Connected Communities

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- Offer some thoughts on connected communities….
- Create some talking points….and…
- Stick to the allocated time!

- **Strategy and Capability**
  - Review, design, development and implementation
  - Capability assessment and optimisation, compliance
- **Digital Transformation**
  - Value chain, customer journey and digital experience analysis
  - Community insight
- **Intelligent Sourcing**
  - ICT infrastructure, applications and managed services

- **Relationship Optimisation**
  - Supplier relationship governance
  - Contract reviews and mediation
- **Interim ICT Leadership**
  - Interim CIO/leadership service
  - Leadership coaching and mentoring
  - Recruitment and selection support

- **Patrick Dawson – CIO, Paradigm Homes**
  - "itica is playing a critical role in assuring that we make the right decisions in support of our digital ambitions, challenging our key stakeholders and decision makers through its structured thinking process…"
- **Christo Gouws - Director of IT and Transformation, Network Homes**
  - "itica continues to deliver exceptional value for our organisation. Its thorough and focused sourcing process has, to date, resulted in enhanced service levels and savings on a key contract…"
- **Mark Woosey - Director of IT, Notting Hill Genesis**
  - "itica is a pleasure to deal with, wholly professional with deep subject matter expertise in the housing sector. I would not hesitate to recommend them or use them again…."

- First, a community is a group of people who interact with one another, for example, as friends or neighbours

- Second, this interaction is typically viewed as occurring within a bounded geographic territory, such as a neighbourhood or city

- Third, the community's members often share common values, beliefs, or behaviours.

More Modern?

- Self-organised network of people with common agenda, cause, or interest, who collaborate by sharing ideas, information, and other resources
- Virtual communities consist of participants in online discussions on topics of mutual concern, or of those who frequent certain websites; or,
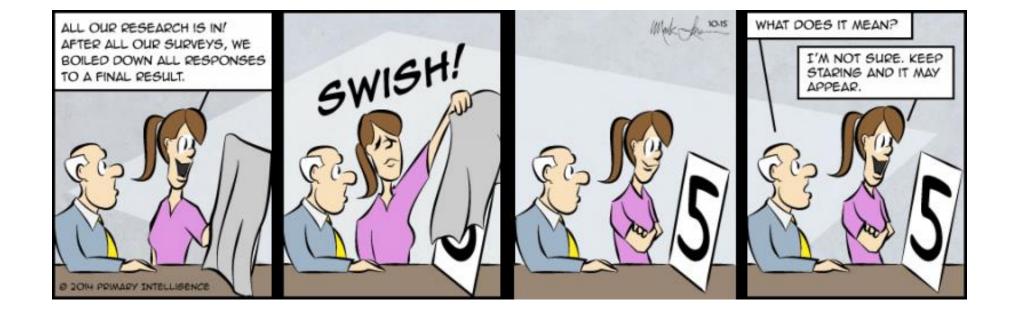- Cluster of common interests that arise from association

➢ A mix of the two?

Sector Context

- Tenant engagement a "hot" topic – Green Paper plus events
  - Tpas – "place tenants at the centre of shaping the future"
  - Wider/deeper reach of engagement?
  - Key decision involvement/consultation?
  - Ability to challenge/seek information?
- HAs enabling
  - Broadest possible engagement in decisions
  - Information flow – push and pull
  - Thriving communities
- HAs becoming geographically dispersed enterprises
  - Fragmented knowledge and engagement

- Multi-dimensional challenge – local/regional/national structures
- Overlap/confusion between digital service and engagement strategies
- Connectivity – smartphones etc – a vital building block

Customer engagement?

- (Most of) The digital portals being deployed don't foster communities – bi-directional at best
- Social Media (Facebook et al) seen as an answer, however
  - "We are tired of fighting with algorithms…" – Lush Cosmetics
  - (Facebook) Page content reach is 1-2% unless you pay
  - Information gathering, privacy concerns, public distrust
- Rise of "Private" or "Owned Media" social platforms
  - Augmented by "Community" media

THE IMPORTANCE OF **EMOTION** TO CUSTOMER ENGAGEMENT

- **Action**
  - A community based on members trying to bring about change
- **Circumstance**
  - Based on members sharing a circumstance or life experience
- **Enquiry**
  - Individuals searching collectively for a solution to a problem
- **Interest**
  - People who share a common interest or passion
- **Place**
  - Centred on residence, work, or pleasure

- **Position**
  - Personally focused, built around life stages
- **Practice**
  - Based on people who share a craft or profession
- **Purpose**
  - People who are trying to achieve the same objective

➢ Which of these apply to your tenants?

➢ How would you facilitate growth and sustainability?

➢ Technology only part of the solution?

Summary

- Plan then act
- Objectives then technology

How we can help

To enable truly connected communities requires a different way of thinking, supported by the firm foundations of digital transformation.

Helping organisations along that road is what we do, day in day out!

itica – focusing on what matters most!