

Workshop 2E:

Using mobile technology to enhance the customer experience

Speaker: Florian Moldoveanu (Pilon)

Neal Ackcral (Optivo HA)

Chaired by: Shaun Aldis (Wolverhampton Homes)

Room: Dorset Room



The centre of excellence for improving property performance
nhmf.co.uk/conference



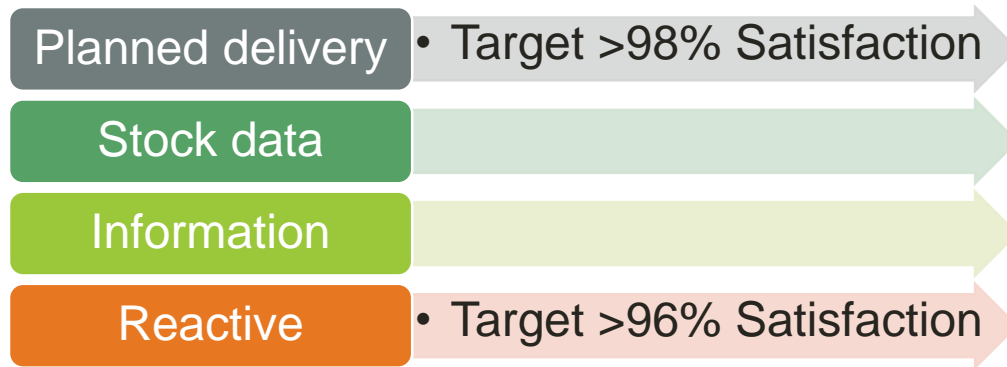
@NHMFOfficial
#NHMFConference



Neal Ackcral – Executive Director Property
& Asset Management



Florian Moldoveanu – CEO



Our residents asked us:

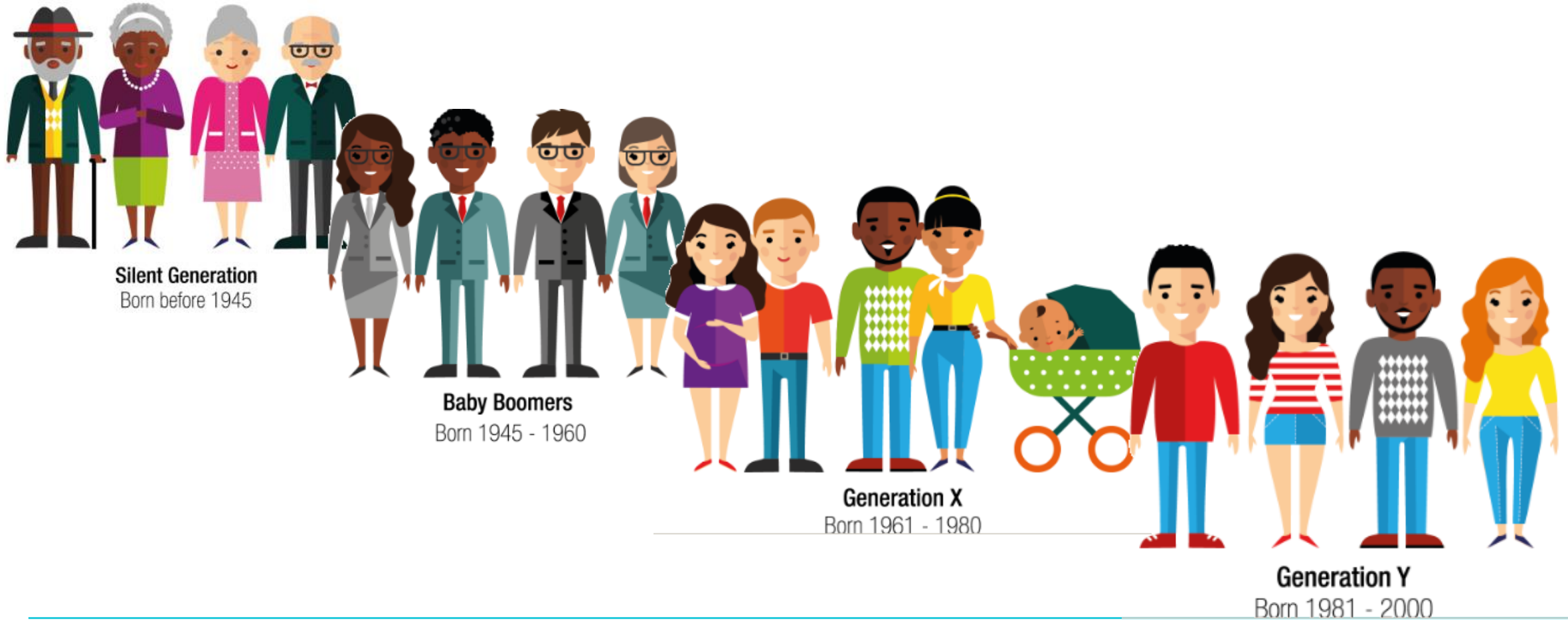
- To improve communication
- Provide quick and easy access
- Allow them to help themselves
- Be digital by choice
- Provide great customer service
- Provide choice
- Work with us to agree options, materials and communication channels



Generations: Customer Insight & Nudge Theory



Generations



Silent Generation
Born before 1945

Baby Boomers
Born 1945 - 1960
















Generation X
Born 1961 - 1980

Generation Y
Born 1981 - 2000

Generations: Customer Insight & Nudge Theory



Who are our Customers?

Characteristics	Silent Generation (born Pre 1945)	Baby Boomers (born 1945 – 1960)	Generation X (born 1961- 1980)	Generation Y (Millennials) (born 1981 – 1999)	Generation Z (iGen) (born after 2000)
Formative experiences	Second World War Rationing Fixed gender roles Nuclear families Rock n Roll	Cold War Post war boom Swinging sixties Apollo Moon landings Family orientated Rise of the teenager	Fall of Berlin Wall Live Aid Intro of first PC Working parents Latch key kids Rising levels of divorce	9/11 terrorist attacks Reality TV Environmental awareness Google Earth Rise of Social Media	Economic downturn Global Warming/ Energy Crisis Mobile devices/ Cloud Gay marriage/ First African-American US President Arab Spring Wiki-leaks
Optivo residents ¹	16%	26%	40%	18%	0%
UK population	12%	21%	33%	31%	3%
Attitude to technology	Largely disengaged	Early info adaptors	Digital Immigrants	Digital Natives	<u>Technoholics</u>
Aspiration	Home ownership	Job security	Work-life balance	Flexibility and Freedom	Security & stability
'Hook' ²	Security	Usefulness and Security	Convenience and Flexibility	Ease & Reliability	Ease & Reliability
Signature product	Car 	TV 	PC 	Tablet/ Smartphone 	Virtual reality, integrated devices e.g watch 
Communication media	 Formal letter	 Telephone	 Email and text message	 Text or social media	 Text or social media
Communication preference	 Face to Face	 Face to Face ideally Telephone	 Text messaging or email	 Online or text messaging	 Facetime

Generations: Customer Insight & Nudge Theory



London Profile

Generation	Optivo	London
Generation Y	18%	17%
Generation X	40%	44%
Baby Boomer	26%	27%
Silent Generation	16%	12%

Traditional contact methods, choice & information



Your new kitchen

It should take us five days to install a new kitchen in your home, depending on what is required.



We offer a selection of colours, patterns and materials for the following elements of your new kitchen:

- Kitchen cabinets
- Worktops
- Tiles
- Handles
- Flooring.

Unless otherwise agreed, the work will take place as follows:

Day one
The items to be installed will be delivered to your home.

Day two
The kitchen cabinets and worktops will be installed.

Day three
The tiles and handles will be installed.

Day four
The flooring will be laid.

Day five
The kitchen will be cleaned and ready for use.

We also offer certain extra fittings. Further information on the type of items and costs are available on request.



Your new level access shower

It should take us five days to install a new level access shower in your home, depending on what is required.



We will offer you a choice of flooring.

Unless otherwise agreed, the work will take place as follows:

Day one
your old bath suite, floor covering and tiles will be removed. Some drainage works may take place and the shower tray should be fitted.

Day two
the new pipework will be fitted and electrical work will take place.

Day three
the shower walls will be installed, along with any necessary pumps.

Day four
the electrical work will be completed, along with the connecting and commissioning of the shower. The walls will be tiled.

Day five
the flooring is laid.
We will agree with you any alterations to these timescales as soon as possible.



