

# Programme

## Co-designing services for customer-centric organisations

Tuesday 9 July 2019 | London

Co-designing services has never been more important. With a renewed focus on building trust between residents and landlords, co-designing services can play a key role in putting customers at the heart of what we do.

And in a digital world where we are encouraging more people to interact online and 'self-serve', it can be an essential element of making sure we get things right.

At this one day masterclass, we are bringing together one of the housing world's most customer-centric organisations, Optivo, with award-winning service design company Hellon, that works with some of the world's leading retail and finance companies.

**9:30 Registration, refreshments and breakfast rolls**

**10:00 Welcome and introduction**

**10:05** Co-designing services – the Hellon way (practical workshop)  
**Timo Pätiälä, Managing Director, Hellon**

**11:40 Refreshments and networking**

**12:00** Co-designing housing services  
**Jane Porter, Chief Operating Officer, Optivo**

**12:45** Group Q&A

**13:00** Close