



Our Digital Journey...so far

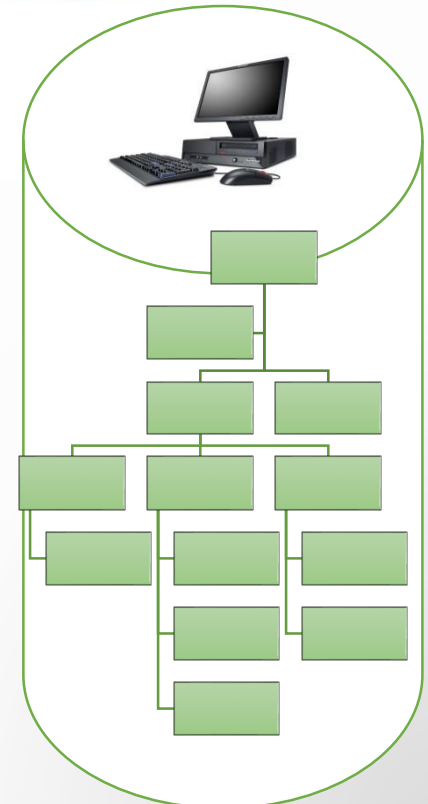
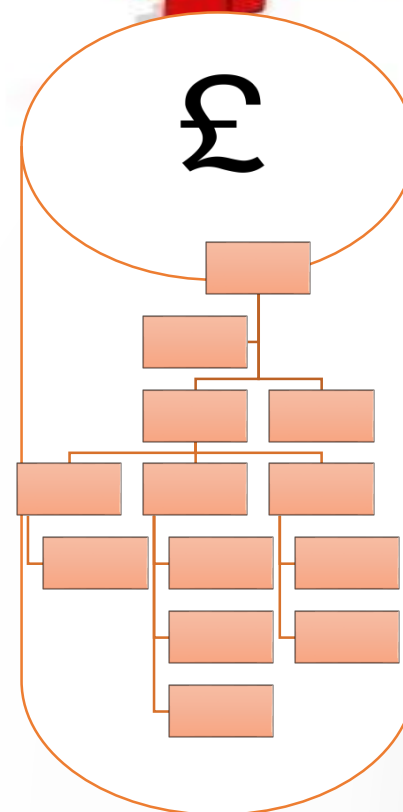
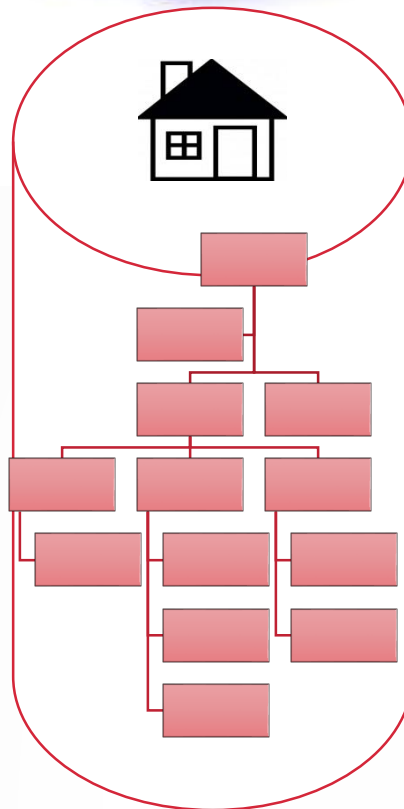
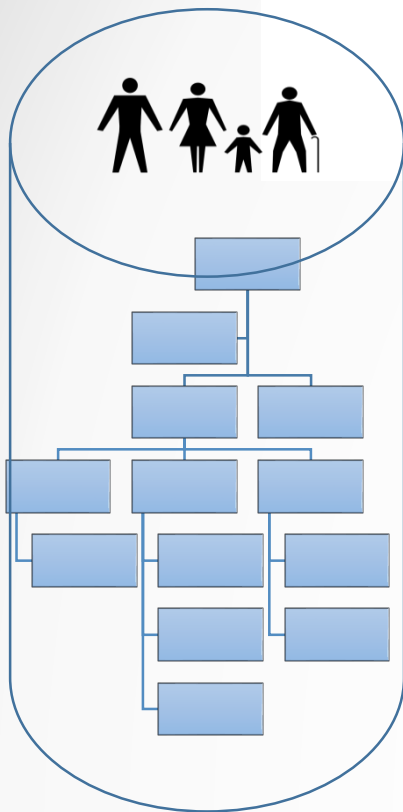


