Channel Shift…

Neil Golightly
Sarah Parker
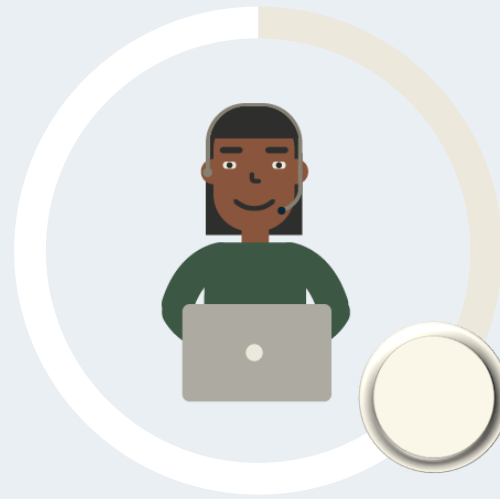
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Great homes. Great services. Great people.

Our story… who is cairn?

Our new brand

Modern ways of working

An engaged team

Improving services and modernisation

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Our digital journey…

Multichannel

Good timing

Our secret weapon

Profiling and segmentatio n

Cairn Connect and partnership with Netcall

Our new website and self-service portal

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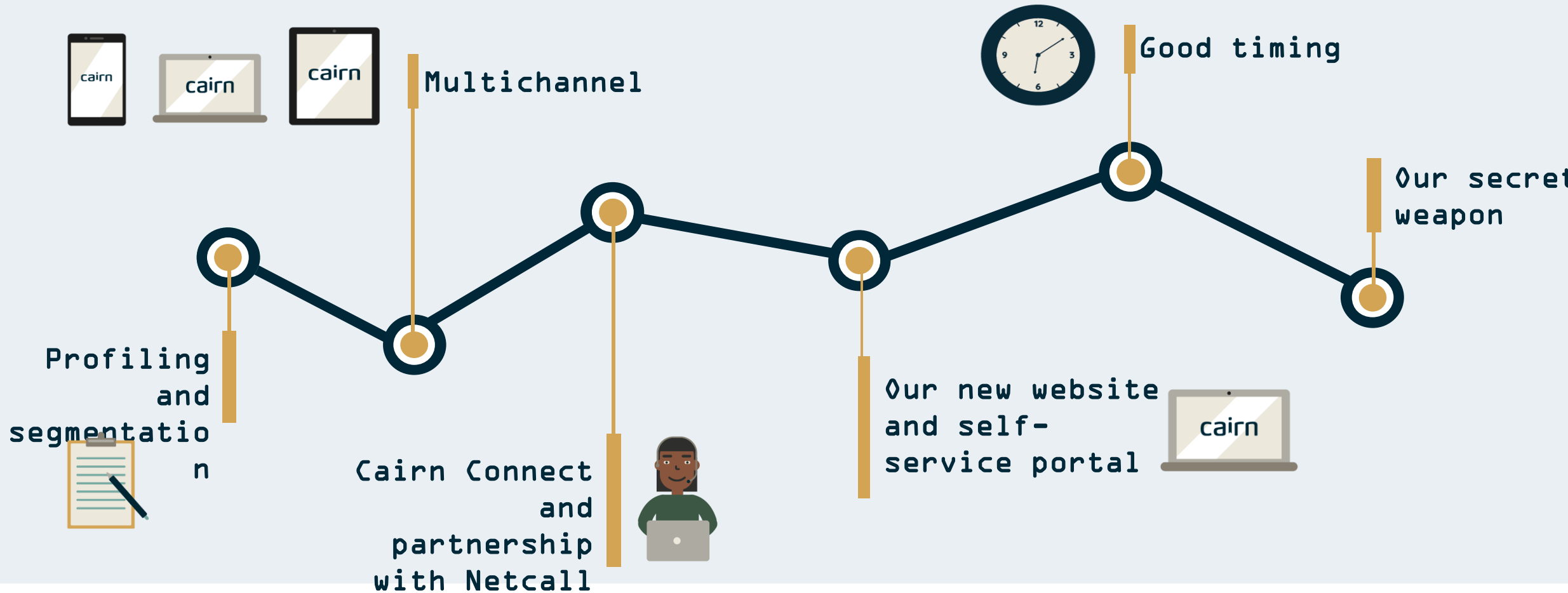
Our digital objectives…