Your new bathroom

Your bathroom should take three days to replace.




will take place

removed and 'home we at the end

Benefits

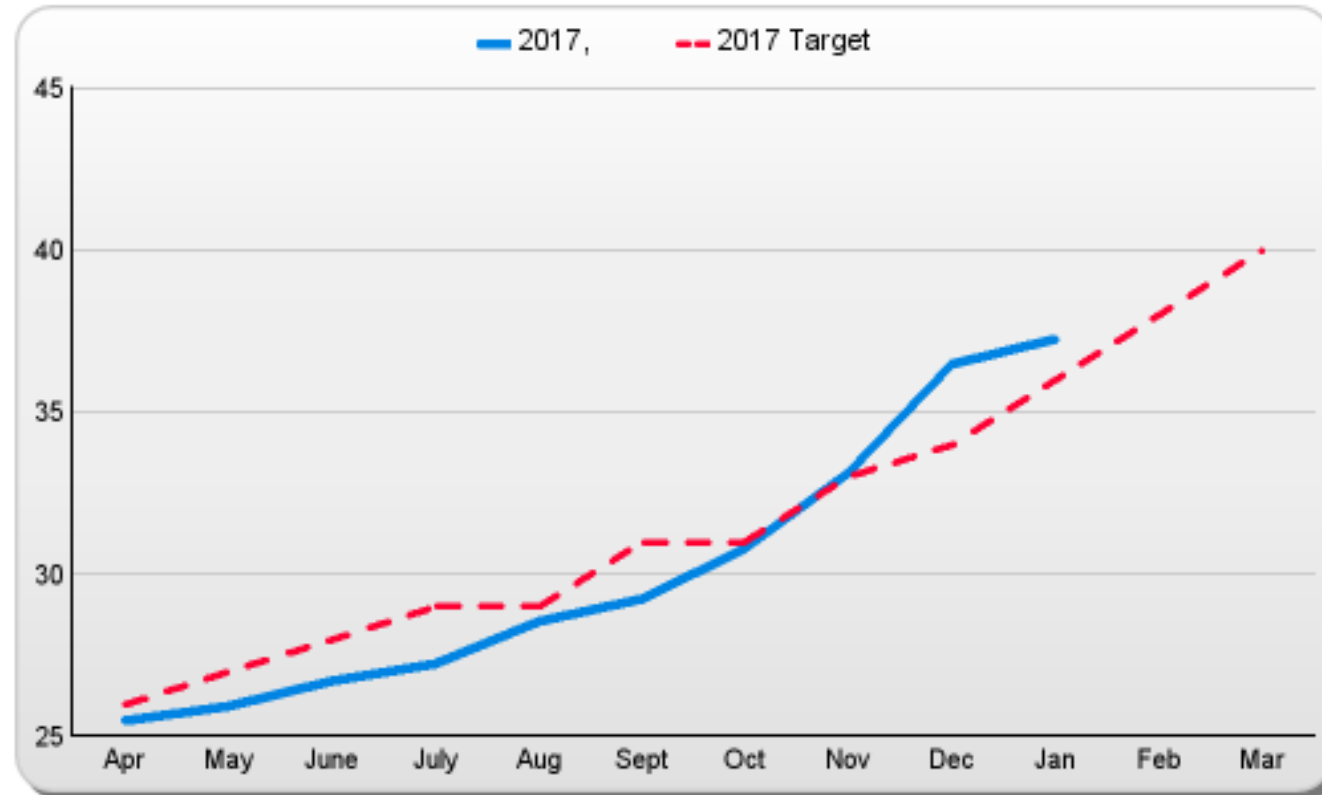


- **Move towards 100% usage of  MYACCOUNT**
 - **Paperless approach**
 - **Improved appointments**
 - **More efficient**
 - **Increased customer satisfaction**
-

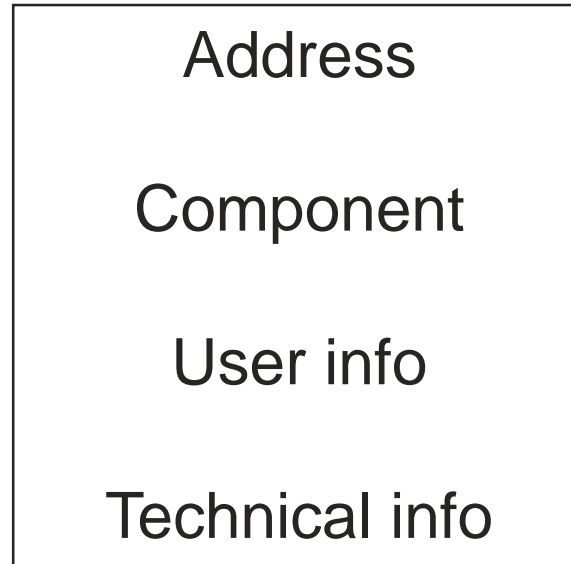
Impact of Nudging



Month	Actual	Status	Trend	Target
Apr	25.52%	◆		26.00%
May	25.96%	◆	▼	27.00%
June	26.72%	◆	-	28.00%
July	27.27%	◆	▼	29.00%
Aug	28.57%	◆	▲	29.00%
Sept	29.25%	◆	▼	31.00%
Oct	30.83%	◆	▲	31.00%
Nov	33.16%	●	▲	33.00%
Dec	36.48%	●	▲	34.00%
Jan	37.28%	●	▼	36.00%



