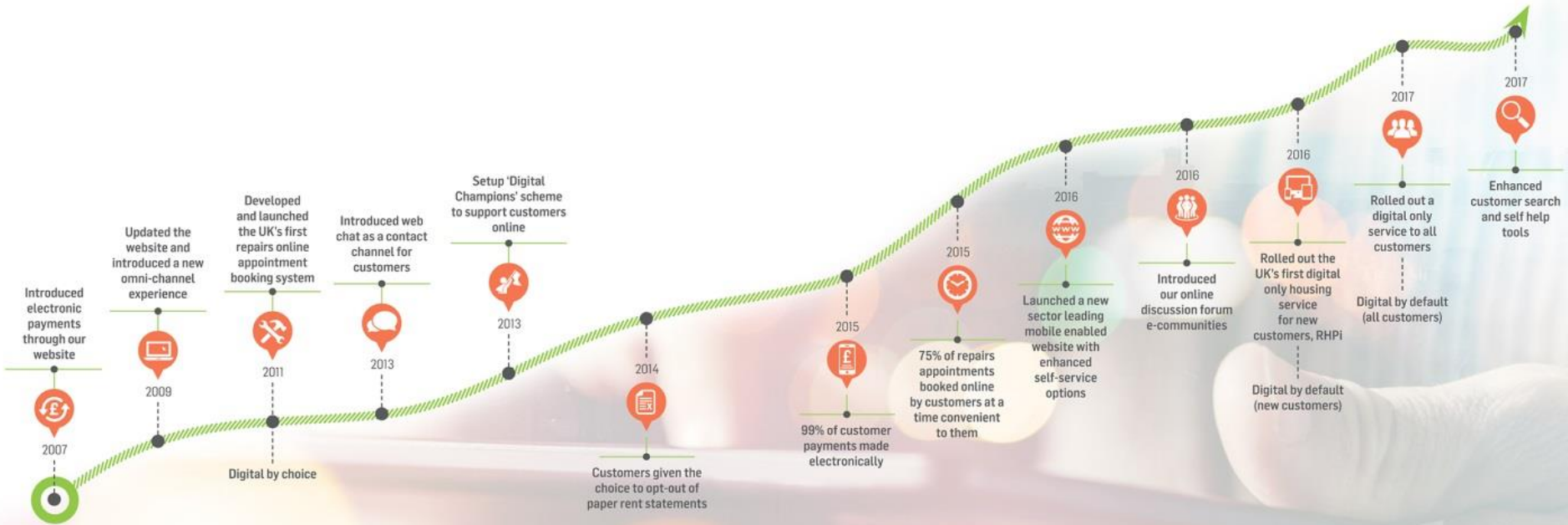
One of **top performing** housing associations in UK

Highest credit rating in the sector

Top of **Inside Housing's innovation** league for 3 years running

An **IIP Platinum organisation**

OUR DIGITAL JOURNEY



DESIGN PRINCIPLES



1

One-point data entry and view is multi-use and accessible to all employees and customers

Customers only give us information once; employees record and view all information in one place



2

We're consistently trusted and seamless across all channels

Our tone of voice, service style, and process efficiency is consistent across the end-to-end customer experience



3

We proactively eliminate valueless contact

We identify contact causes that are of no value to our customers or RHP and take proactive action to eliminate these



4

Our preferred channel is also our customers' preferred channel

Customers benefit from the channel we nudge them to, and they understand why we've done that



5

Our default offering is self-service for transactional contacts. We will offer personal service for complex issues

Complex issues are those where an investment, decision process or policy is needed



6

We're constantly building relationships with our customers

We're always using the information we gain about our customers to tailor their experiences to suit them

OUR DIGITAL STRATEGY

Moving services and tasks online and optimising those services online already

Maximising end to end self-service by our customers thereby improving responsiveness and consistency while reducing costly employee interventions

A platform that will enable us to **effectively manage customer interactions across multiple channels** and leverage automation and intelligent workflows

The growth of messaging and the **ability to manage synchronous and asynchronous contact** with customers within the digital space

Making it **really easy** for employees and customers to do business with RHP



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MEASURES OF SUCCESS

- **72%** of all our customer interactions are online and **45%** are truly customer self serve
- **88%** customer satisfaction for easy to use digital services and **85%** overall tenant satisfaction
- Contact by phone is now only **28%** of total contact and volume of calls has reduced by **50%** in 18 months
- **57%** of all interactions are either on mobiles or tablets
- **80%** of repairs appointments and **90%** of gas servicing appointments are completely self serve
- Cost to handle all contacts continues to reduce and is now **below £3**
- Good progress in driving down the operating cost per unit to achieve **sub £3,000 by 2020**



WHAT WE HAVE LEARNT

- A successful digital business isn't just about great technology; it's about great people and great data
- There is still a big opportunity to shift more online
- Other service providers are using messaging as a cheap alternative contact channel
- E-communities portal didn't work
- Email is no longer considered a digital channel
- The design and implementation of technology and data solutions requires more agile methods to help lower cost and speed up delivery



A PURPOSEFUL JOURNEY

A FOCUS ON A
shared sense of
PURPOSE

*...together we can achieve
great things*



WHERE WE ARE NOW

Booking, rescheduling and cancelling repairs appointments for the home as well as checking real time status information about repairs that have been booked

Booking and rescheduling annual gas safety checks - with information about when the next check is due

Making **payments, setting up direct debits** and viewing rent balance and payments history. Homeowners can also view invoices and payment schedules

Using **webchat** (available 8am to 8pm) to resolve queries at first point of contact

Being able to **update personal profile** and contact details when things change

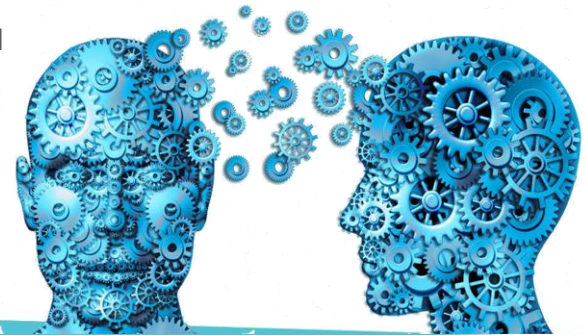
A range of **self-help videos and information**, including information about the caretaking schedule and the ability to rate this service

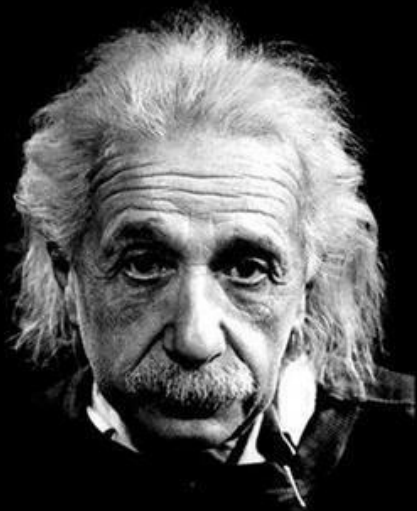
Intelligent search for customers to more easily find the information they want



WHAT'S NEXT?

- Designing and building additional self-service modules
- A modern debt management solution
- Improving the lettings experience
- Bots can live in harmony with humans
- Piloting voice assistants such as Amazon Echo for non-digital customers
- Integrating digital into how we manage our assets - Smart homes products and connected devices
- Developing more personalised digital services as we learn more about our customers





We **CAN'T** solve
problems by using
the same kind of
thinking we used
when we created
them.

