

Programme

Transforming the customer experience in social housing – a White Paper workshop Tuesday 13 April 2021

Published last November, the Social Housing White Paper's key objective is to ensure the resident voice is heard at every level, from the front line to the board room. It aims to increase the accountability and transparency of landlords; measure their performance in key areas and ensure residents live in a safe, warm home and get a first-class service.

From a customer experience and service design perspective, communicate, involve, listen and act are to become key watchwords for all social housing providers.

For this to happen, genuine cultural change will be required in many organisations. On top of exploring new methods of engagement and service design, landlords will be required to measure their performance across a number of key areas and share the results publicly.

So, how do housing providers deliver the changes required to meet the ambitions of the White Paper? And what are the key areas we need to focus on to ensure all the relevant dots are joined up?

10:00 Registration and HQN Welcome

10:05 Introductions & White Paper background and goals
Andreas Pattichis, Lead Service Designer, Hellon

10:20 Customer centricity and transformation

10:50 Changes through the residents' eyes
Looking for a safe home: Physical and emotional safety.

Influencing one's living conditions: Resident engagement

11:10 Break

11:20 Engaging with staff: Good customer service

Filing a complaint: Implementing a new complaints process

11:45 Measuring success and CX impact

12:00 Workshop and discussion

12:30 Finish