Next Steps



PiLON Customer Portal

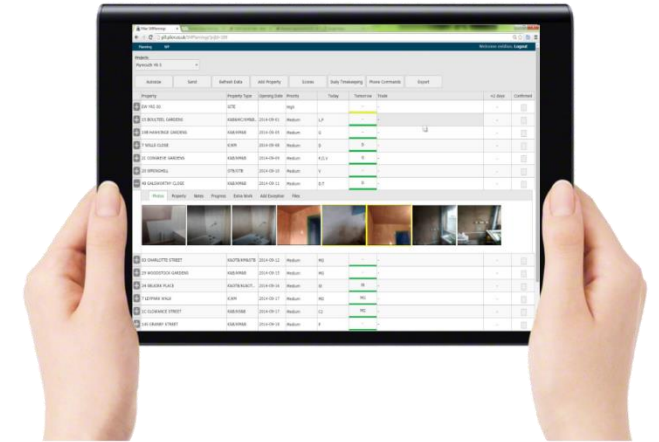


PiLON

PiLLAR



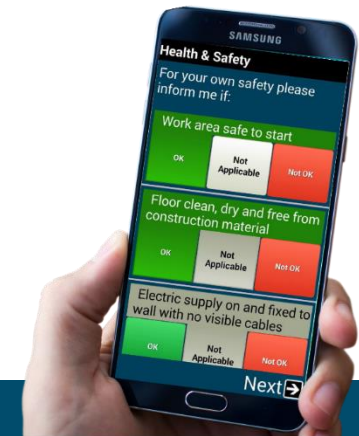
SITE MANAGER PORTAL



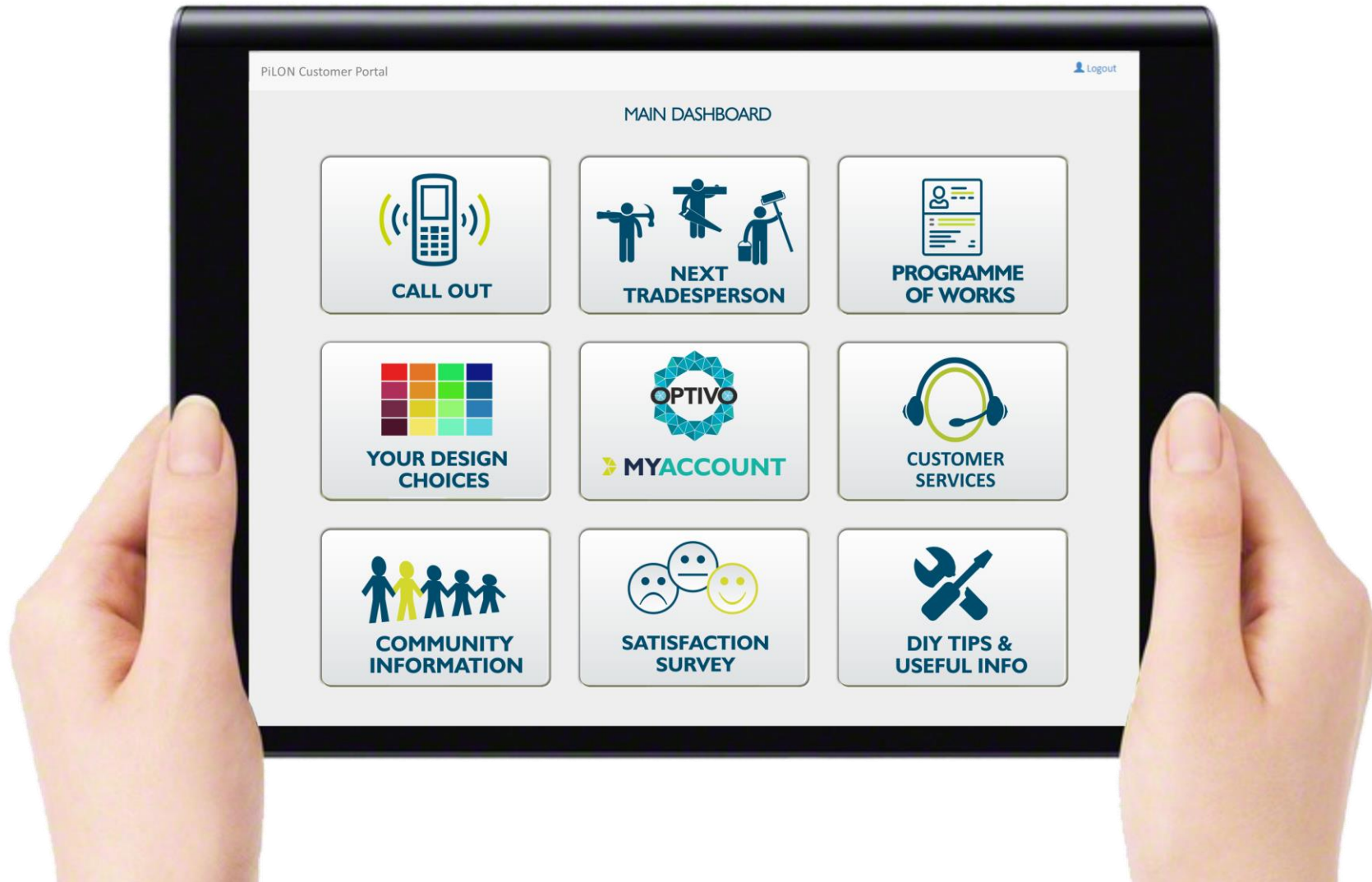
CLIENT DASHBOARD

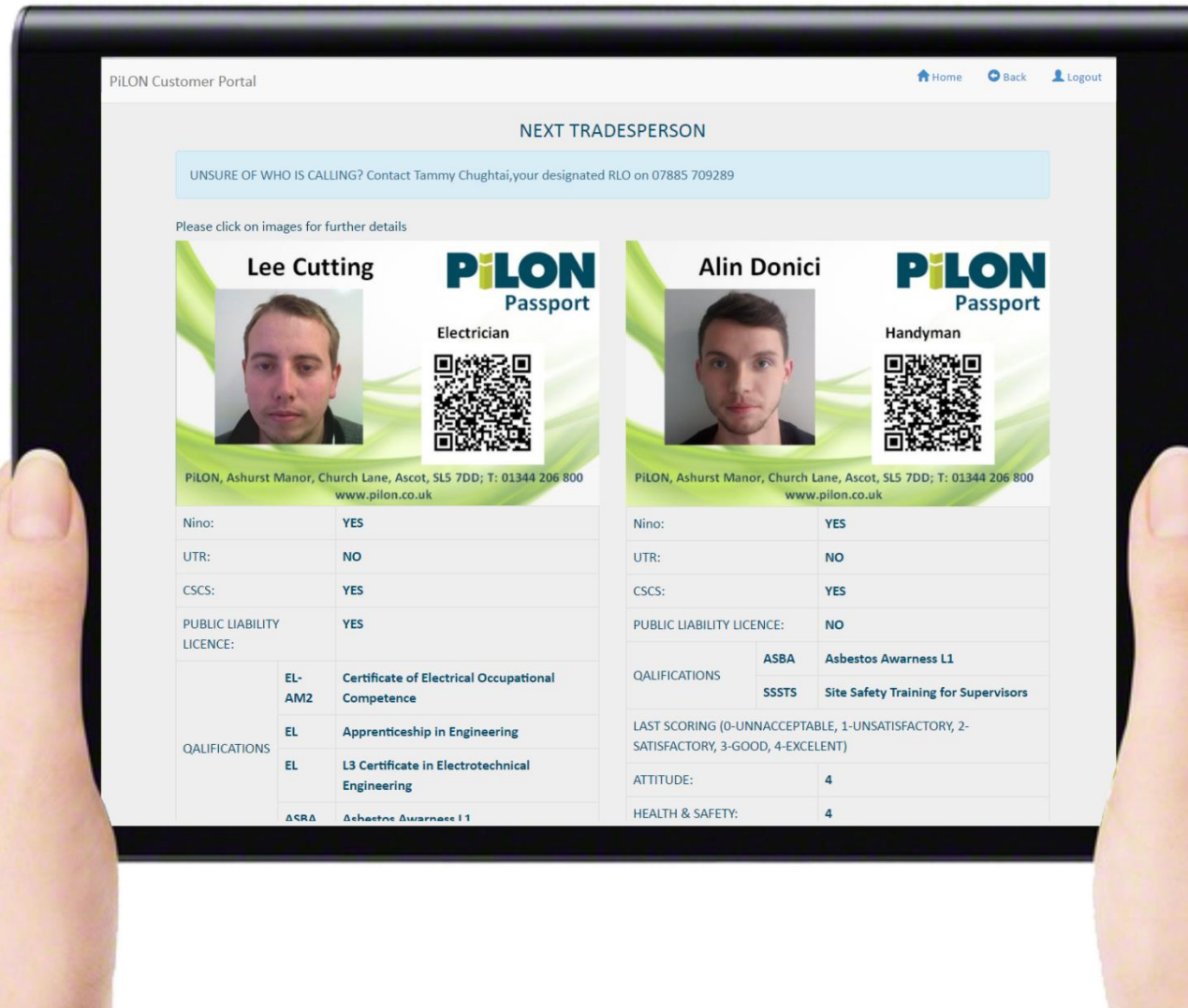


OPERATIVES PORTAL











UNSURE OF WHO IS CALLING? Contact Tammy Chughtai, your designated RLO on 07885 709289

Please click on images for further details

Lee Cutting

PILON Passport
 Electrician

 Pilon, Ashurst Manor, Church Lane, Ascot, SL5 7DD; T: 01344 206 800
 www.pilon.co.uk

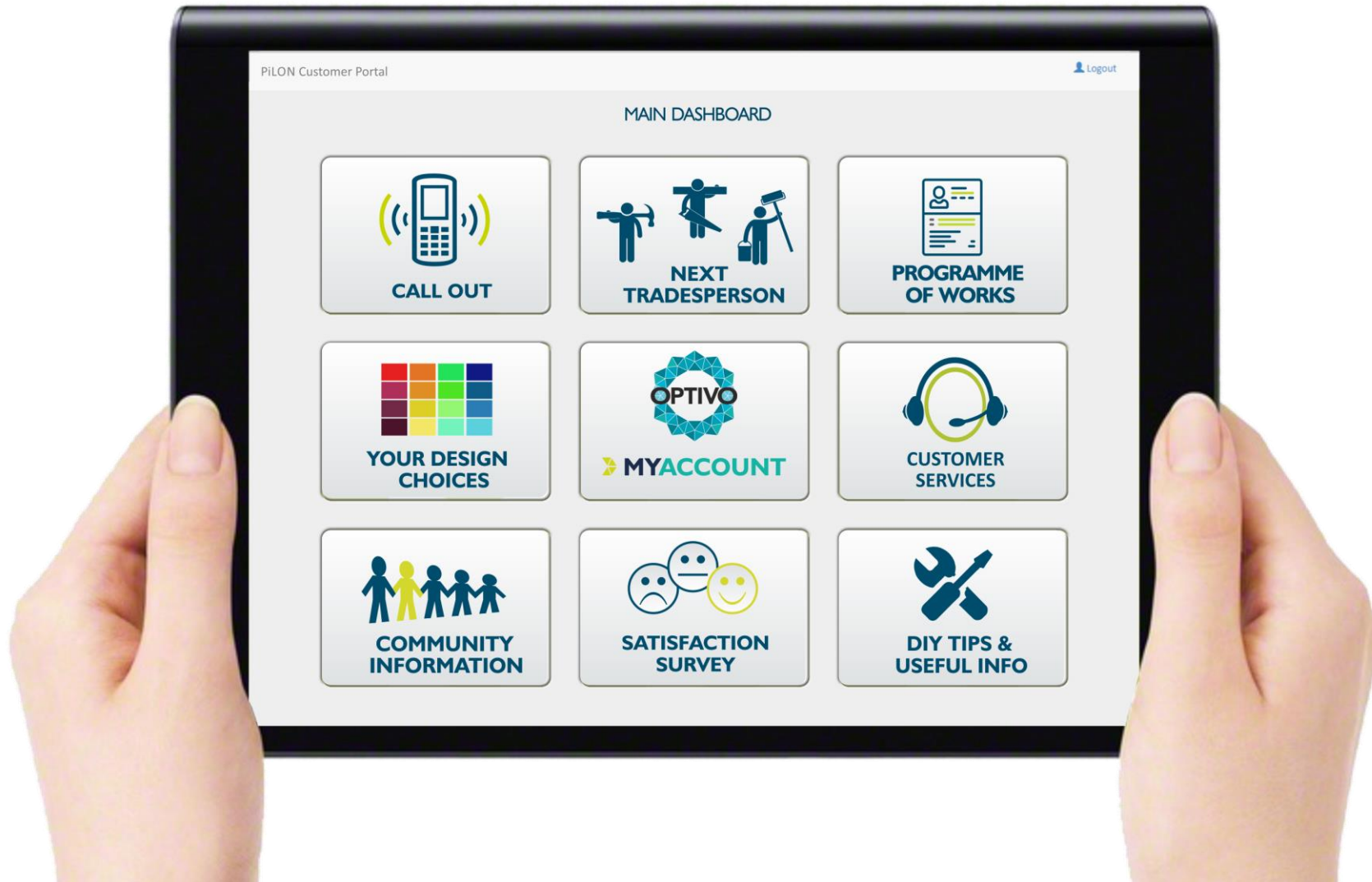
Nino:	YES	
UTR:	NO	
CSCS:	YES	
PUBLIC LIABILITY LICENCE:	YES	
QUALIFICATIONS	EL-AM2	Certificate of Electrical Occupational Competence
	EL	Apprenticeship in Engineering
	EL	L3 Certificate in Electrotechnical Engineering
	ASRA	Asbestos Awareness L1