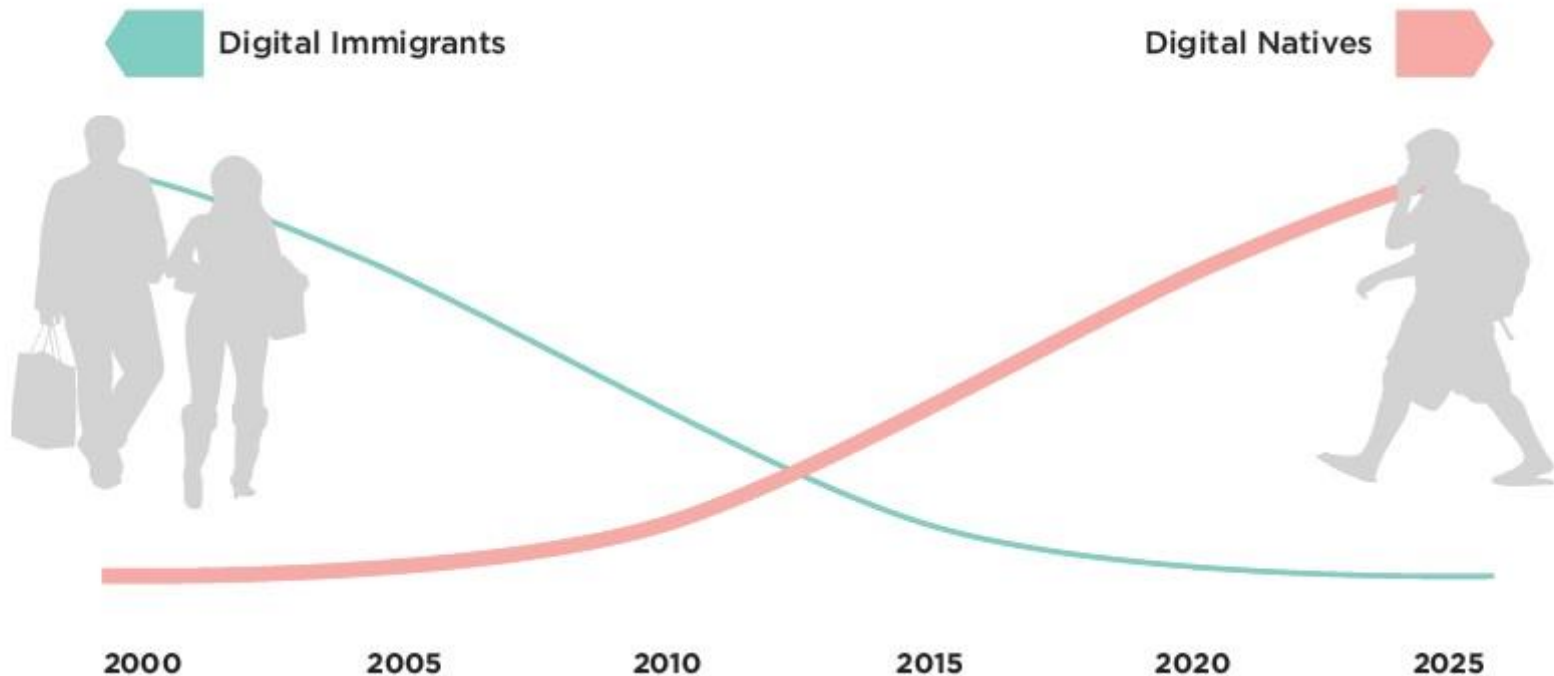
Maria Lyle
Director of Business Support

- Large Scale Stock Transfer ,created in 2003
- Operate within the Scottish Borders
- Wide rural geographical area
- over 40 settlements
- 180 team members
- 5,646 Homes



