

Onward

Creating positive spaces

What is our purpose?

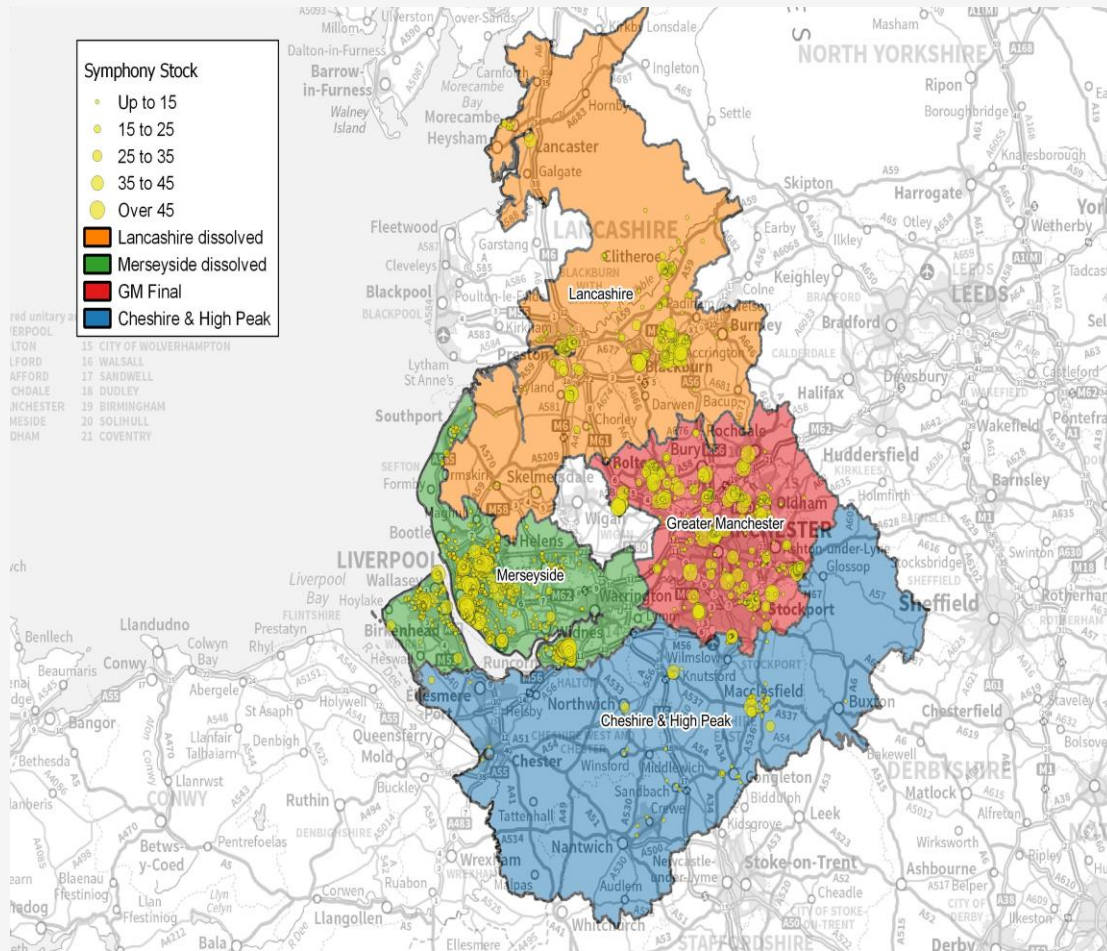
To make a positive
difference in the
communities we serve.



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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

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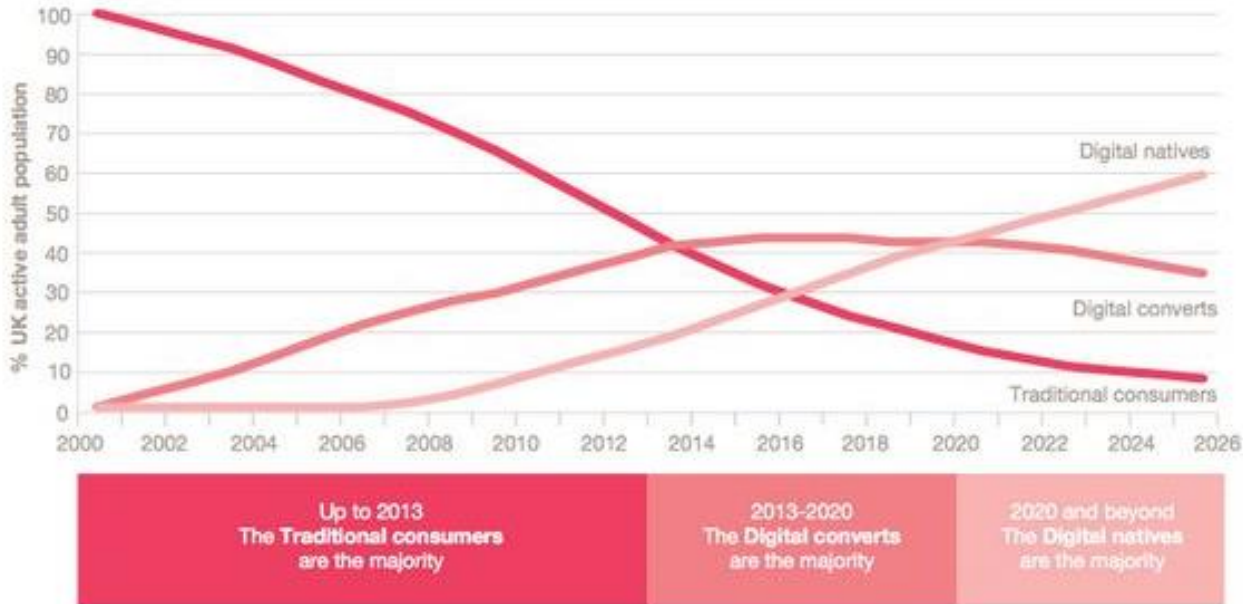
Our Repairs Service - Serving our Customers

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....



Are you ready to survive, grow and win in the digital age?

The digital generation is growing up – making digital the new normal in both the B2C and B2B markets. This creates issues, threats and opportunities for all businesses. One thing is clear: continuing as is or just trying harder is unlikely to work.

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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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