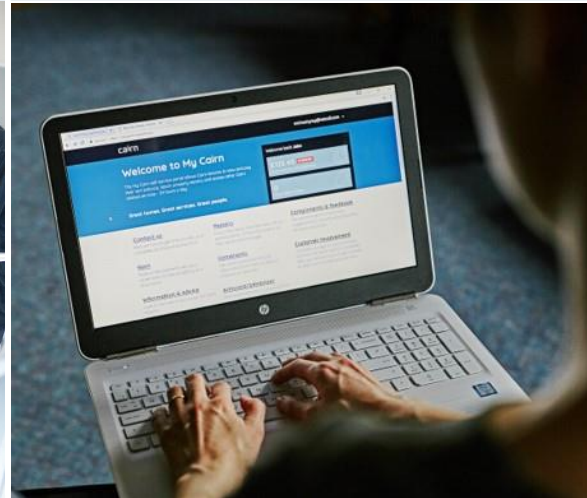| Our Customers	Our People	Our Technology	Our Returns
Provide a easy, convenient and flexible service to our customers; giving a choice of how to access fast and personalised services.	Empower our people to work flexibly, providing a supportive and attractive service to our customer.	Provide simple, secure and flexible technology using modern and innovative systems that work.	Ensure return on investment, maximising income, increasing efficiency and achieving value for money.

Our communication channels...

Understanding our customer

Do you use the internet?

- 16% No
- 84% Yes
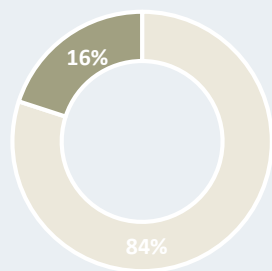
■ Yes ■ No

Are you happy for Cairn to contact you digitally?

- 23% No
- 77% Yes
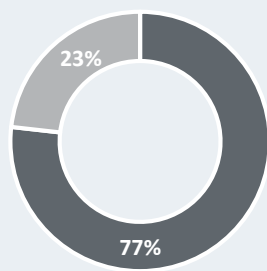
■ Yes ■ No

Would you use Cairn services online?

- 31% No
- 69% Yes
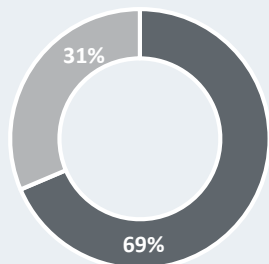
■ Yes ■ No

What is your preferred method of contact?