Alin Donici

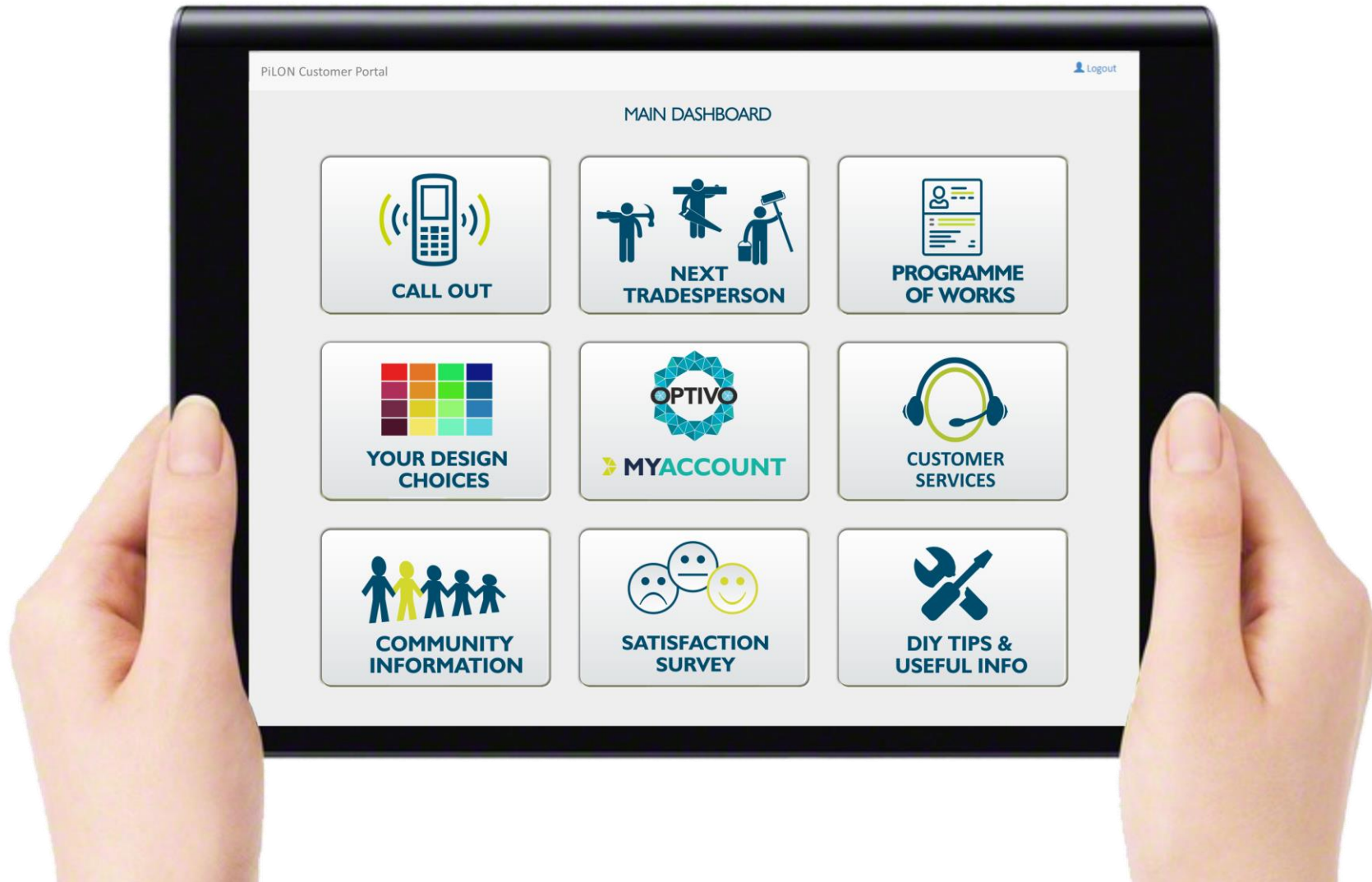
PILON Passport
 Handyman

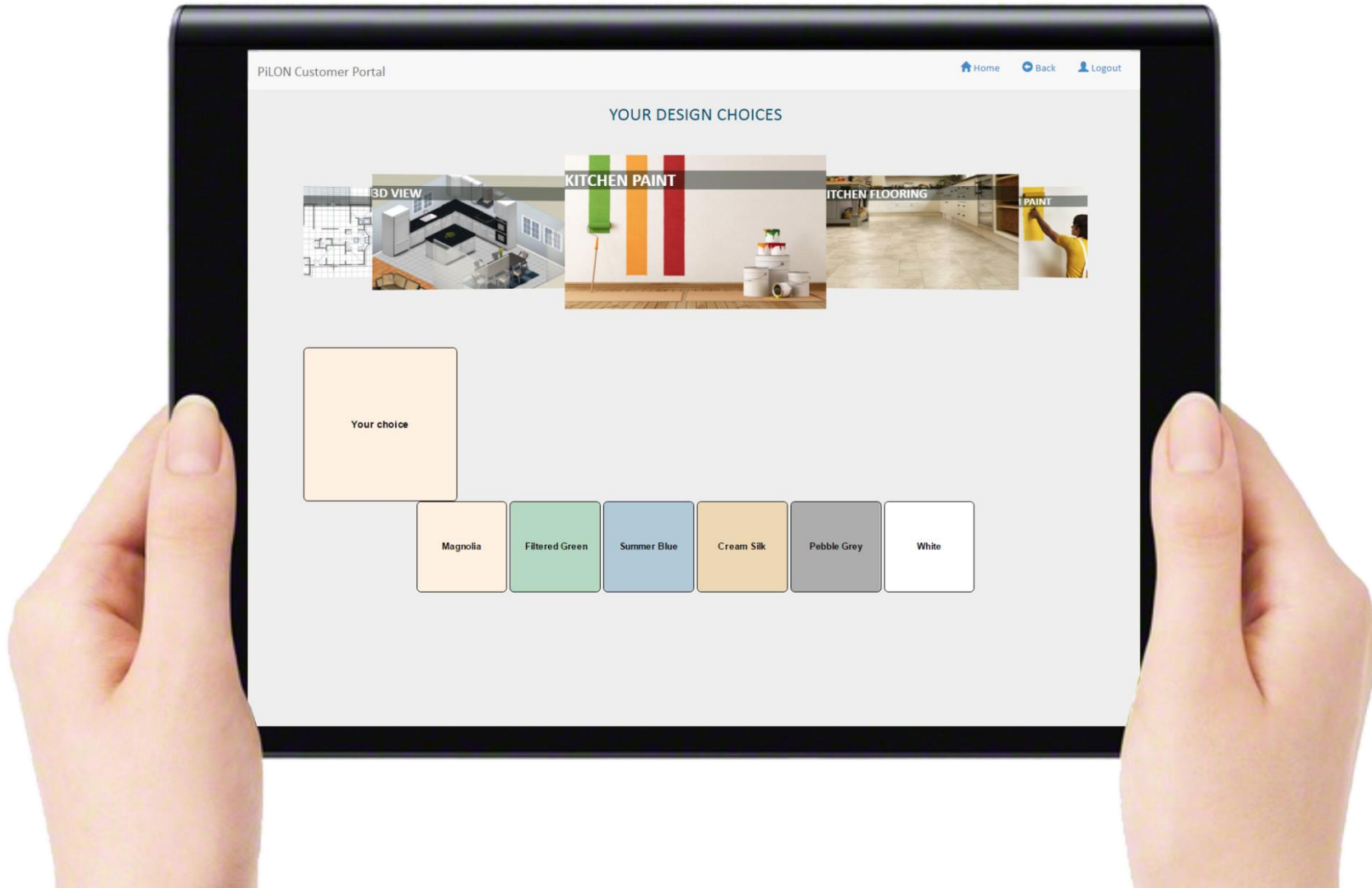
 Pilon, Ashurst Manor, Church Lane, Ascot, SL5 7DD; T: 01344 206 800
 www.pilon.co.uk