The Need for Change

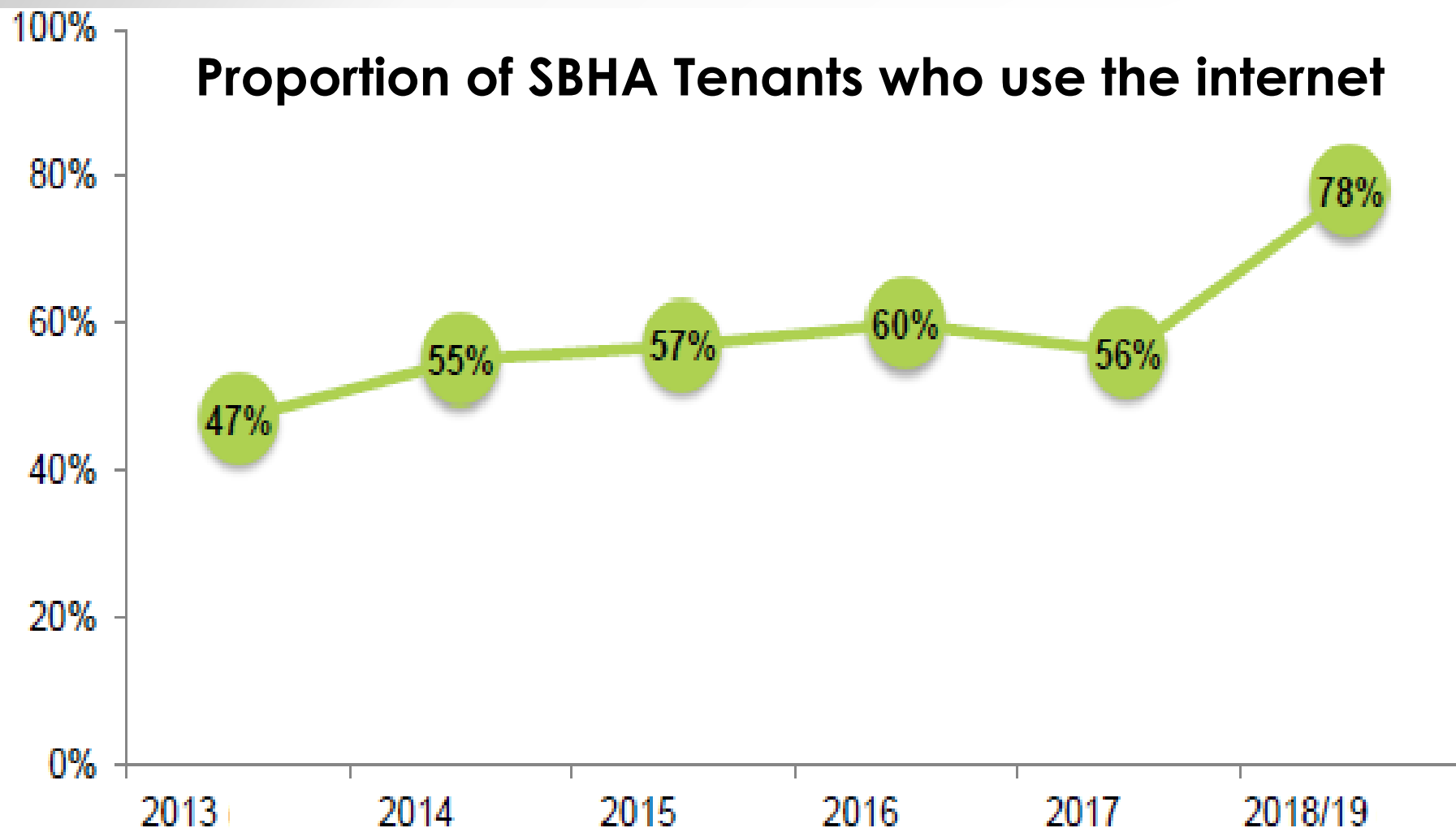




Digital Natives Set to Dominate by 2017

This chart showcases the increase of the digital native audience (those under age 30) and the decrease of digital immigrants (those over age 40) in the general population over time. It's projected that the gap between the "DNA" and digital immigrants will continue to increase over time.

Proportion of SBHA Tenants who use the internet



I WANT TO...

pay

report

ask



SO
THAT...

I get it
done faster

24/7
access

am kept
informed

Customers are delighted with the customised service they receive and see their contact point in the organisation as an Ambassador of the organisation's brand

Frontline employees feel trusted and empowered to make big decisions on behalf of the organisation to delight customers

Team Leaders exist to select, develop and empower frontline employees to delight customers as they deliver the plan

Executive Team employs rigorous continuous customer research to define the evolving strategy and plan

Leader selects a fresh dynamic Executive Team

Our Aims

to provide more choice and flexible channels of service access

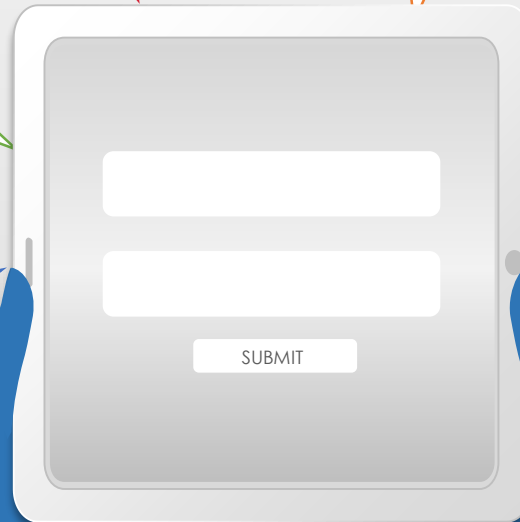
to ensure affordability with a single point of access

to transform the Customer Experience

to provide more visible and local services

to improve quality and performance, providing support to Tenants where it is needed

