

Workshop 1b:

The new customer paradigm: Delivering services online

Speaker: Shaun Aldis, Wolverhampton Homes

Chaired by: David Miller, Rand Associates

Room: Blenheim Room



National Housing Maintenance Forum

serviced by



The New Customer Paradigm 'Delivering Services Online'



Shaun Aldis



Wolverhampton Homes

Overview

History

Our Story

Our approach

‘Repairs on Demand’

Digital Inclusion

Our online customers

Our online services

My advice



Where did it start?



Changing Times

Online Usage for Grocery Shopping Activities

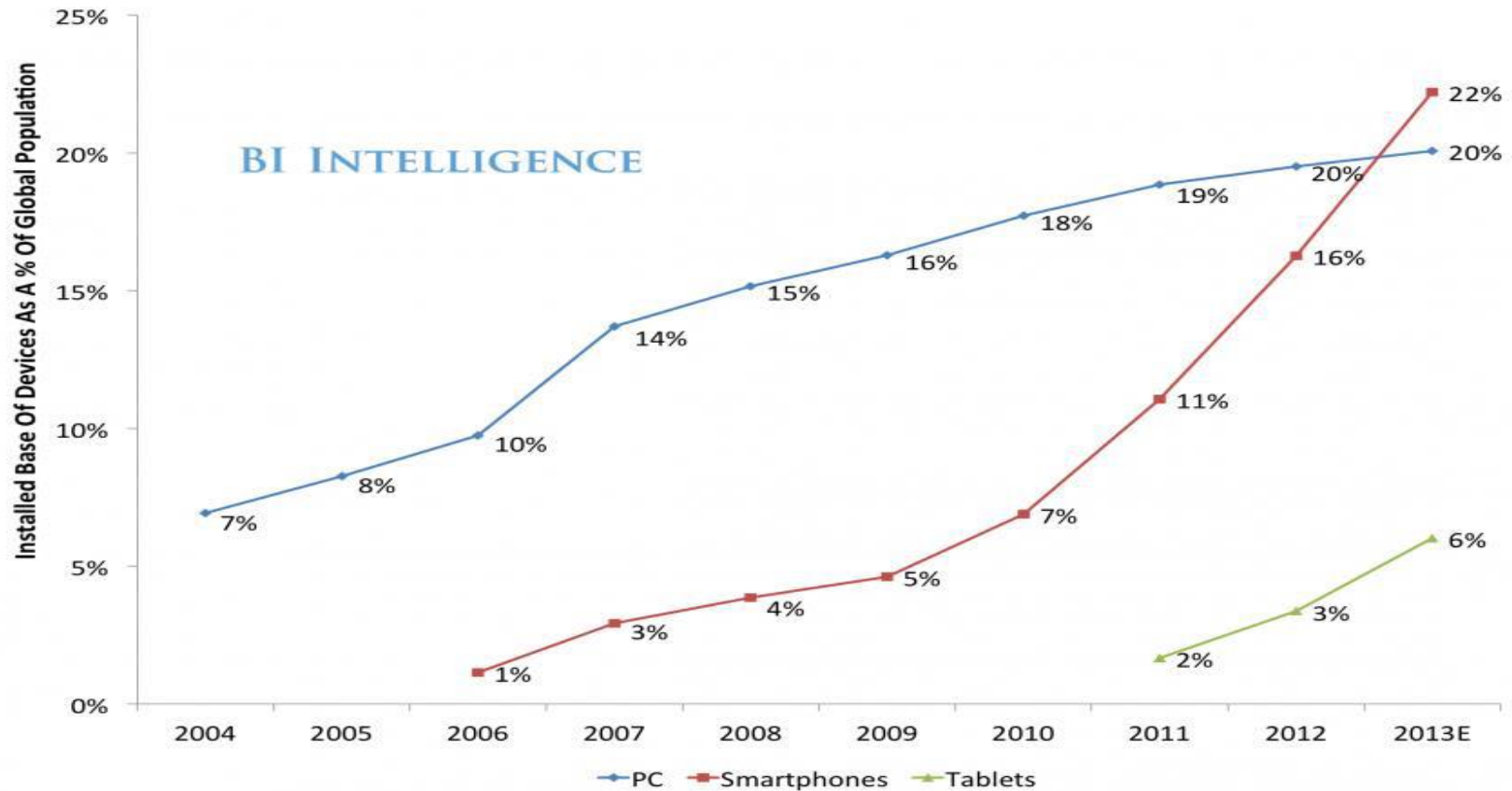
(selected responses: % of respondents, thinking about household grocery shopping, indicating having performed activity on any connected device in the past month)