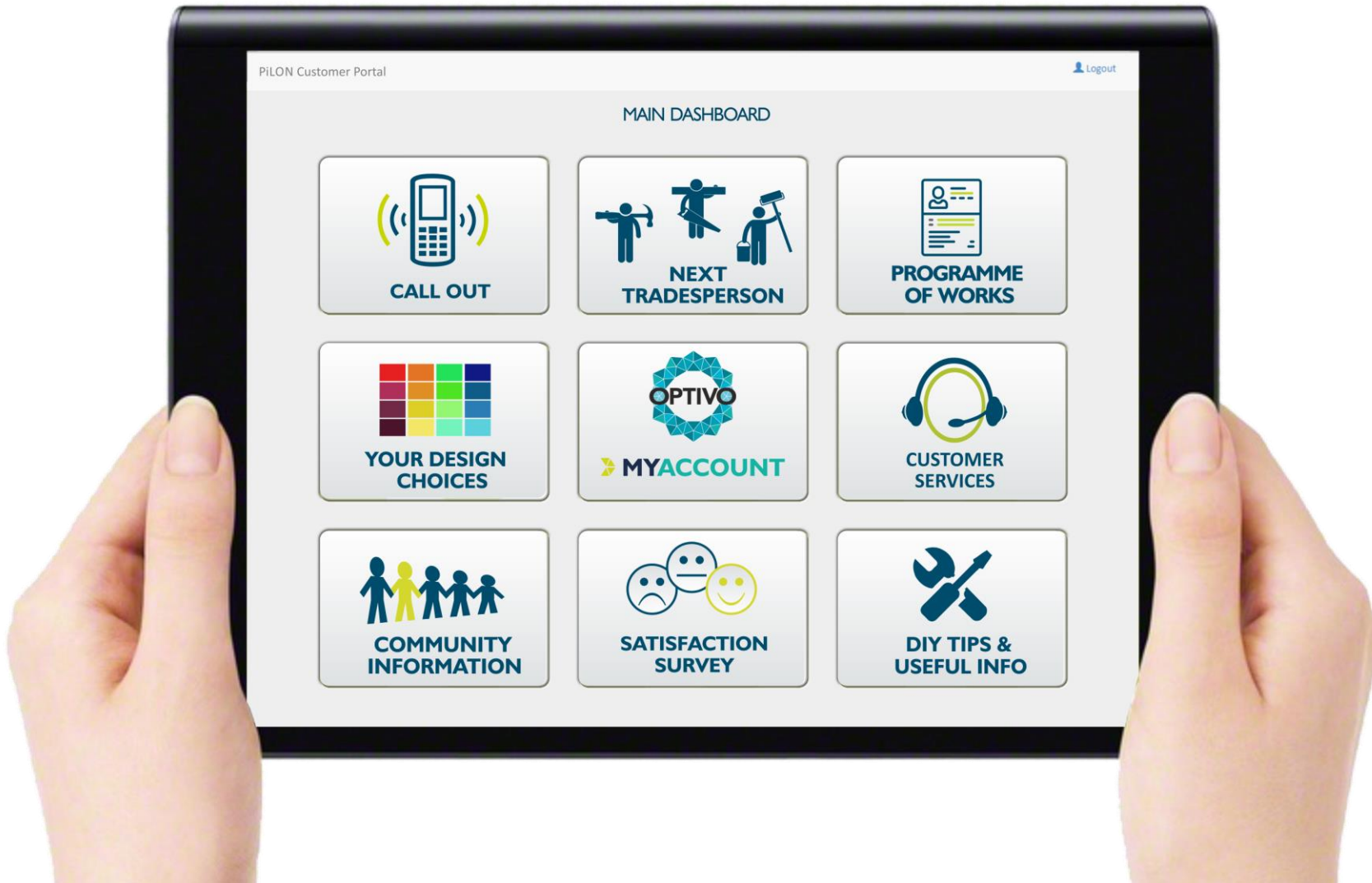
Nino:	YES	
UTR:	NO	
CSCS:	YES	
PUBLIC LIABILITY LICENCE:	NO	
QUALIFICATIONS	ASBA	Asbestos Awareness L1
	SSSTS	Site Safety Training for Supervisors
LAST SCORING (0-UNACCEPTABLE, 1-UNSATISFACTORY, 2-SATISFACTORY, 3-GOOD, 4-EXCELLENT)		
ATTITUDE:	4	
HEALTH & SAFETY:	4	