a single culture that starts with the customer in mind



BORDERS WITHOUT BARRIERS PROGRAMME



Customer

Tenant Survey

Community Teams

Local Surgeries

Single Access point

Self Service



People

**Customer Service
Programme**

**Leadership
programme**

Organisational Design

**Roles , Responsibilities
& Reward**

Investment in Learning



Infrastructure

CRM & Telephony

**Document
Management**

Mobile Working

Affordable Services

**Renovate Systems and
Process**

Community Team Model

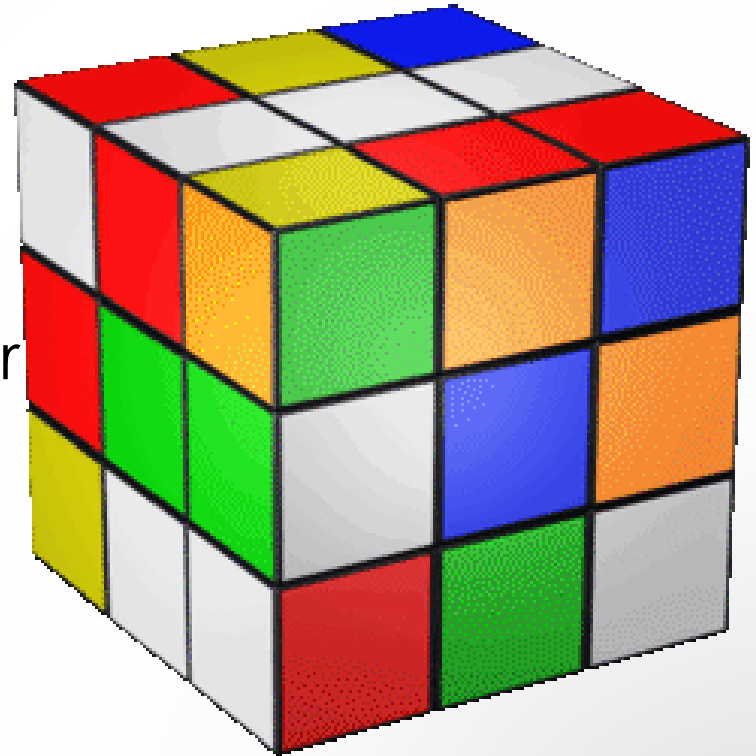


Solutions Team (Customer Hub)





- Understanding customers
- Complex existing systems
- Legacy systems & processes
- Fast pace of change
- Network blackspots
- Team buy-in – confidence & fear
- Building, bridging, retaining relationships
- Upskilling and multi-skilling
- One size does not fit all...
understanding takes time!