- 46% Email
- 54% Post

■ Email ■ Post

Email

Web Chat

Portal

Post

SMS

Contact Centre

Integrated systems
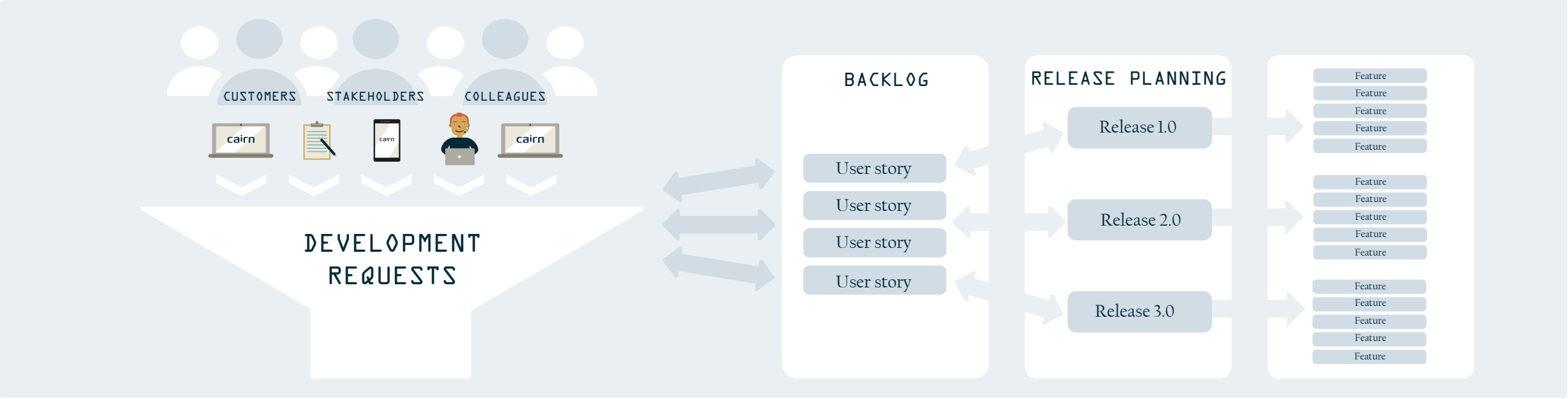
Co-Browsing

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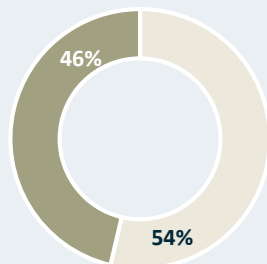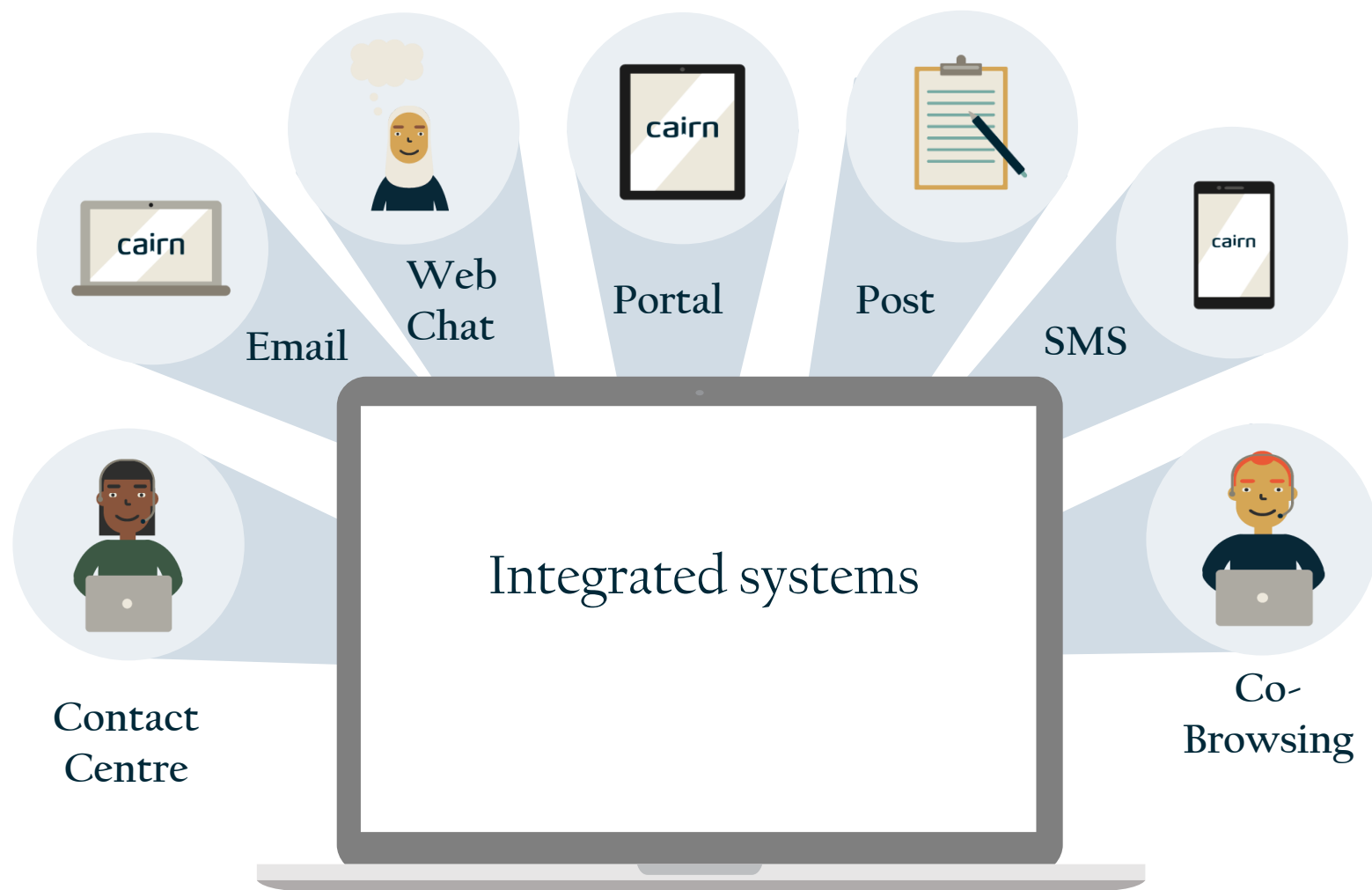
Our approach...

Agile project management is used to facilitate channel shift. Development requests are gathered to create a Backlog, User Stories are created and prioritised into releases depending on business requirements.