August 2012



1 in 5 people in the world have a smart phone

Global Device Penetration Per Capita



So what

- ***That future organisational success is predicated on two fundamental capabilities: the ability to drive knowledge worker productivity; and the ability to adopt emerging business technology better than competitors***
- ***So if the IT Customer now demands:***
 - Apps
 - Consumer equality
 - Self adoption
 - Default options
 - IT that supports life style changes.....

How do we respond ?



Houston we have a problem!

- Poor Data Management
- Slow Public Sector Procurement Regulations
- Senior Management out of touch with digital innovation
- Poor hardware/unstable platforms/clunky systems



Who's talking?



Our Customers

50% have access to the internet

29% have smartphones

66% use social networking

14% prefer to contact us by email



STAR Survey 2013

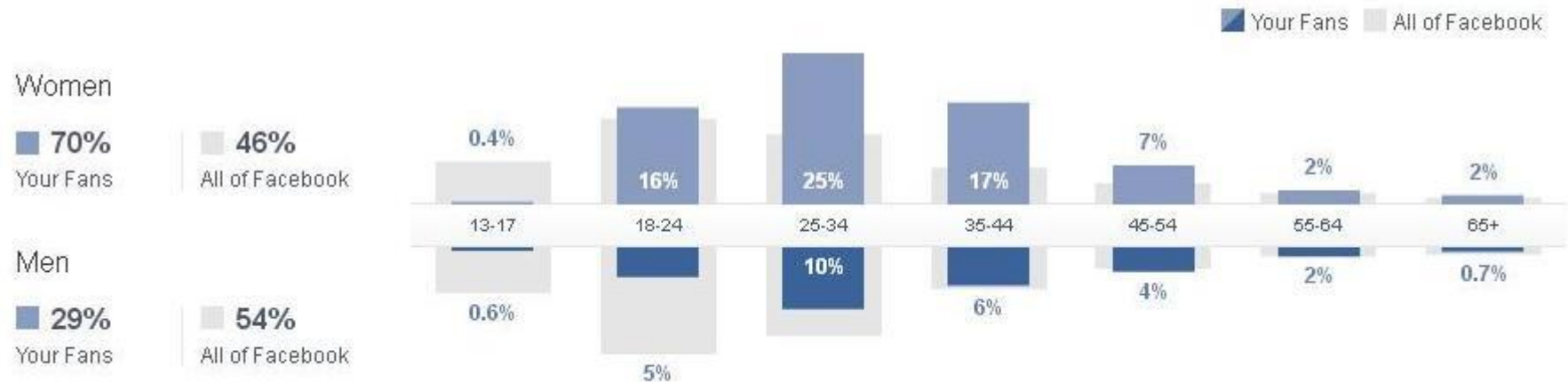


Wolverhampton Homes

Our Facebook Customers

Age & Gender

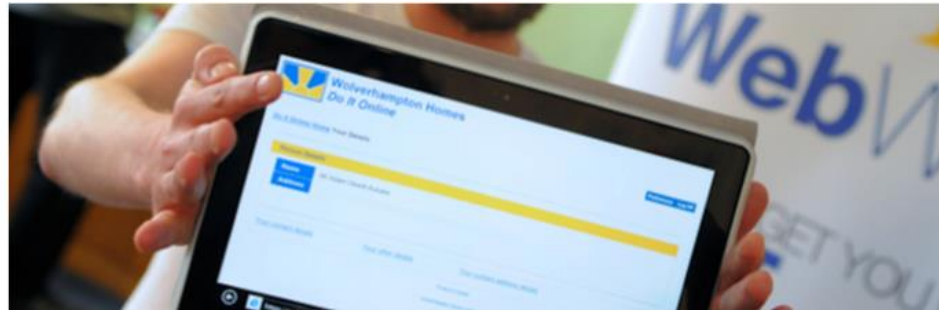
Compare demographics of people who like your Page with the demographics of Facebook's total population.



Our Social Media Story

Self-Service

Do it Online



We want to make it easy for you to access our services 24/7 – whenever and wherever is convenient for you.

