Our journey: Digital transformation and the customer experience

One of the largest providers of affordable housing in the Midlands

70,000 customers

Working across 54 local authority areas

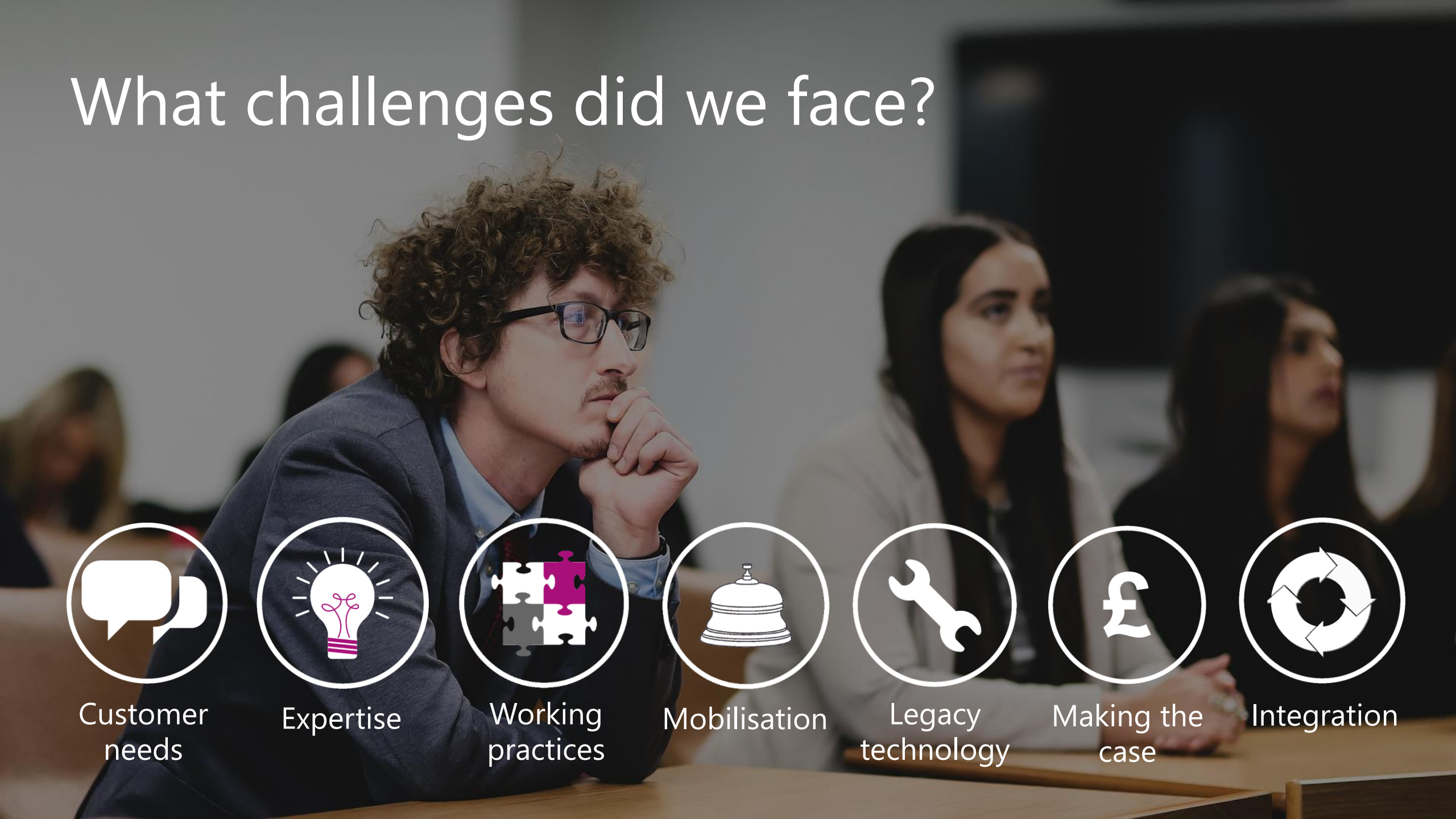
Own and maintain 33,000 homes

1,570 employees

Work to prevent homelessness and provide high quality housing options for older people

Our vision for a digital future

What challenges did we face?