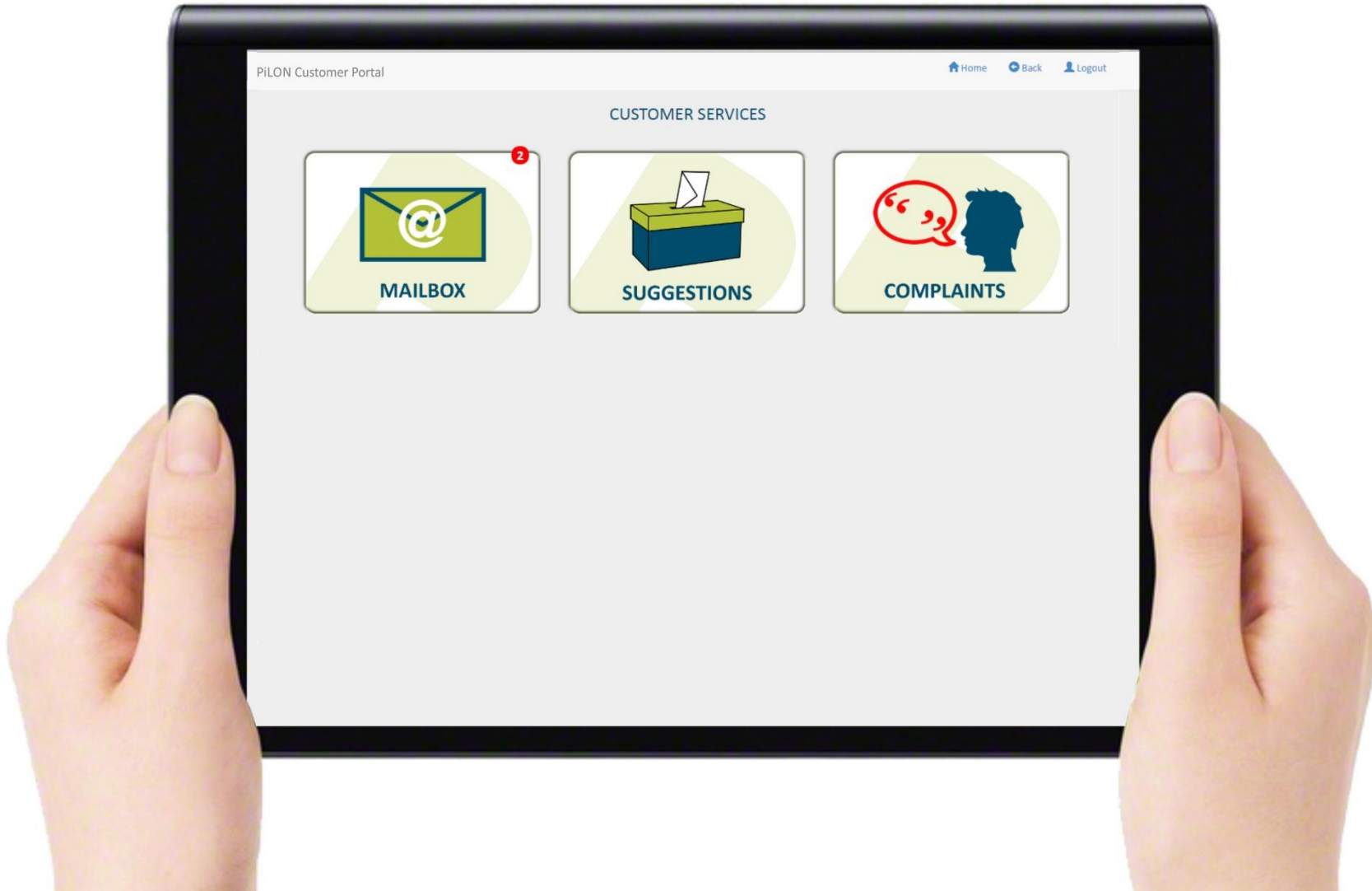


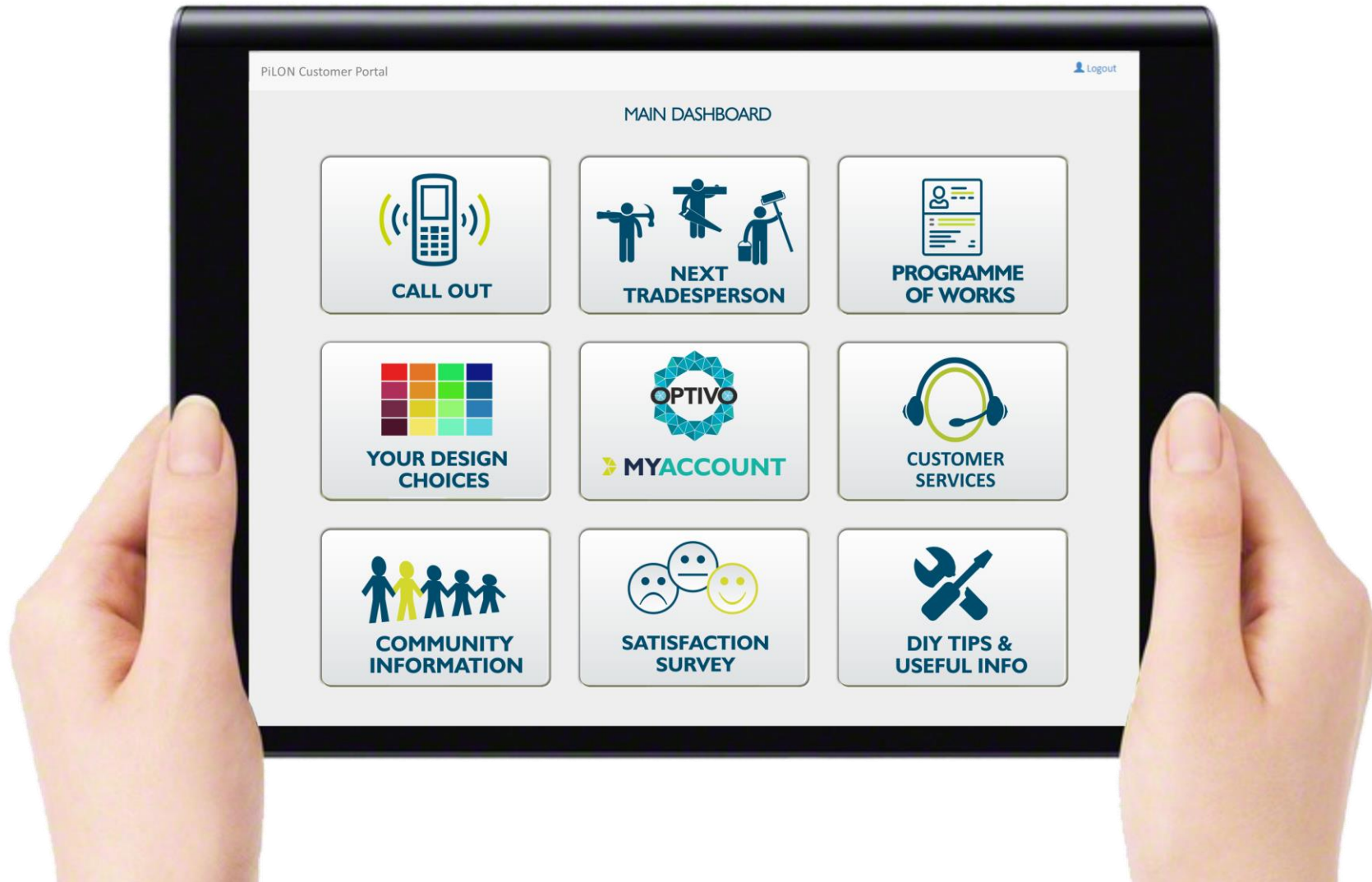


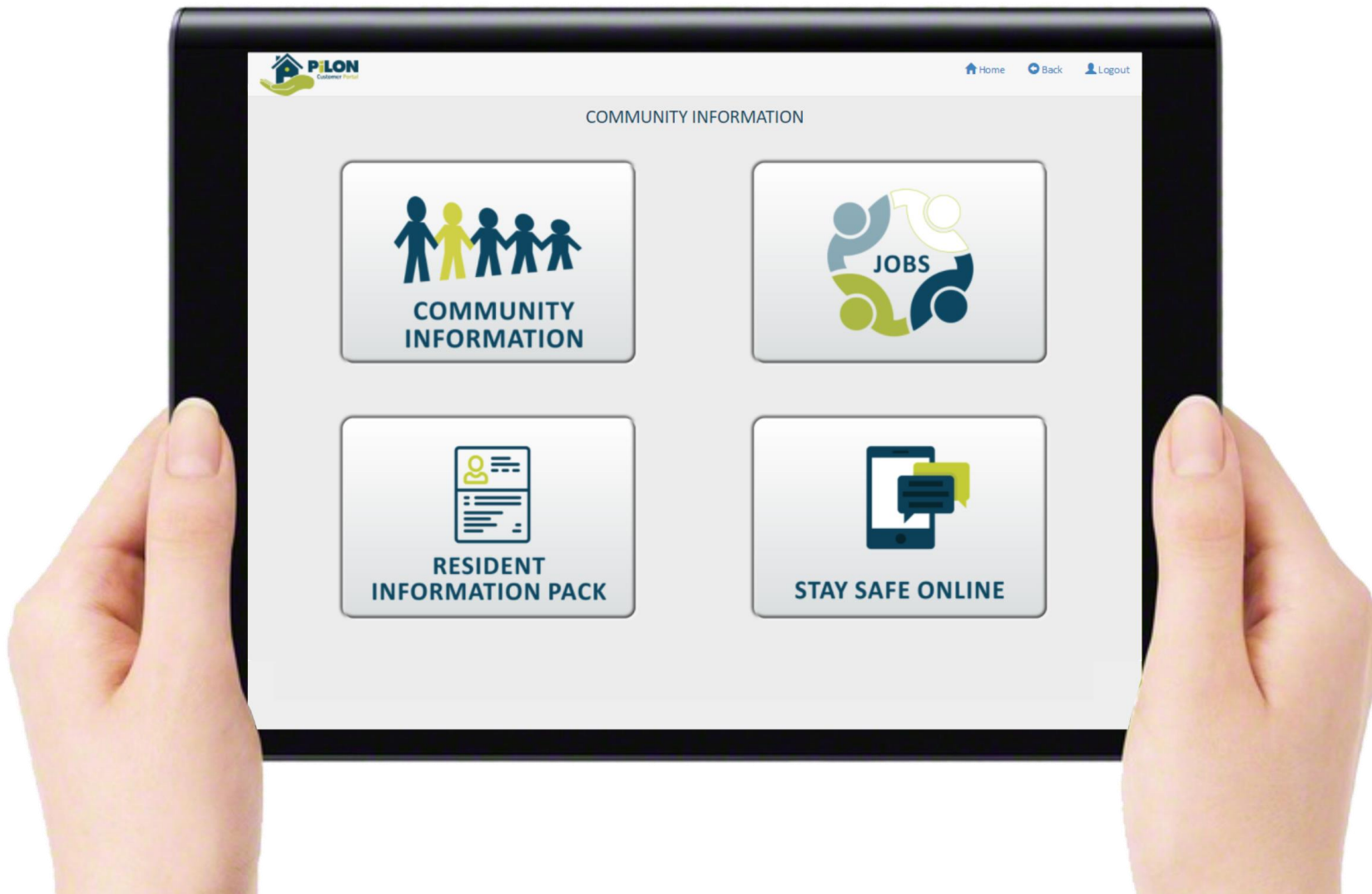


