

Onward

Creating positive spaces

What is our purpose?

To make a positive  
difference in the  
communities we serve.



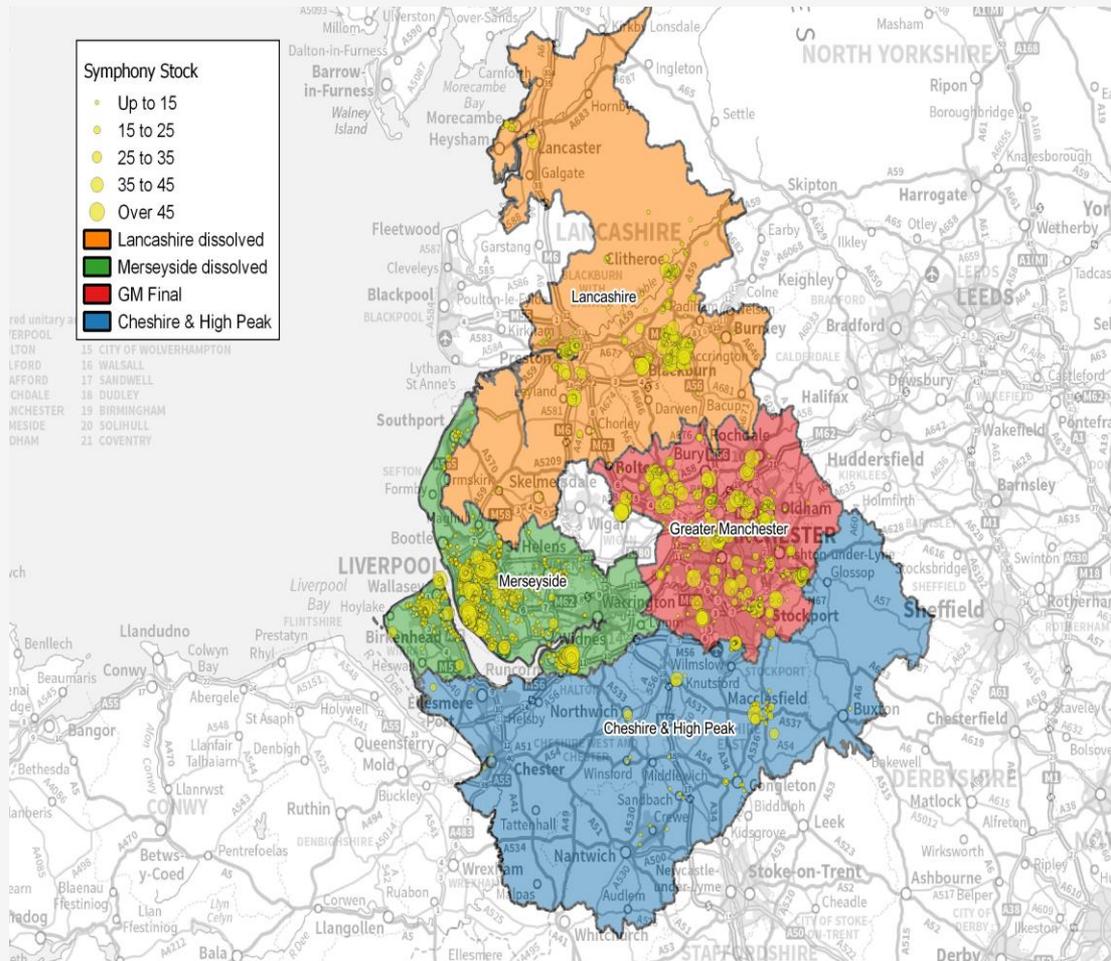
Onward

# Onward – Growing in the North

- 35,000 homes from Merseyside to the Ribble Valley
- Amalgamation of Liverpool Housing Trust, Contour Homes, Peak Valley Homes, Hynbdurn Homes and Ribble Valley Homes
- Financial strength and capacity
- Developing 3,000 plus home
- Investing in our Communities and our customer's homes

# Our North West Focus

- 3000 plus New Build Homes
- Regeneration of at least 3 key neighbourhoods, one in each region
- Investing £90m in our customer homes over the next five years
- ‘Small scale’ regeneration to support our communities