You can do this through our **"Do it Online"** service. It's easy and safe to use.

You can:

- Check your rent account
- Check your garage rent account
- Check your contents insurance balance and charges
- Check and update your contact details
- Check your repairs
- Access our online repair reporting website

To **Register** you will need to enter your Surname, Date of Birth and Payment Reference Number.

The self service leaflet will help you get started.



**"Do it online
folks!
It's much more
convenient"**





I'm learning new things online... so I can keep in touch with my grandkids

Margaret, Stowlawn



www.wolverhamptonhomes.org.uk



www.wolverhamptonhomes.org.uk



I pay my rent online... it gives me more time to get other things done

Marie, Tettenhall



www.wolverhamptonhomes.org.uk



www.wolverhamptonhomes.org.uk



We were able to swap houses – because we advertised online

Marie and Jacquie, Merry Hill



www.wolverhamptonhomes.org.uk



www.wolverhamptonhomes.org.uk



Wolverhampton Homes

Customer Service and Communications

Where next?

Need Help?
Have Questions?
OK, Let's Chat!



Contact Us

If you have any enquiries about Wolverhampton Homes and the services we provide or if you would like to report an issue you are having, please use this form to contact us.

*** Required information.**

Name: *

Address: *

Postcode: *

Email Address:

Phone Number:

Type of Comment *

Comment

Name of the person you want to contact (if known):

Listen

Select Language

Search...



What do they say?



Karen Downing ▸ **Wolverhampton Homes**
16 April at 10:27 near Bilston · 🌐

I should have had a repair done yesterday, nobody came, tried calling, phone line unavailable. Works order number 788020/1.

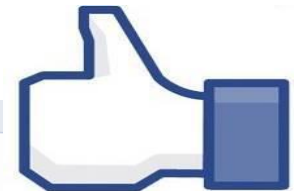
Like · Comment



Laurance Keen ▸ **Wolverhampton Homes**
23 February at 19:34 · 🌐

just like to say a big thank you for Wolverhampton homes who repaired our outside lighting in Alice st block thank you so much

Like · Comment



Getting Started



TESCO

Every little helps



RAC



Wolverhampton Homes

Visioning



Our Approach

The collage features several overlapping images: a group of people in a meeting, a man smiling, a group of staff and tenants, and a Facebook page. The Facebook page is for 'Wolverhampton Homes Tenant Engagement', a community page with 91 likes. It includes a cover photo of a group of people, a profile picture of a group, and a bio: 'We are the Tenant Engagement team for Wolverhampton Homes. Tell us what is important to you, what services you want and how it could be made better. We offer many ways to get involved and you can as much'. The page also shows a map of the area, a 'Like' button, and a '91' likes counter.

Property r
Wolverhar
1,900 lease
www.wolve

About

We are th
Family Sup
Elizabeth B

About -

This
This

The Money Smart Team
all money issues, referra
welfare reforms.

About - Suggest an I

Wolverhampton Homes Tenant Engagement
Community Page about Wolverhampton Homes

91 Likes

Map

Events

Photos



Wolverhampton Homes

More than just another channel :

“Social housing providers could save more than **£340m per year by using more cost effective communications to their 9.5m residents”**

Digital by Default 2012 - the case for digital housing (Housing Technology and Race Online 2012, November 2011)



Which means:

	Costs per contact	Saving if shifted to online
Face to Face	£8.62	£8.47
Phone	£2.83	£2.68
Online	£0.15	

(SOCITM Research 2012)



There's more

- Focussed on fix it and fix it at your convenience
 - Trade support colleagues
- Improved productivity 'HouseMark' top quarter
- Improved capacity
- Reduced fuel £30k p.a. (Ring and Ride)
- Fewer no access 1.1% and jobs passed back <1%
- Empowered and engaged staff
- Customers



Web Wizards



WebWizards **Wolverhampton Homes Web Wizards**
61 likes · 2 talking about this

Computers/Technology
Wolverhampton Homes Computer Wizards are here to provide advice and support for all our Tenants computer needs.

About Photos Likes Do it Online



My advice

Go for it

Learn from it

Let it grow

*Reap the
rewards*



Repairs On Demand *'the new customer paradigm'*



Questions?

Shaun Aldis



Wolverhampton Homes