



Harnessing the Power of Digital to Transform Your Business

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Presentation will cover

- **Our digital journey – in 20 minutes!!**
 - Influencing factors
 - Transformation vision & plan
 - Anticipated benefits
 - Product demonstration
 - Observations/lessons learnt

Factors influencing journey

- Started about 18 months ago
- Robust review of business
 - Good performance
 - High levels of customer satisfaction
 - Integrated subsidiaries
 - Healthy new build programme
 - Awards success
- Solid reliable business but.....

Factors influencing journey

- **Critical issues at odds with objectives**
 - Traditional service delivery model
 - Office based – Mon to Fri – 9 to 5
 - Most contacts by phone
 - Response generates forms/letters/leaflets
 - Virtually no self service options
 - Mobile working for staff limited
 - Labour intensive & expensive
- **Not sustainable or meet expectations**



Vision & plan to transform service

Vision for transforming customer services



Customer First: Together we will transform customer services

Vision & plan to transform service

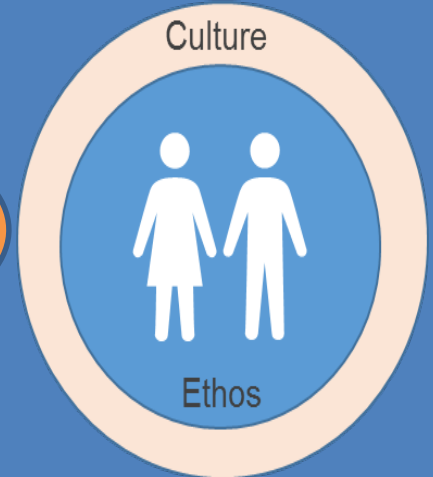
Caledonia Housing Group
Customer ethos

Keep it simple
Keep it personal
Make it right

Effortless
customer
experience

Person centred,
locally delivered
solutions

Achieving the
right outcome:
solutions focus





Vision & plan to transform service

- **5 year plan change culture & technology**
 - **Optimise customer self service options**
 - **Full mobile working facility for staff**
 - **Processes digital end to end**
 - **Undertake digital inclusion activities**
 - **Create service efficiencies**
 - **Stay ahead of technological evolution**

Anticipated Benefits of Digital

- **Cost to serve efficiencies generated by self service & mobile working**
 - Manage 1000 new build without extra staff
 - Reduce phone calls in by 50%
 - Reduce post/printing costs by 50%
 - 10,000 self service transactions on line
 - Reduce office costs
- **Redeploy resources where needed most**

Where are we now?

- Chose  PANCONNECT
- Completed proof of concept
- Staff info screens live – demo
- Void inspection & post inspection task live – demo
-  **Connect** portal live - demo

Observations – pitfalls & pratfalls

- **Just on journey & had bumps in the road**
- **Clear about what you want to achieve**
 - Self service & mobile write backs essential
- **Plan & be prepared for this to change**
 - Brought forward self service capability
- **Commit capacity & resources**
 - In house vs. external expertise
 - Remember the day job needs to be done

Observations – pitfalls & pratfalls

- **Choose right digital product**
 - Landscape vast, proof of concept
- **Involve staff**
 - Process reviews & application design
 - Stress positives
- **Involve customers**
 - Digital survey, pilot exercise, look & feel
- **Ready to go on a digital journey?**