How to connect your digital decisions to the customer offer

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Great homes. Great services. Great people.

Research....understand your customer
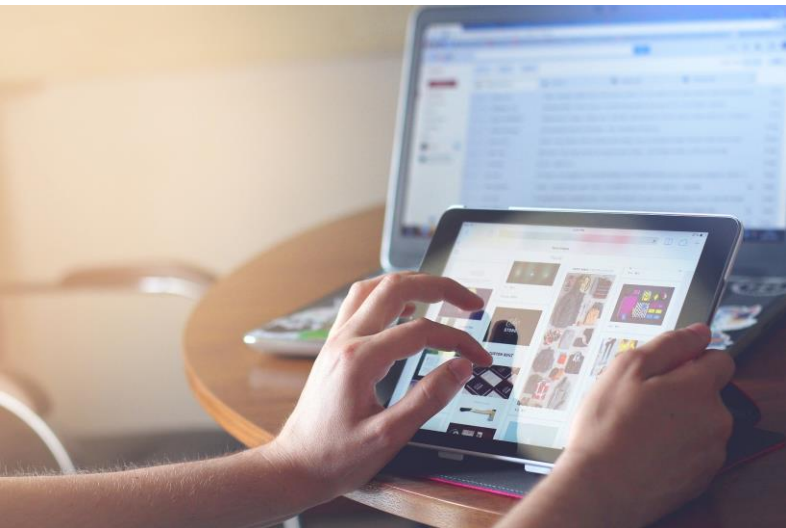
> Demographic breakdown of your customers – equalities & diversity

> Compare your customers against the wider population in your area – make use of open-source information and data readily available online

> Digital profiling – baseline how digital your customers currently are, what access and digital devices they already have

Office of National Statistics: January to February 2020

96% of households in Great Britain had internet access, up from 93% in 2019 and 57% in 2006 when comparable records began

Internet connections in households with one adult aged 65 years and over have increased by seven percentage points since 2019 to 80%

87% of all adults shopped online, up from 53% in 2008; those aged 65 years and over had the highest growth, rising from 16% to 65% over this period

49% of adults aged 25 to 34 years used a virtual assistant smart speaker or app, compared with 17% of those aged 65 years and over

18% of adults in Great Britain used internet-connected energy or lighting controls, with those aged 35 to 44 years using these most at 26%.

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Define your digital objectives...

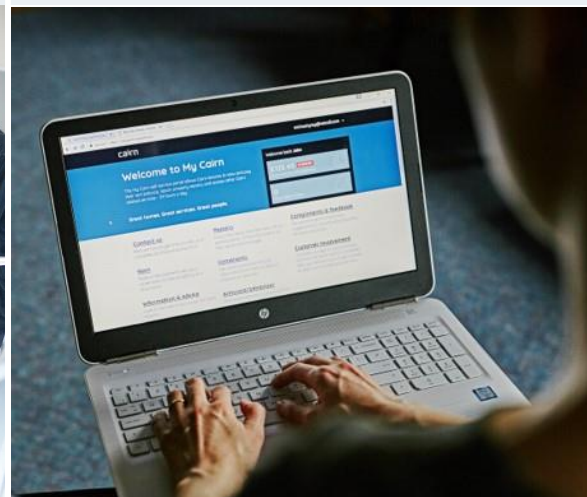| Our Customers	Our People	Our Technology	Our Returns
Provide easy, convenient and flexible services that customers want to use. Give them a choice of how to access services.	Empower staff to work flexibly, providing a supportive and attractive service to the customer.	Provide simple, secure and flexible technology using modern and innovative systems that work.	Maximising income, increasing efficiency, reducing overheads and delivering value for money.

Customer input...tenant participation

We will use many methods to engage our customers and gather input into 'Our Digital Future'.

