



**BUILDING HOMES
MAKING PLACES
ENHANCING LIVES**

Satisfaction and Savings

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Executive Director – Operations



Who are we?

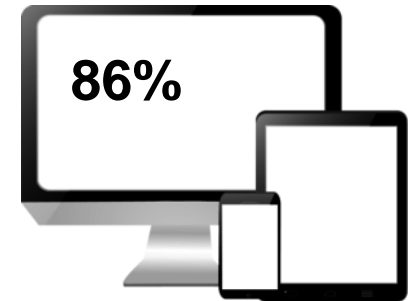
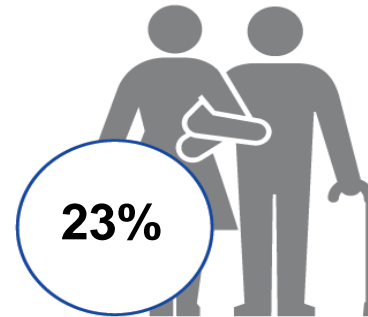
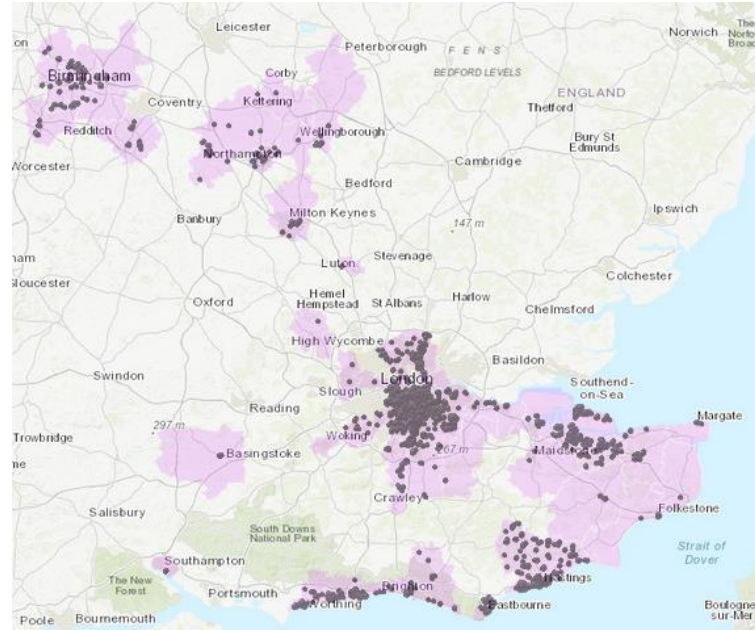
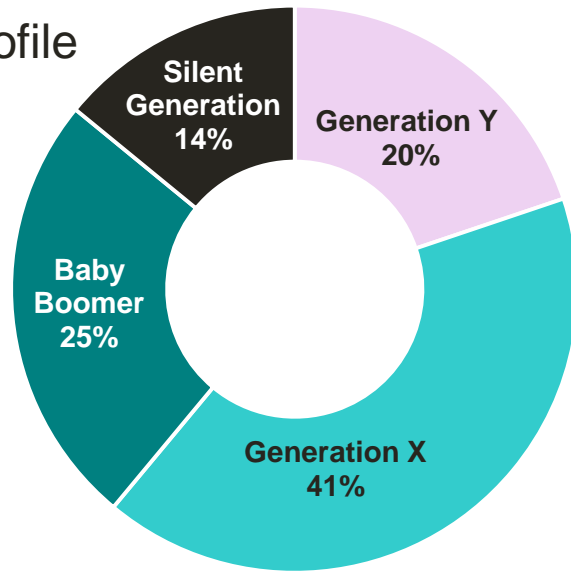


◆ Over 53,300 tenants

◆ 43,000 homes

- 68% General needs
- 9% HOPs/ Retirement
- 12% Homeowners
- 8% Commercial (student, keyworker)
- 3% Supported Housing