- Customer needs
- Expertise
- Working practices
- Mobilisation
- Legacy technology
- Making the case
- Integration

Finding a way forward

Customer

- Collaborate across sectors
- Learning from other sectors
- Customer profiling
- Establish a customer panel
- Community digital champions

Expertise

- Culture
- Re-organisation
- Recruitment
- Training
- Personal development
- Keeping the culture alive

Technology

- Current suppliers
- API Investigation
- Product evaluation
- Low code evaluation
- Low code procurement
- Standardise the tech stack
- infrastructure
- Security testing

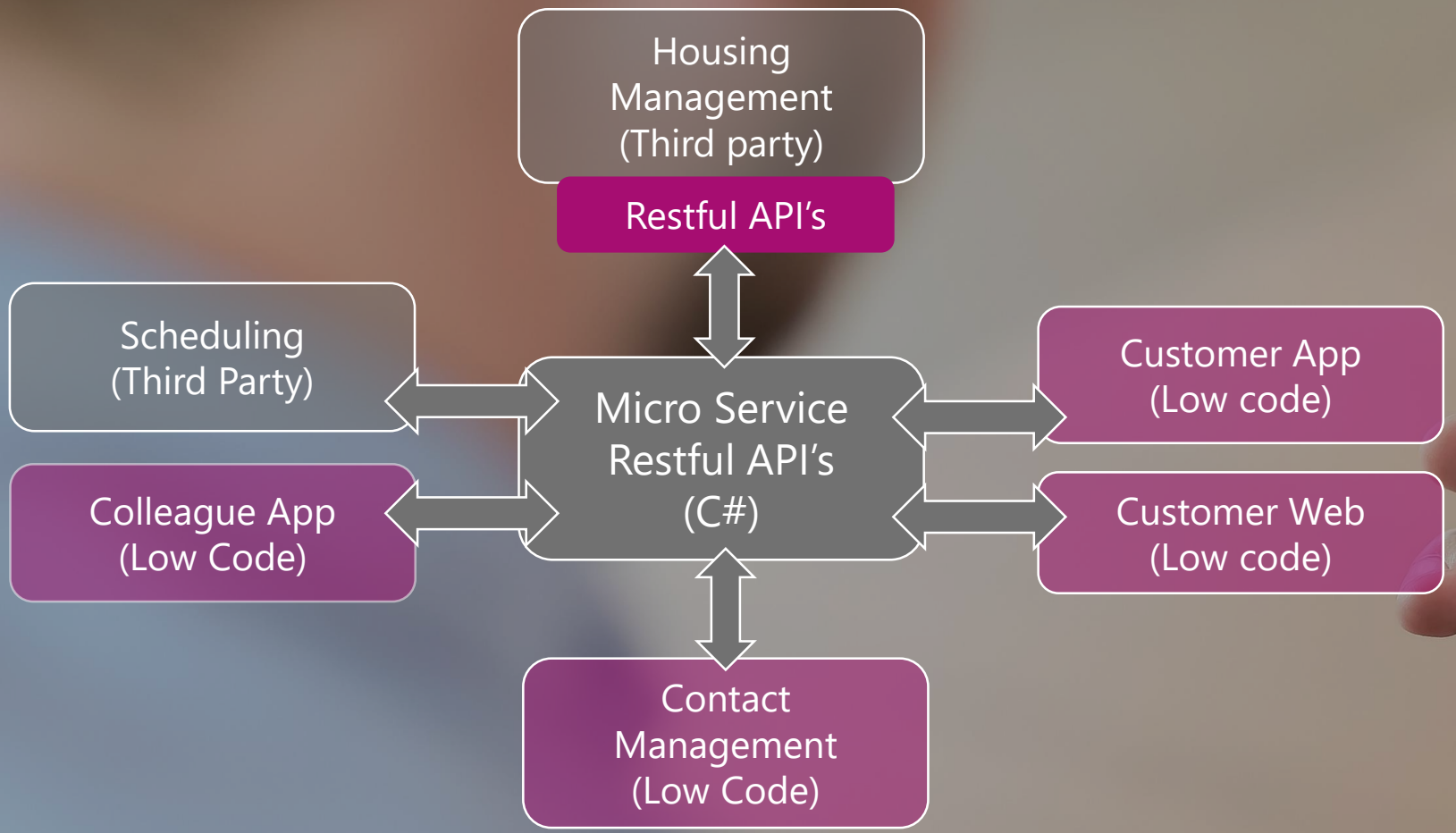
Process

- Colleague engagement
- Agile
- Dev-ops
- Testing
- Backlog prioritisation

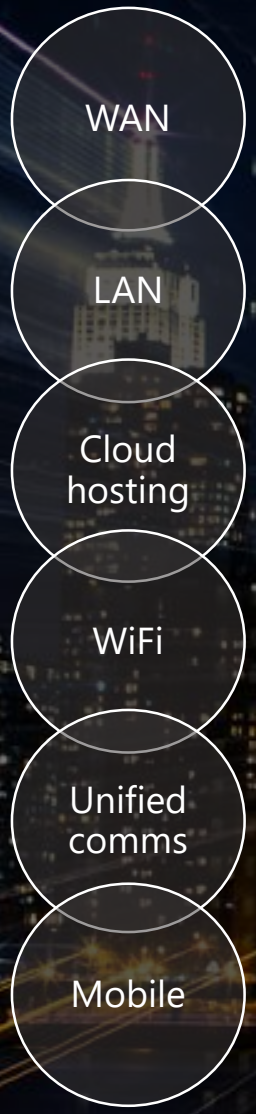
Why Low Code?

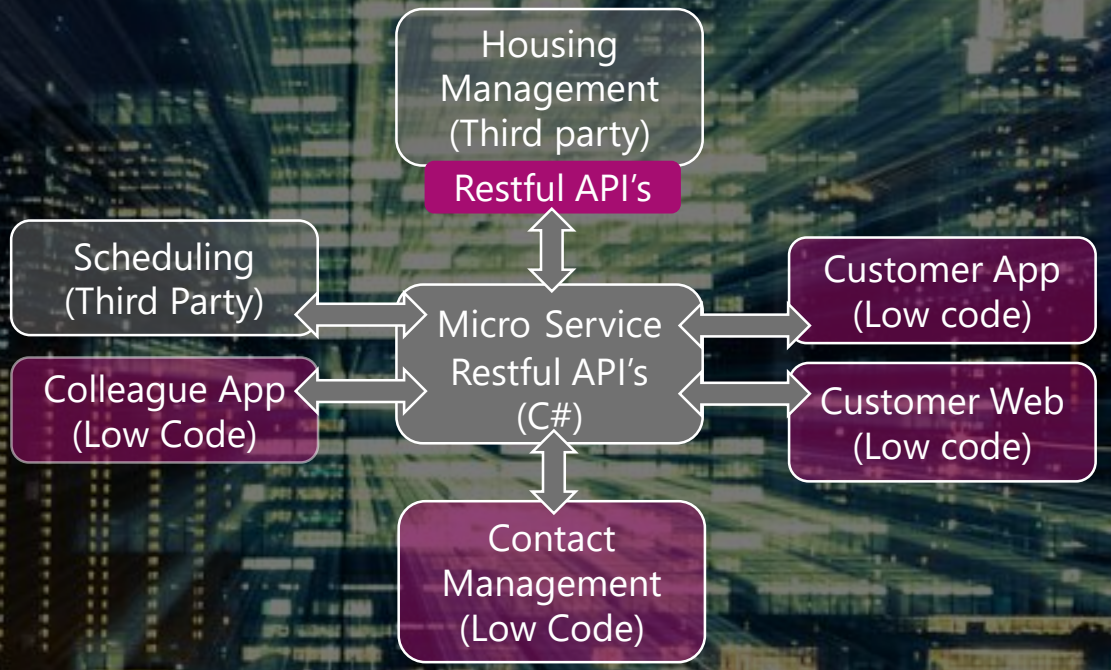
- Flexible solution
- Enables faster delivery
- Design best practice embedded
- Hosting included
- Easy API integration
- Extensible support

The software solution



The infrastructure solution





Product Roadmap

Development

August 2018	October 2018	January 2019	April 2019	April 2019	August 2019	March 2020	March 2021
Start	Micros Services 'Initial' Release	Customer App 'Rent' Release	Contact Management Release	Colleague App 'Landlord' Release	Customer App 'Lettings' Release	Customer App 'Fire Safety' Release	Customer App 'Repairs' Release

Launch

Soft Launch

- Pilot Group January 19
- Social Media March 19
- Web Banner April 19
- Rent Statements May 19

Hard Launch

- Contact Centre Conversion 2021
- Field Operative Promotion 2021

February 19: 220 Customers Approached, 254 Downloads, 185 Registrations (84%) , 166 Repeat Users (89%)

Lessons

- Developer experience required
- Not all developers want low code
- Agile experience helps
- Low code does not equal low cost
- Don’t start engagement too early
- Start infrastructure changes early

midland
heart