Strengthened communication with tenants

Allowed our teams to be more mobile and work from anywhere

Empowering teams to deliver local solutions and be giants on the frontline

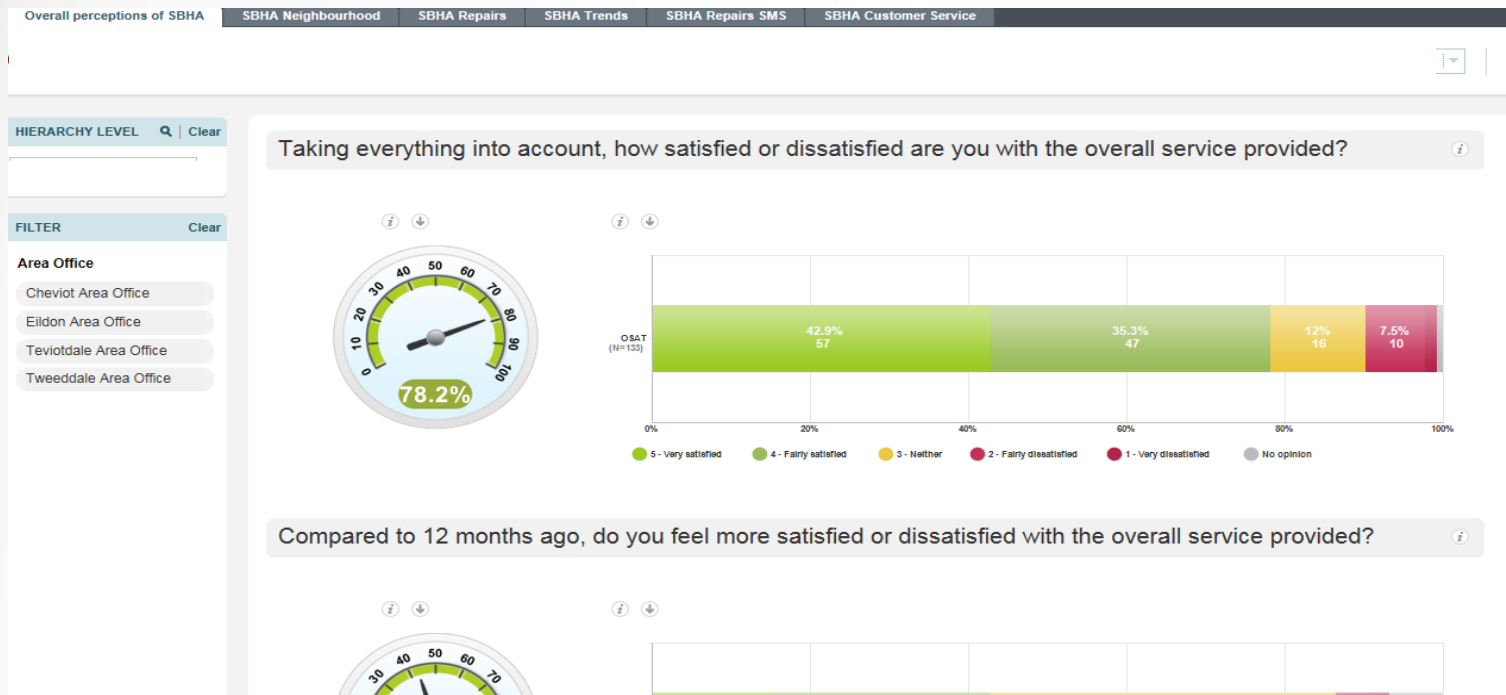
Helped our teams be more productive

Created an IT infrastructure that provides as a platform for change.

Improved collaboration internally and with external partners



- Tenant Satisfaction Survey now digital
- Online, text, phone from postal
- Quarterly from annual
- Transactional Service Specific Surveys (IVR)
- Real-time feedback and reporting



Outcomes



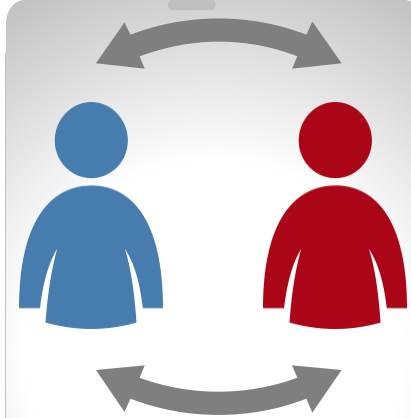
**Tenant
Satisfaction
Increased**

UP 11%

satisfied with
opportunities
given to
participate in
decision