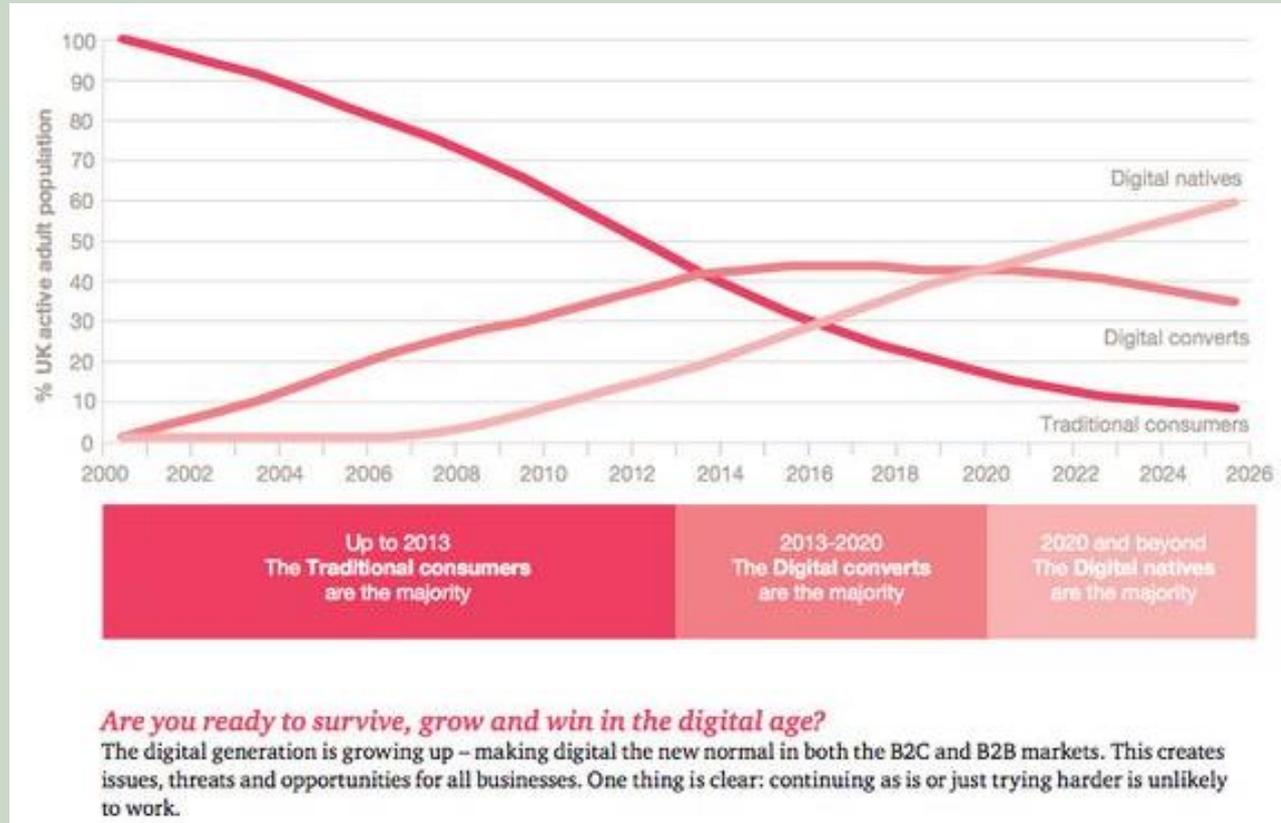
# Our Repairs Service - Serving our Customers

Our Challenge :-

- Affordability – what can our customers afford?
- 5 different service standards
- Variable customer service and performance
- Mixed Economy Model with Contracts Due to Expire by 2019
- Our Office Network and Structure Reflects our History not our future

If Tesco was a Housing Association – Thankfully They Aren't ???

# Changing Customer Base....



# Changing Customer behaviour....

In recent years, most people have changed...

How they  
**watch TV**



on-demand via  
Netflix, Amazon,  
HBO GO, etc

How they  
**research**



anywhere and anytime  
using smartphones and  
tablets

How they  
**communicate**



using social media;  
Facebook; Pinterest

How they  
**shop**



"Showrooming" and  
buying it cheaper  
online

What they  
**expect**



based on experiences  
with Apple, Amazon,  
Trader Joes, etc

# Affordable Service – Digital Strategy

## **Vision** by 2019-20

- To leverage technology to enable an excellent customer and colleague experience

## **Objectives**

- Improve customer satisfaction by providing accessible, reliable and easy to use services
- Self-service should account for at least 50% of all customer interactions by 2020
- Mobile and flexible working for our colleagues
- Deliver efficiency savings to reinvest in services

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# Affordable Service – Repairs Service

We might decide not to be the quickest, we do however want to be the best

## **Vision** by 2019-20

- To ensure that our customers obtain the best customer experience possible from our a service that is consistent, reliable and treats them with respect

## **Objectives**

- Improved customer experience & interaction – give customers control
- Affordable service with standards that match our customers needs
- Use technology to increase the opportunity to complete repairs first time
- Deliver efficiencies in the back-room functions – call handling and our office estate

# Repairs Service – Variable Service?

**Do our customers want to buy from Lidl, Tesco or Waitrose ?**

- For our core customers affordability is the issue
- However for some of PRS, shared ownership, commercial leasehold they might want the option to shop differently
  
- We are considering :-
  - Enhanced services e.g. one hour appointments
  - Additional services – basic tenant maintenance
  - Selection of Contractors by our customers based on a service rating
  - The challenge is the ability of our Contractors to respond & whether our customers want to buy a more expensive brand

# Questions?

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