



Communicating Universal Credit to Millennials

With Emma Johnston and Gary Whitehead

A hand is shown holding a smartphone. Overlaid on the right side of the image is a semi-transparent network diagram. The diagram consists of various icons connected by dotted lines, including a magnifying glass, a smartphone, a speech bubble, a plus sign, a location pin, a gear, and a document. Faint text labels like 'SEARCH', 'WEBSITE', 'COMMIT', 'MONITORING', and 'RESOURCE' are also visible within the diagram.

Generation Breakdown

- Definition of a generation
 - Age groups
 - Different attributes
- Generations active today
 - Five generations
 - Five views on customer service

Who Are We Talking About?



Traditionals



Generation X



Baby Boomers



Millennials

Generation Z





EXERCISE!



Generational Differences

- Finances
- Education
- Job Security
- Assets
- Technology
- Communication



Why Millennials?

- Why only Millennials?

- Direction

- Priorities

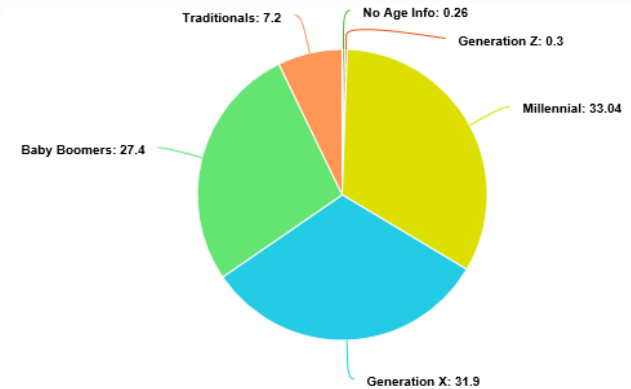
- Why only Universal Credit?

- Big change

- Financial repercussions

The Customers

- How many tenants?
 - 3042
- How many in debt?
 - 1075 (35.3%)
- How many on UC?
 - 906 (29.8%)
- How many on UC and in debt?
 - 494 (54.5%)





Albyn's Millennials

Question

- How many?
- In debt?
- UC Claimants?
- UC claimants in debt?

Answer

- 1006
- 477
- 465
- 277

47.4% of millennial tenants are in debt
59.6% of millennial UC Claimants are in rent arrears

A hand is holding a smartphone on the left side of the frame. The background is a light gray with a network diagram overlay consisting of nodes and lines. Various terms are scattered throughout the diagram, including 'SEARCH', 'ACCOUNT', 'SITE', 'CONTENT', 'RESOURCE', 'COMMENT', and 'ADMIN'.

Why Change?

- Older communication methods
 - Paper
 - Telephone
- Millennial's communication preferences
 - Online
 - App based

Universal Credit is online based



GDPR Implications

Before We Get Ahead of Ourselves...

- Legislation
- Risks
- Precautions
- We have a responsibility
- Sensitive information
- Always remain vigilant

Consent to correspond digitally must always be provided by the customer



Facebook

- Rent increase campaign
- Facebook focus
- Standard letters
- Our statistics

Albyn Housing Society Limited (Housing Association) 13 April

As a tenant it is your responsibility to make sure that your rent is paid regularly and on time. This applies whether you pay all your rent or whether some is paid through Housing Benefit.

You must pay your rent in advance and you can pay weekly, fortnightly or monthly. We can offer you a number of ways to pay.

If you are struggling for any reason please speak to your Housing Officer or the CAB who may be able to help you.



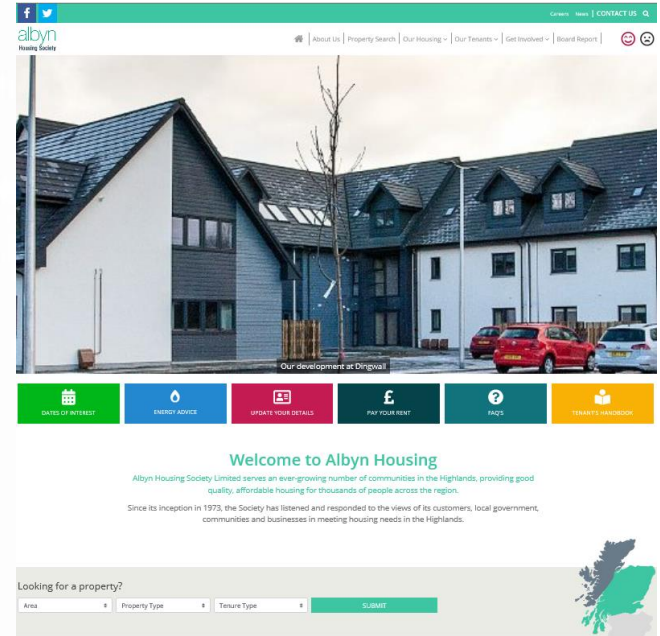
Albyn Housing Society Limited (Housing Association) 1 April

Don't delay, do your update today!!!!
Save yourself a headache - update your UC journal with your new rent figure NOW
Sign into your UC account with this link:
<https://www.gov.uk/sign-in-universal-credit>



Websites

- Company websites
- UC Hub
- Tenant Portal
- Allpay
- Signposting





Texting

- Text campaigns
- Customer survey
 - External company
 - Statistics
- Repairs survey
- General communication

A hand is shown holding a smartphone. The background of the slide features a faint, stylized network diagram with nodes and lines, overlaid with various digital icons and text labels such as 'ACCOUNT', 'SEARCH', 'WEBSITE', 'MONITORING', and 'RESOURCE'.

Emailing

- General communication
- Sending electronic documents
- Proposed email campaign
 - What needs to be included?
 - What will make it effective?



Futureproofing

- Changing technology
 - Housing management IT
 - Mobile working
 - Paperless environment
- Encouraging adaptability
 - Promoting technological learning and development



Any questions?