CUSTOMERS   STAKEHOLDERS   COLLEAGUES

DEVELOPMENT REQUESTS

BACKLOG

User story
User story
User story
User story

RELEASE PLANNING

Release 1.0

Release 2.0

Release 3.0

Feature
Feature
Feature
Feature
Feature

Feature
Feature
Feature
Feature
Feature

Feature
Feature
Feature
Feature
Feature
Feature

Development is an iterative process, each being tested, reviewed and launched.

Build
Design
Plan
Launch
Review
Test

Build
Design
Plan
Launch
Review
Test

Build
Design
Plan
Launch
Review
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Build
Design
Plan
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Review
Test

Build
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Test

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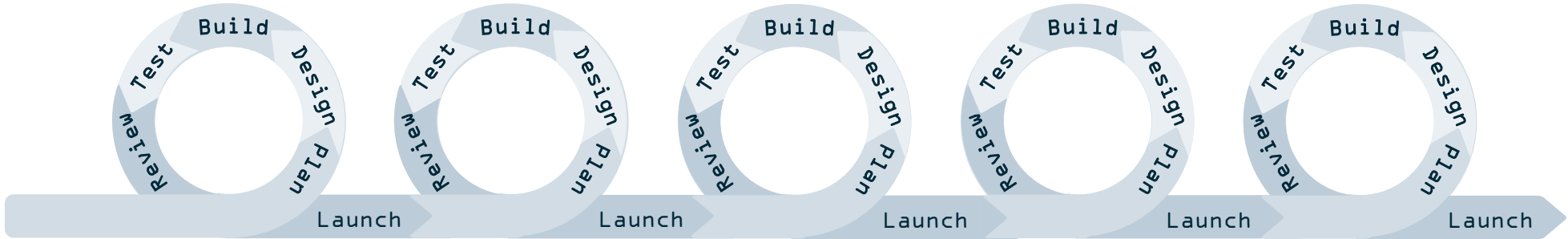
Our internal marketing...
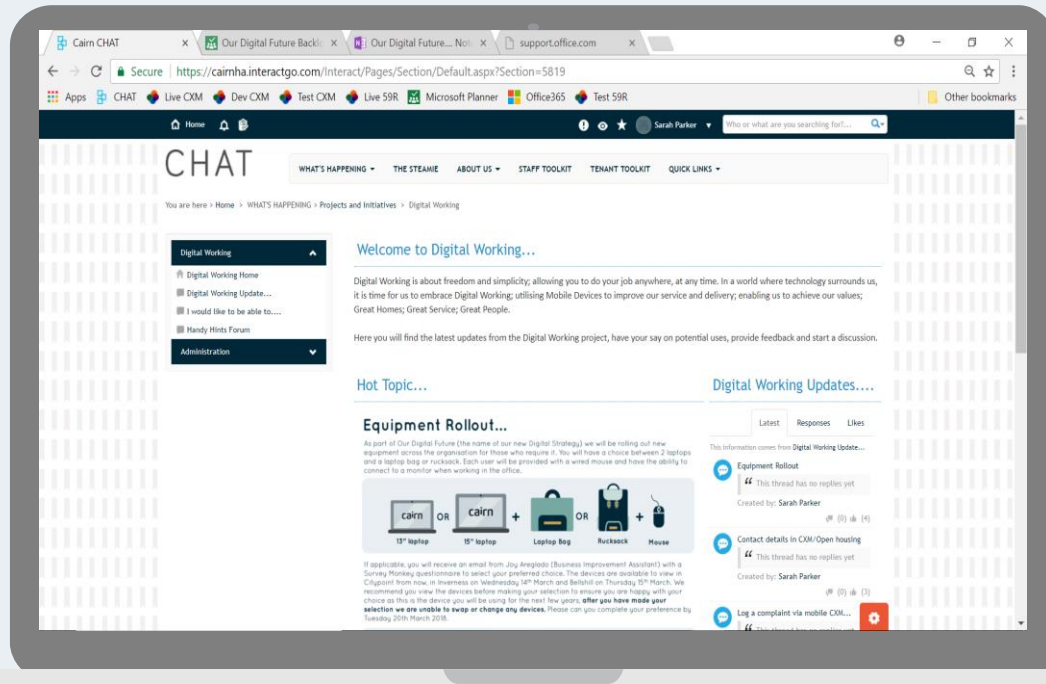
CHAT: Our Digital Future page to post updates and guides on new functionality on releases.

Roadshows: Quarterly roadshows in each office and at quarterly court coordinator meetings. Led by our the Digital Steering Group.

Bulletins: Quarterly bulletin focusing on delivery against our objectives. Bulletin will detail new developments by job role and service area.

