

Workshop 2D

Improving Customer Experience with a New Approach to Repairs

Speakers:

Steve Kirk, Maintenance Operations Director Citizen
Housing

Ettan Bazil, Founder & CEO
Trade Innovations Ltd

Chair: Shaun Mulloy

Room: D



NHMF
Maintenance
Conference
2024





HOW CITIZEN ARE IMPROVING CUSTOMER EXPERIENCE WITH A NEW APPROACH TO HOUSING REPAIRS



REPAIR STATISTICS



- 3-4 Repairs per home per year
- Most repairs require 2 or more visits
- 30% of issues are emergencies
- Approximately 15% are out of hours
- 20% could be fixed remotely
- 75% could benefit from video triage triage

WHY ARE CITIZEN PILOTING VIDEO TRIAGE BY HELP ME FIX

- Improving our service offering by helping customers to help themselves
- Reducing the demand on home visits
- Reducing emergency repairs (25% of volume)



WHY ARE CITIZEN PILOTING VIDEO TRIAGE BY HELP ME FIX

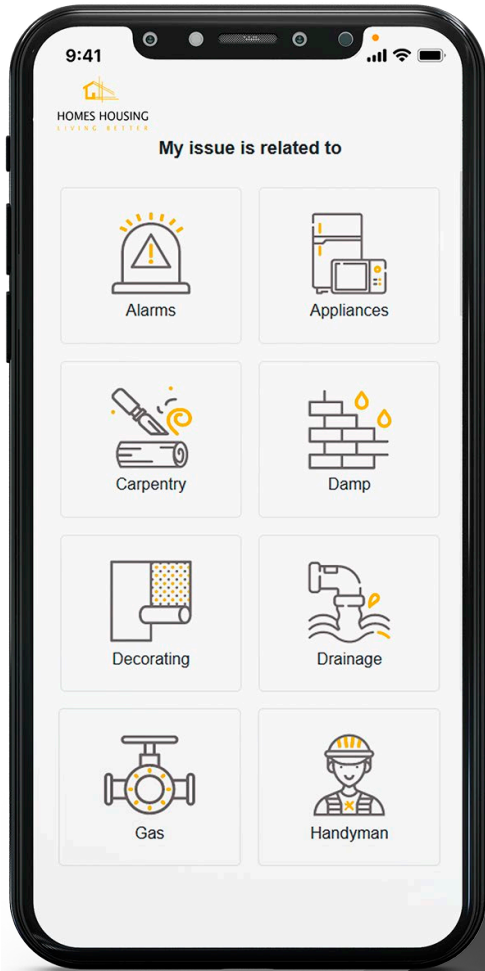
- Providing engineers with accurate and useful information
- Improving first time fix through enhanced diagnostics