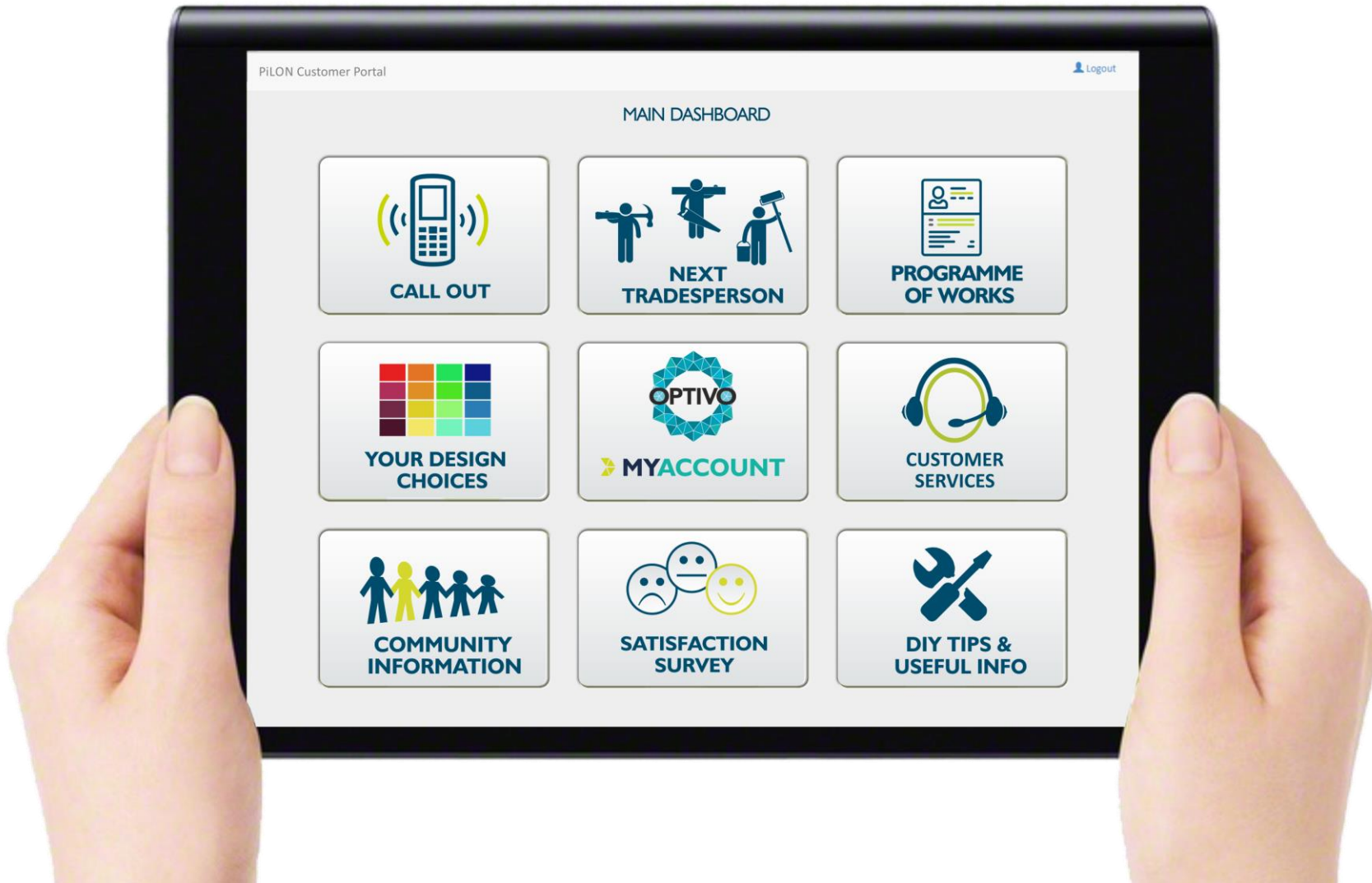


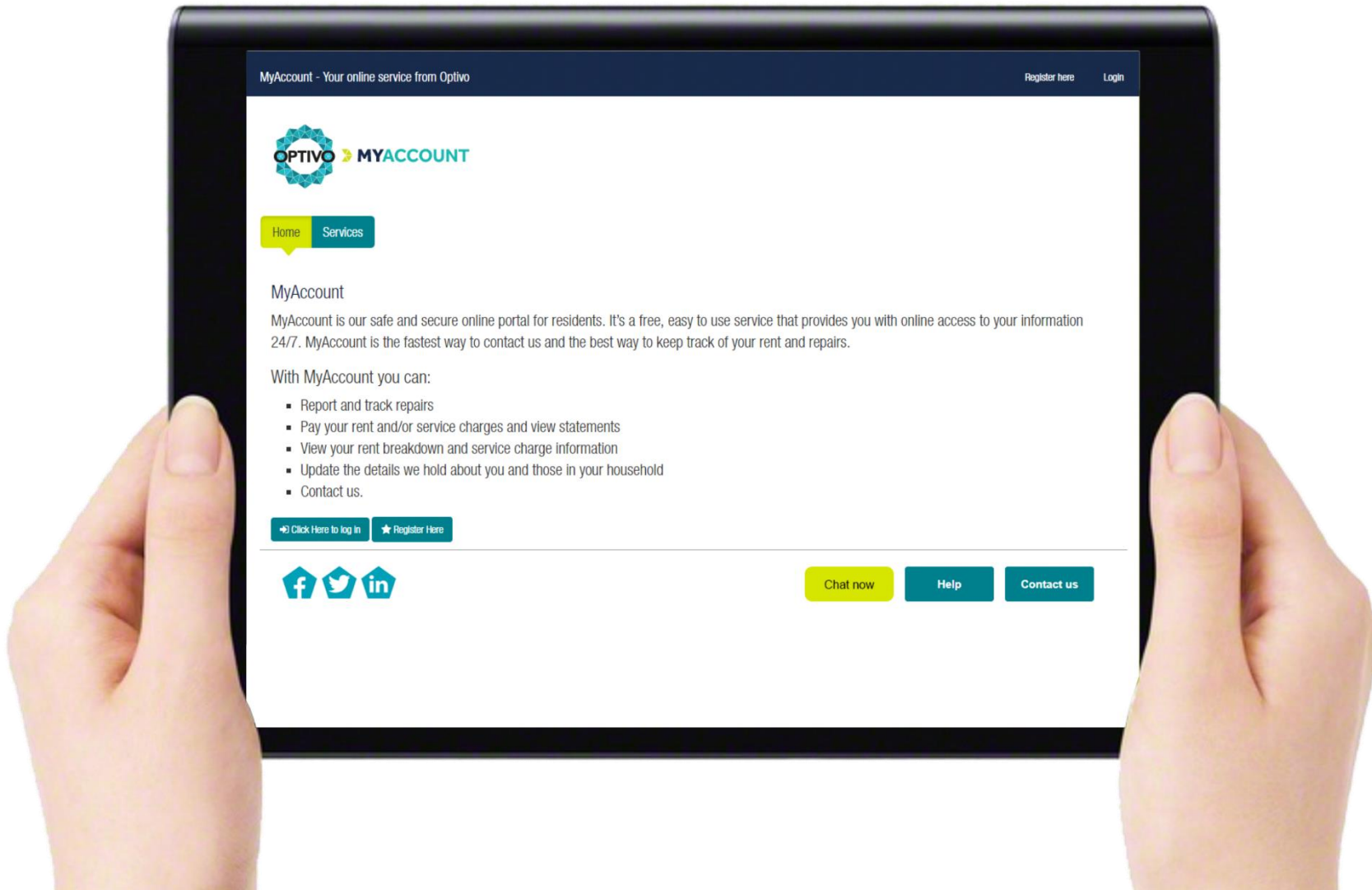


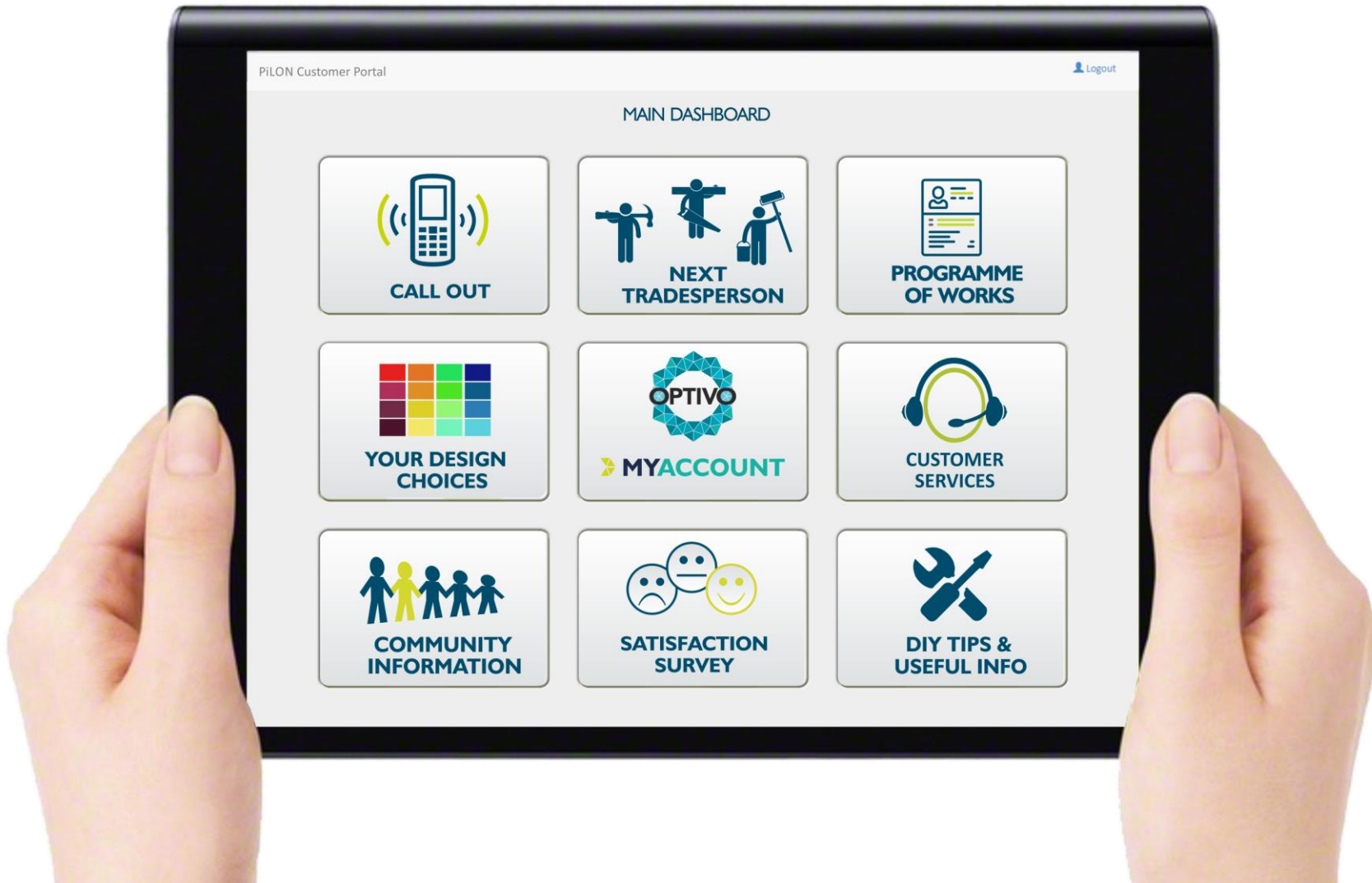




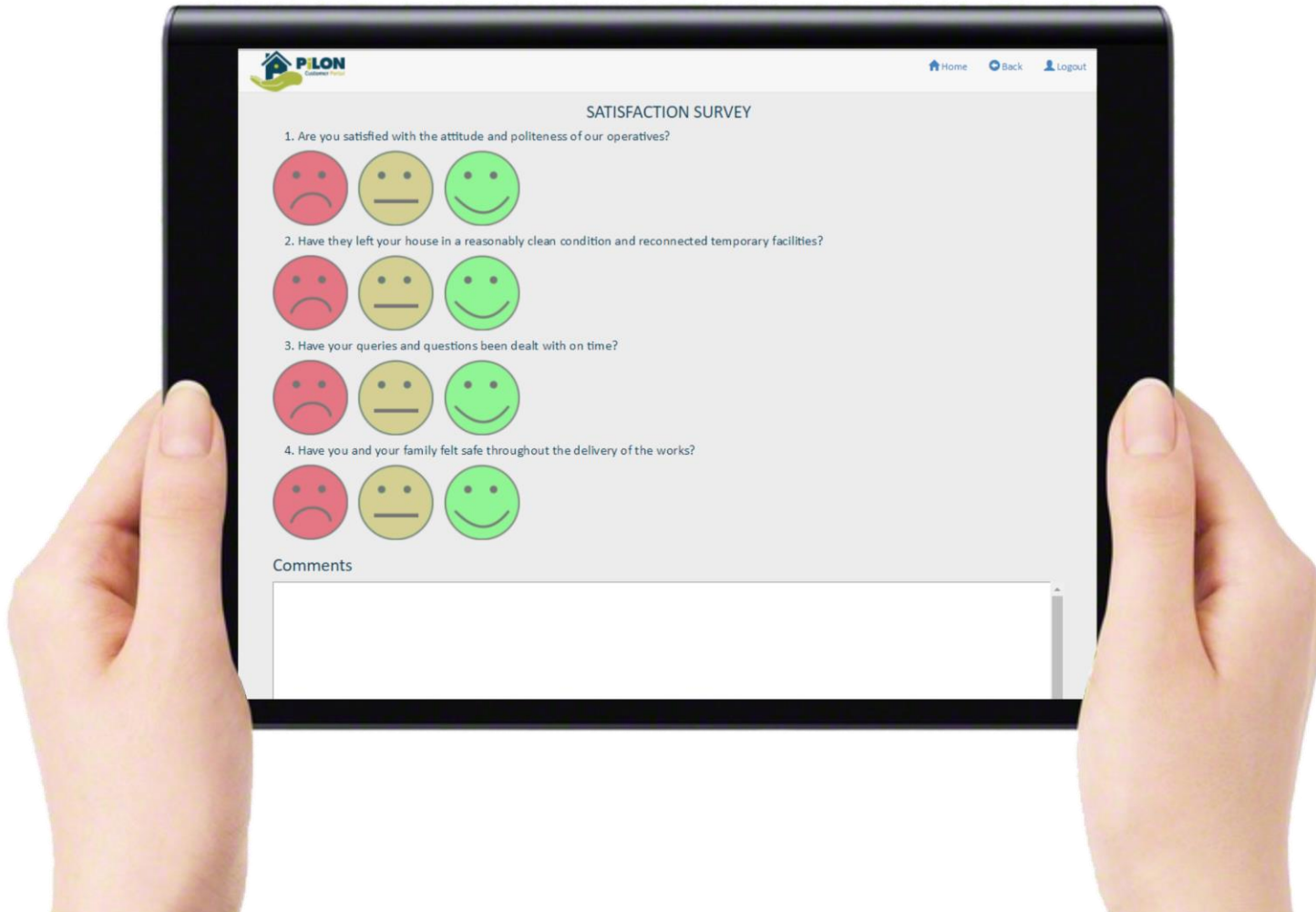