Training: Training delivered to staff on new processes and functionality. Training materials available such as step by step guides and videos.

Our external marketing…

Website: Updated design with additional online services and clearer signposting towards self-service

CairnConnect: Continual promotion of digital services to shift proportions of transactions online

Officers in the field: Utilising mobile working and a 'digital first' approach for all transactions

Digital inclusion: Signposting towards providers through better procurement

Positioning: Continual promotion of Cairn as an online services company through the customer journey
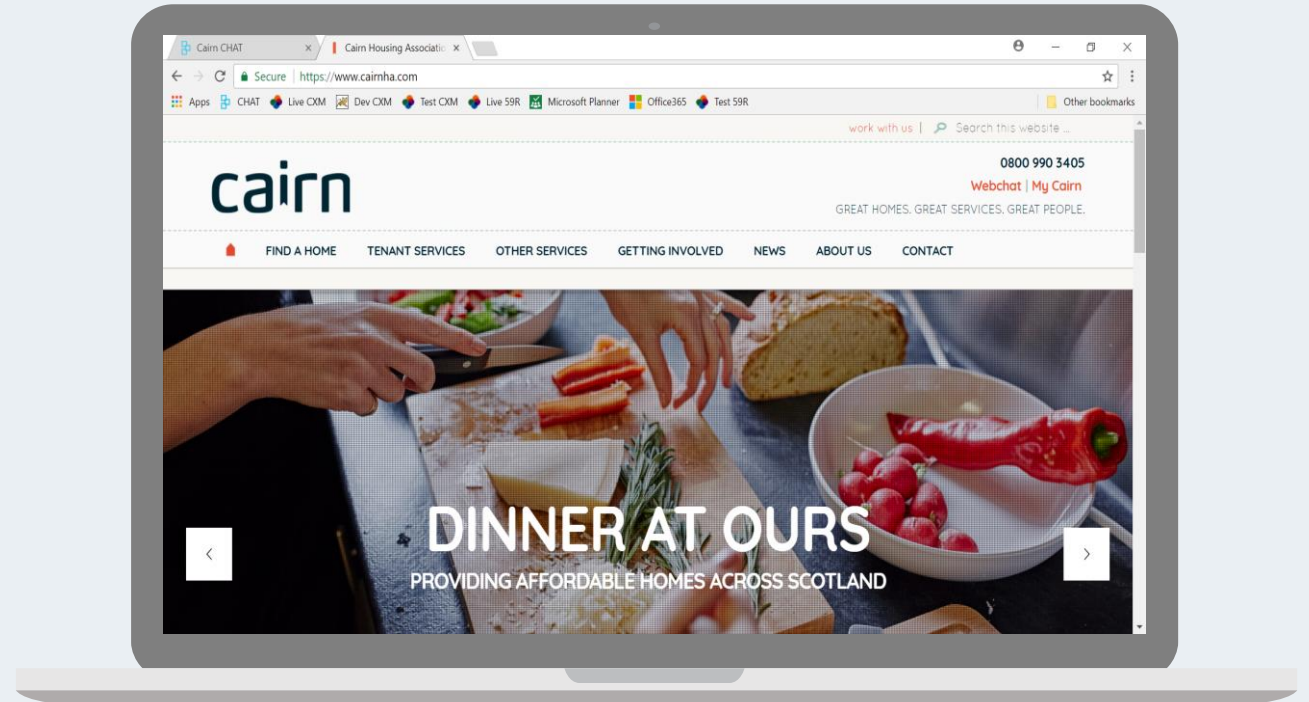
Our development roadmap… 2018

Scheduling settling in visits

Improved complaints workflow

Rent breakdown on mobile

CXM Phone number search

Scheduling customer care visits

Online rent payments via MyCairn

Online request forms

View terminating tenants via CXM

Mobile/ Online Void Inspection surveys

Non tenant entities in CXM

Outbound interactions via CXM

Omni channel contact centre

Conversational SMS

Co-browsing with tenants via 59R

Electronic sign up

Q 1

Completion of general enquiry tasks on mob

Online/Mobile ASB workflow

Q 2

Create MyCairn accounts for tenants

Q 3

Automated repair forwarding from MyCairn and Mobile

Q 4

End of tenancy workflow

Improvement notice workflow

Mobile/ Online Estate management surveys

Improved income management workflow

Outbound email campaigns

Extended rent statements on mobile

Social media integration with 59R

Mobile Digital profile workflow

Outbound Calling/SMS campaigns

Contact details integration with EPIX and Open housing

Mobile survey

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