

# Programme

## Customer-centric cultural transformation for the White Paper era Friday 29 January

The Social Housing White Paper makes the case for a customer-centric approach to delivering services more compelling than ever.

But to become truly customer-centric requires a major culture shift. This journey is different for every organisation and you need to know where to start.

As many organisations are already discovering, the desire to do things differently can only become reality through genuine culture change that transforms the way every colleague (regardless of role and status) thinks and acts.

By its very nature, cultural transformation isn't easy and the majority of businesses, while claiming they have the customer in the centre, try to fit any new approach into existing processes and KPIs.

At this interactive workshop run by the market-leading, customer-centric service design agency Hellon, you will learn about the transformation necessary for customer-centricity, how to overcome the challenges of embedding genuine change into your organisation, and recommendations for how to ensure buy-in and reach.

Through examples, the Hellon team will illustrate ways of igniting and driving change, followed by an interactive session to bring this knowledge to life.

Doing nothing is not an option. MHCLG and the Regulator of Social Housing have made it clear that providers should not be waiting to be told what to do. The time to act is now.

**10:30 Registration and HQN Welcome**

**10:35** Customer-centric cultural transformation (part one)  
**Andreas Pattichis, Lead Service Designer, Hellon**

**11:35 Break**

**11:45** Customer-centric cultural transformation (part two)  
**Andreas Pattichis, Lead Service Designer, Hellon**

**12:30 Q&A**

**12:45 Finish**