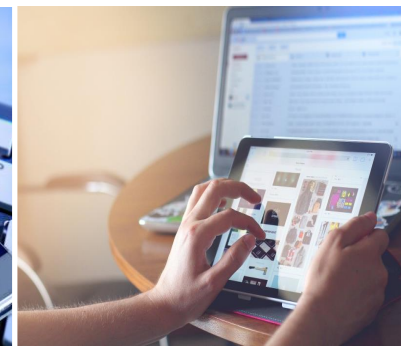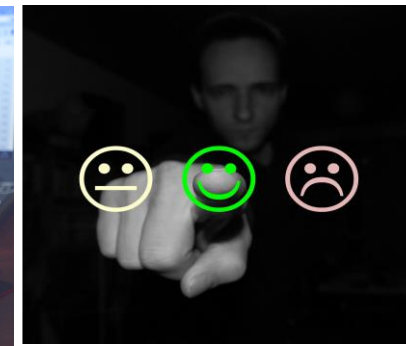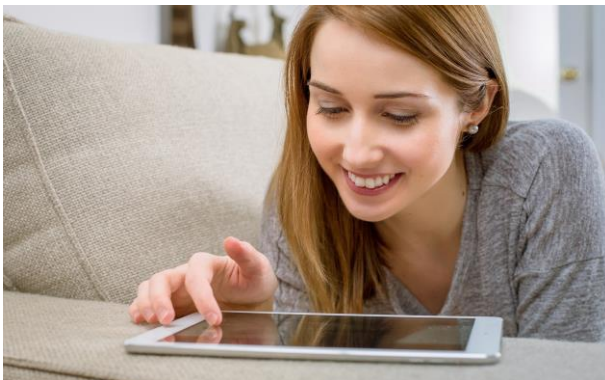| Workshops	Service Design	Focus Groups	Social Media	UAT testing	Surveys
Workshops to discuss digital future and identify what services our customer would like to do online.	Use Service Design principles with customers to engage them in the design and delivery of future services	Utilise Focus Groups to review and assess the quality of specific outbound comm's and digital services.	Social media campaigns to promote and drive channel shift and gather feedback.	Customers to complete UAT testing and give feedback on new online services.	Service specific satisfaction surveys, spot surveys, annual customer satisfaction surveys (ARC)

Don't forget digital inclusion…

Cairn's approach

Co-browsing	Provision of devices	Skills Support	Signposting
Cairn connect will have the ability to co-browse with customers to support their online future. This will allow Cairn to view to a customer's device and support them to use the MyCairn portal.	Cairn will work with suppliers, support partners, charities and government to identify sources of funding a and grants to allow provision of discounted or free devices to support digital inclusion	All frontline staff will have training on the MyCairn site and have suitable devices to be able to encourage and support customers in the registration and use of MyCairn when visiting their homes.	There will be a series online guides to support our customers in the use of MyCairn and its online services. There will also be signposting available to local services.

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Define digital outcomes...

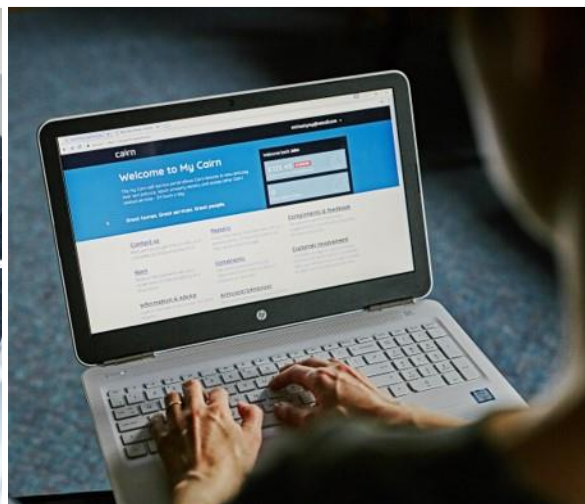| Customers	Staff	Technology	Returns
• Digital Strategy • Channel shift – customer interactions • Speed of resolution • Convenience / accessibility • Increased customer satisfaction	• Digital Strategy • Paperless offices – reduce printing costs • Evidence based decision making (data & BI) • Staff Engagement • Flexible working • Digital skills development	• Digital Strategy • GDPR & Data Security • System architecture – assess and review (SWOT) • Innovation, flexibility and adaptability for future • Automation plan for services & applications	• Maximise income • Reduce costs per transaction • Increase processing efficiency (Time saved) • Increased capacity with reduced overheads • Reduce carbon footprint

Benefit Realisation…

To ensure benefits are realised and not just achieved ensure:

- **Business cases state specific business benefits in a clear and understandable way, not just focus on financial saving.**

- **Understand that not all deliverables and objectives achieve specific benefits on their own but are cumulative**

- **Have a mechanism in place to manage and measure benefit realisation**

Digital transformation projects can often be considered finished when the deliverables have been completed despite the objectives and benefits not being realised.

Benefits realisation takes time and will not be evident on completion of the deliverables, it is therefore essential that a structure and mechanism is in place to realise these benefits following completion of a transformation project

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