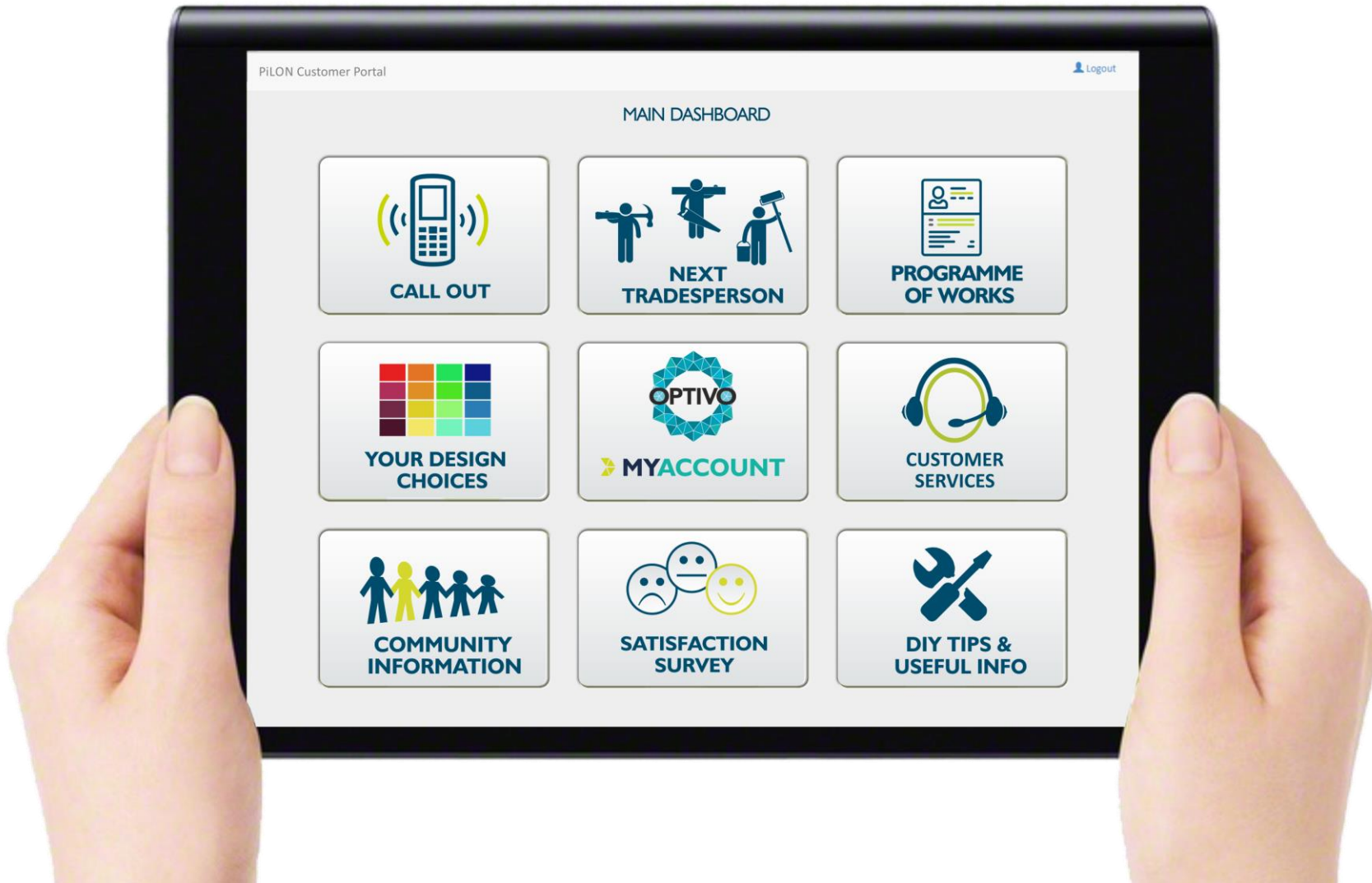




Average Customer Experience Score



99.2%



Q&A



Neal Ackcral



Florian Moldoveanu