The use of AI and new technologies to enhance outstanding customer service

Housing Solutions

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Housing Solutions

we
own, manage
and maintain over

7,000
homes

In 2017/18
we invested —
£17m
in building new homes

& successfully delivered
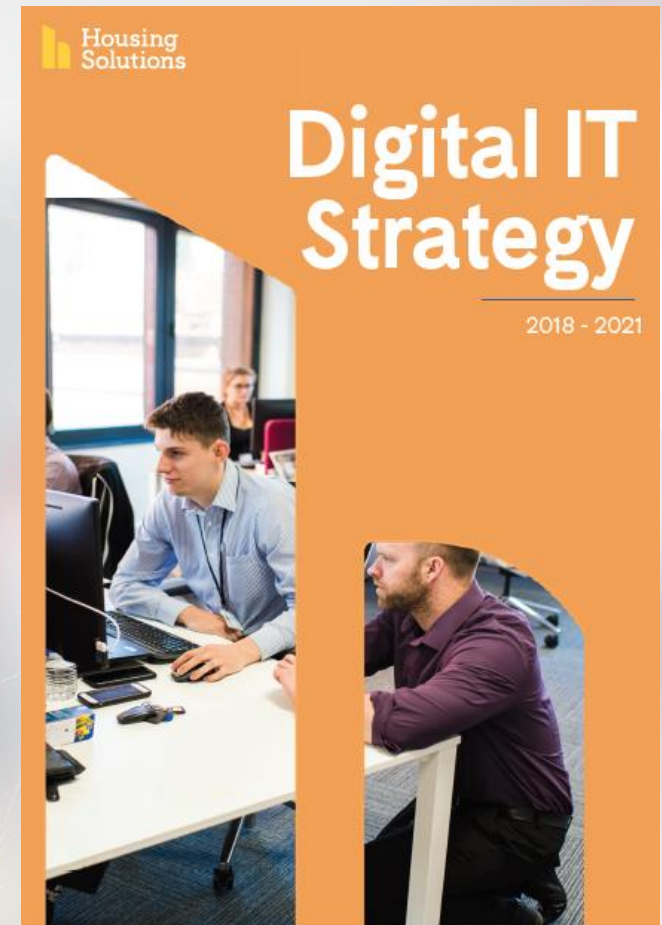198 new homes
exceeding our target of 159

ACHIEVED
G1/V1
IDA rating

smarter working
IT Systems

New Digital IT Strategy

4 key priorities;

- Accurate up to date data
- Transforming back office process
- Mobile working
- Making digital the first choice

Our digital journey so far

Website & customer
portal relaunch

2009

Move to hosted
server environment

2018

Customer & Staff
apps launch

2014

2015

2017

2019

Wi-Fi installs to 400
homes

Website & customer
portal relaunch

Alexa skill launch
2nd phase Wi-Fi Installs

Getting our customers online

The decision to move to AI

- New Digital IT Strategy, push to use our digital platforms

- Devices starting from £19.99

- 10% all British homes, Ownership doubled in past six months.

- Learning & Feedback, of what is being asked

- Future proof – make use of IoT - boiler replacements, in future

Transaction Costs

Customer Service	Approx. Cost Per Contact
Call centre technical support	£9 or higher
Call centre customer service representative	£5 or higher
Web chat or callback	£4 or higher
Email response	£2 to £4 or higher
Web self-service	£0.10 or less

Source www.shawc.co.uk
April 2019

The Benefits

- Cost savings

- Immediate, on-demand service – therefore an enhanced customer experience

- Bespoke – big appeal

- All in our control, not having to be reliant on IT providers

Using AI

- Checking Balance

- Log Repair

- Tenancy information

- Editing contact info

- Request visit

- Setting up a direct debit

Why Castleton?

- Good relationship – they know our business, they know the market
- Innovation partners – 1st to market with this solution
- Give customers choice -empower us to make future changes
- Everything under one umbrella
- Goes back to integration
- Collaboration

The collaboration process

- Review of call logs / contact requests to understand what our residents are asking us – gather 'enquiry types'

- Initial conversation with Castleton to get an idea of customer needs – what and how tenants will be engaging – proof of concept.

- Product development kicked into action. Castleton already working around the AI technology

- Now purpose built solution for the sector – quick and easy deployment

- Security

Video

https://www.youtube.com/watch?v=rdf_8WqT2KI

Adoption

- Shift in service culture (for both the HA and resident)
- Wifi connection
- Residents - communication and training
- Trial across a cross-section of 300 residents
- Potentially rolling out of Alexa across 4,500 homes by end of 2019.

Project expectations

- Digital IT Strategy aims to reduce call-handling by 30% over the next 12 months

- Re-direct our resources to residents most in need

- Increased customer satisfaction

- Attract new generation of residents
  - modern, self-service facilities

Thank you