

Programme

FeelSafe – rethinking the customer experience in the post-pandemic era Thursday 1 October

A new workshop created exclusively for housing organisations by market-leading service design agency Hellon.

Feeling safe at home, in the workplace and when we go out in public is the top priority for all of us in the post-lockdown era.

Covid-19 will be a game changer for human interactions in the future but how do housing providers reassure their residents that they are providing a safe environment in their homes and offices?

Research in the UK shows 84% of consumers feel safety will be one of the most important factors when it comes to choosing between service providers after the pandemic. But biosafety, social distancing and the heightened frequency of cleaning practices do not seem to be enough to restore peace of mind. Customers need to feel safe and reassured that their wellbeing is a top priority. It is therefore vital that service providers learn how to look beyond what is good enough and create comfort by enhancing a more emotive perception of safety.

Fortunately, help is at hand. HQN is once again teaming up with the world-leading service design agency Hellon to introduce the housing sector to their new FeelSafe concept and design framework.

The Covid-19 pandemic has been a particularly anxious period for vulnerable individuals and social housing providers have an obligation to ensure tenants feel safe in the presence of their own home and the spaces and services provided adjacent to it.

10:30 Registration and Welcome

10:35 Defining the problem area

11:15 Reflective exercise

11:30 Break

11:35 Opportunity areas and the FeelSafe framework

12:25 Conclusions and Questions