making

UP 9%

feel SBHA is
good at
keeping them
informed

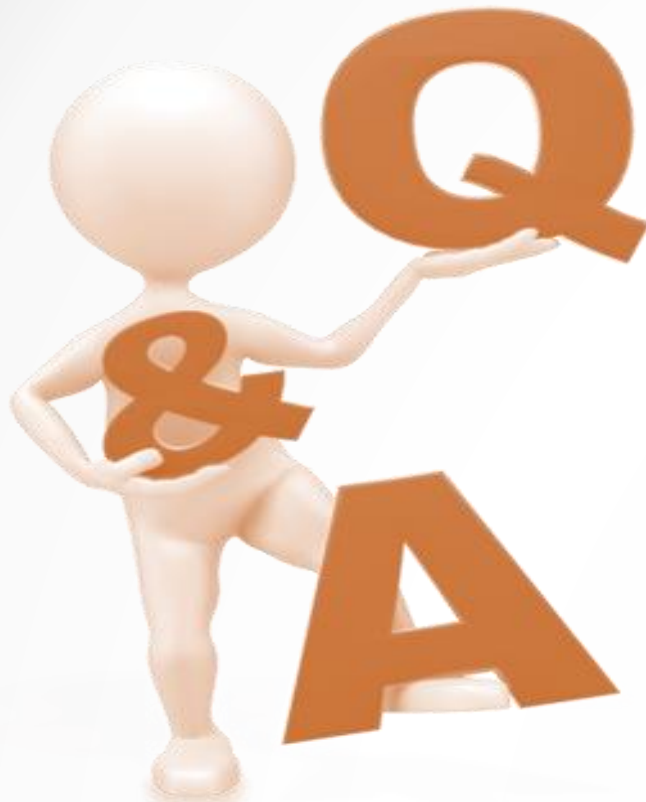


Up 40%

**First Point of
Contact
Resolution**

- Understanding Customer Needs and Aspirations is key
- Keep Customer needs at the fore
- Don't design on yesterday's processes
- Not an IT Project – Business Project
- Involve Teams and Tenants early
- Adopt differing methods of engagement
- Be Patient – building trust and sustainable change takes time
- Develop clear and realistic action plans & road maps
- Test, Pilot and Soft launch
- Be prepared not to get it right first time
- When you think you've done all that can be done.....
technology evolves!!

Thank You!



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