Unlocking Value through Data Insight

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"Data is the new Oil. It's valuable, but if unrefined it cannot really be used. It has to be changed into gas, plastic, chemicals, etc to create a valuable entity that drives profitable activity; so must data be broken down and analysed for it to have value."

Clive Humby 2006

Orchard has exclusively partnered with Red Olive, experts in information and data insight. A London based company with over 14 years track record dedicated to the pursuit of extracting value from data across many industry sectors.

With this alliance Orchard will provide the Social Housing Sector a recognisable resource that social housing landlords can tap into and further enhance their businesses.

What are the 3 biggest challenges or concerns your organisation is facing?

Challenges and Concerns facing Social Landlords

Housing stock

Better maintenance

Reducing and using Void periods

Viability and governance

Move to digital

Regulator

Regulator of Social Housing

Switch to Universal Credit

Tenant satisfaction

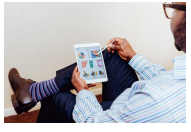
Tenant

Regulator focus: managing viability

1. How do you arrive at your decisions? (GOVERNANCE)
2. Are you durable if the unexpected happens? (VIABILITY)
3. Are you servicing customers and stakeholders well?

Housing stock

Viability and governance



Regulator

Regulator of Social Housing

Tenant

Tenant focus: engagement and satisfaction

Housing stock

Move to digital

Regulator

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UC Universal Credit

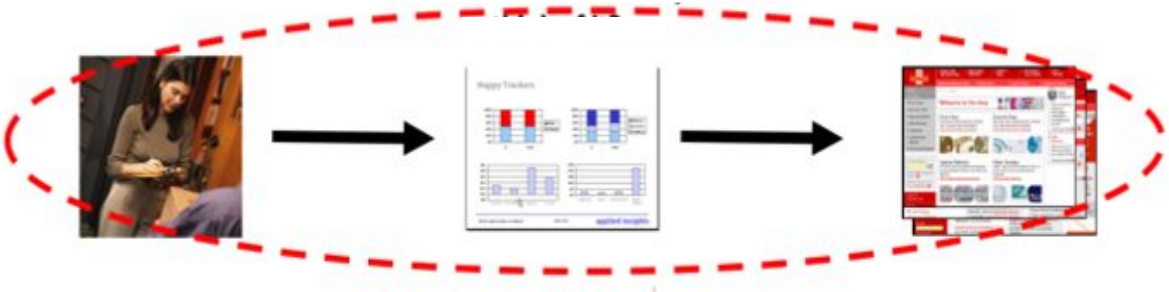
Switch to Universal Credit

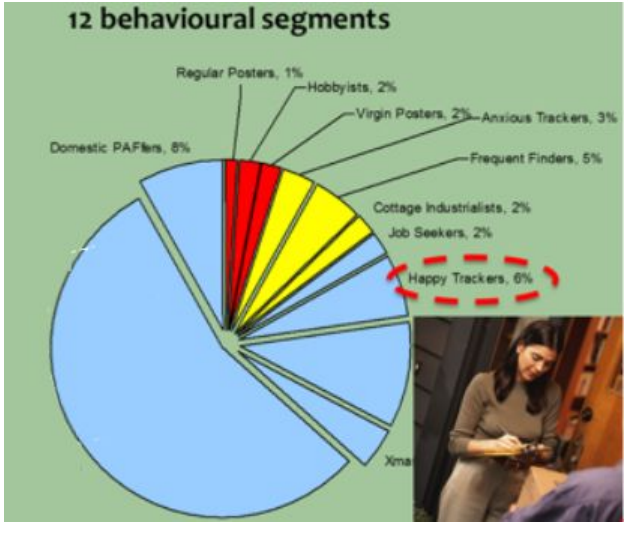
Tenant satisfaction

Tenant

Tenant focus: engagement and satisfaction

- **Identifying new segments to target at Royal Mail**
  - Who visits the site?
  - Why do they visit the site and what do they think of it?
  - What do they do on the site?





Tenant focus: engagement and satisfaction

- **Effectiveness of digital programme**
- **Applying retention: Voids**
  - What if you could predict them 3 months ahead?
  - What if you understood what drives Voids, property and tenants?
- **Introduction of Universal Credit**
  - In-depth analysis across different regions to improve overall forecasting.
  - Income Analytics product for differential treatment of individuals.

Housing focus: estate management

Housing stock

Better maintenance

Reducing and using Void periods

Regulator

Regulator of Social Housing

Tenant

Predictive maintenance: Managing your housing stock

- **Identify those parts of your asset base that are at highest risk of failure at any given time**
- **Focus your efforts on preventing economic failure**
- **Is it purely in reducing the cost of carrying out maintenance, or is it in total asset-related cost?**

Example:
What is the COST of fixing a burst water vs. fixing it before it fails?
What is the wider impact on tenant satisfaction?
And then what does that do to tenant retention?
And so on…

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What are the 3 biggest challenges you're facing as an organisation?

- Showing the regulator you are well governed and viable?
- Segmenting your tenants and satisfying them better?
- Managing your stock better and more cost effectively?

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Predictive Arrears

Orchard Income Analytics

Orchard

Homes & Communities Agency

HouseMark

The metrics imposed by the HCA and information gathered through Housemark are pushing all of us in this direction but represents only the tip of the iceberg as to the full business insight that we intend to unlock.

Orchard has the understanding...and we are looking forward to helping our customers get the upper hand on delivering improvements against these required metrics.

Interestingly all of you will have different requirements which adds richness to data insight. This in turn will demonstrate better value for money to your business and tenants alike.

With the uncertainty of Brexit and the changing regulatory standards - our objective is to bring predictability to some major areas of your businesses.

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What next: how can we help you?

- Do you need help demonstrating good governance and viability?
- Would you like to better understand your tenants?
- Do you want to better manage your operations?

We'd love to hear from you:

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Thank you