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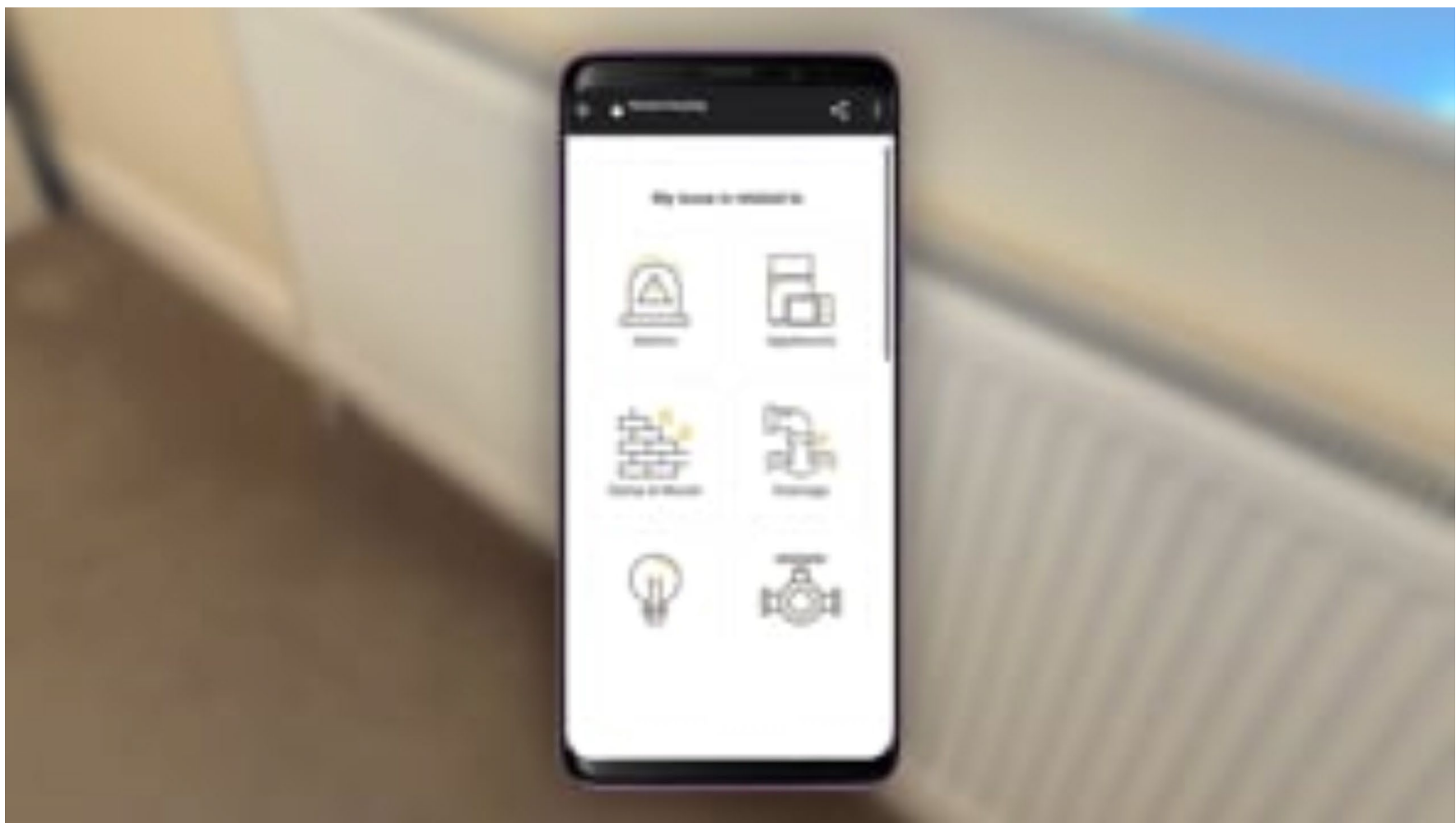
- Building a tiered support structure
 - Tier 0 – online
 - Tier 1 – Contact Centre
 - Tier 2 – Technical Support (including video)
- Expand the use of video for post inspections, simple surveys, complaint etc





WHAT IS Help me Fix ?

- Citizen chose the Help me Fix solution
- Video Triage for repairs
- Customer focused
- Connection within minutes
- Automates out of hours
- Half life-cycle of repairs
- Carbon savings
- Enables tradespeople to keep working past physical retirement
- Reduces delivery costs



WHAT WAS THE PILOT?

Help me Fix and Trade Innovations Engineer Services, with the support of The Direct Works and NHMF, put together a pilot to assess the impact of The Help me Fix Solution across Citizen's 30,000 homes. The Pilot was launched within 6 weeks without any IT Resource required and utilised Citizen's existing call operatives to qualify customers and send out triage links.

- ✓ White-label out of the box
- ✓ No IT resource required
- ✓ 300 triage sessions purchased
- ✓ £30* + VAT per 24 hour session



**Approximate average based on per minute costs*

WHAT WAS THE PROCESS?



WHAT WERE THE DESIRED OUTCOMES?



**Improving Customer
Experience**



Resolving Issues Remotely



Reducing Carbon Footprint

WHAT ARE THE RESULTS?

- Pilot is still ongoing
- **18%** of triaged repairs remotely resolved
- **75%** of triaged repairs diagnosed
- **4.4/5** Customer feedback score
- **32** Second wait time
- **29KG** Carbon savings to date



WHAT ARE THE CHALLENGES?

- The biggest challenge so far is adoption, both internally and by residents.
- New strategies have been developed by Citizen and Help me Fix to encourage improved adoption
- These challenges could be overcome by technical integration and customer communication strategies



WHAT HAPPENS NEXT?

- Citizen are expanding the pilot to include emergency repairs
- Help me Fix are providing support with additional training for the customer service team to deliver of the pilot more effectively
- Citizen and Help me Fix are collaborating on new resident engagement strategies to boost utilisation



THANK YOU!

Workshop 2D | 23 January | 2:30pm

**Improving Customer Experience with a
New Approach to Repairs**



Steven Kirk
Citizen Housing



Ettan Bazil
Help Me Fix

#NHMF2024

**REQUEST A CALL
BACK FROM
HELP ME FIX**