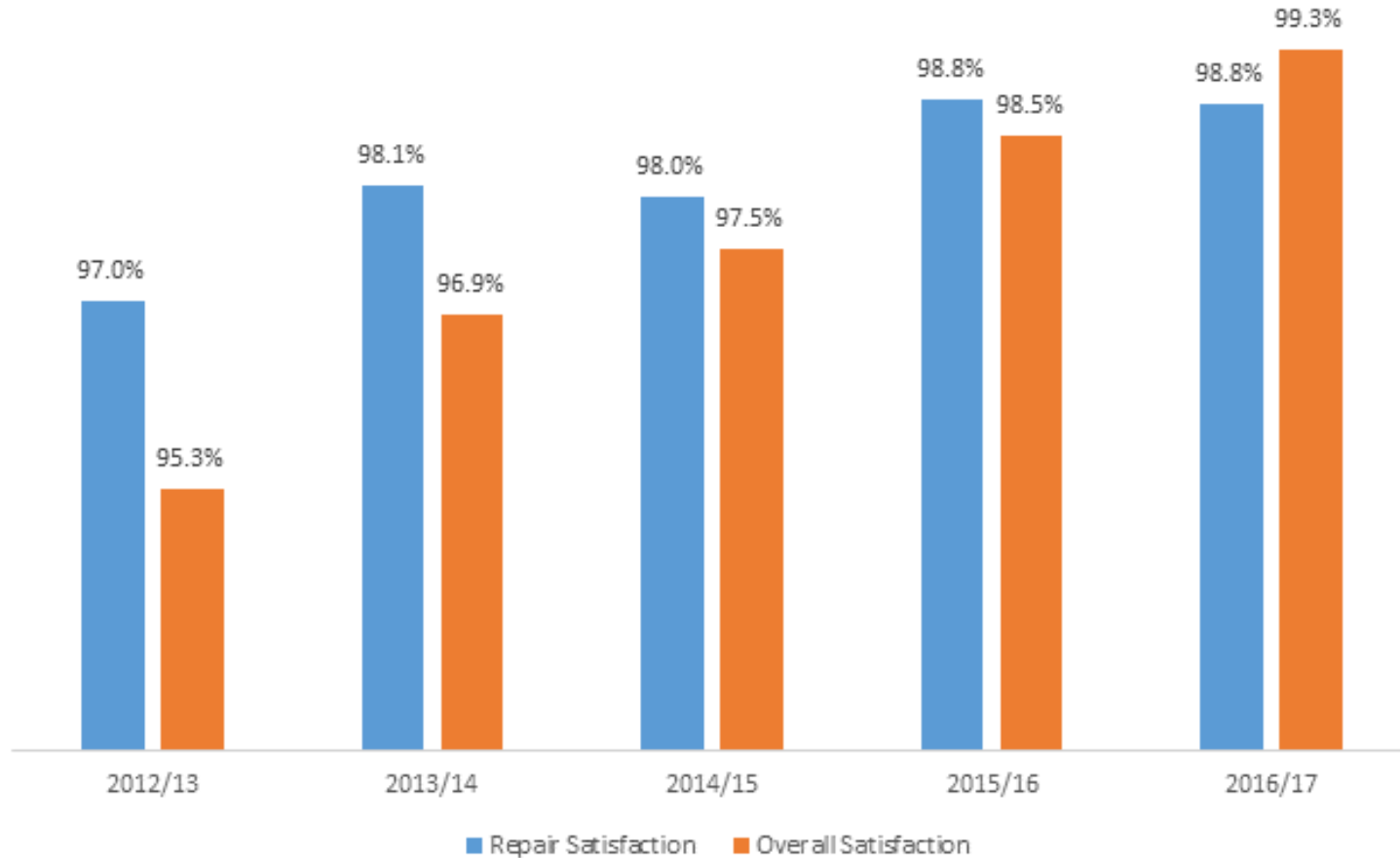
◆ Resident profile



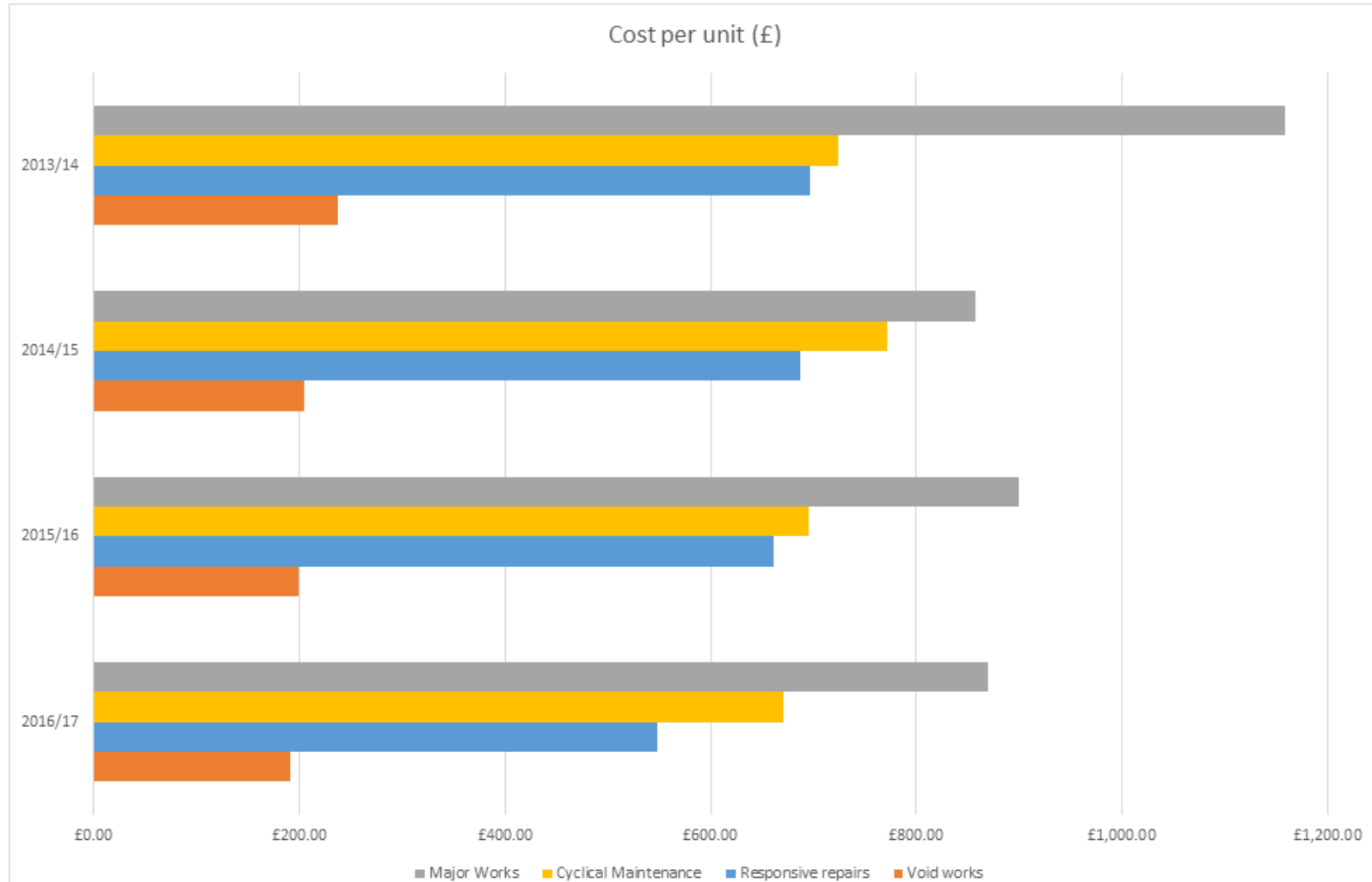
Resident Satisfaction



AmicusHorizon satisfaction


















Cost per unit



Our Customers



Characteristics	Silent Generation (born Pre 1945)	Baby Boomers (born 1945 – 1960)	Generation X (born 1961- 1980)	Generation Y (born 1981 – 1999)	Generation Z (iGen) (born after 2000)
Formative experiences	Second World War Rationing Fixed gender roles Nuclear families Rock n Roll	Cold War Post war boom Swinging sixties Apollo Moon landings Family orientated Rise of the teenager	Fall of Berlin Wall Live Aid Intro of first PC Working parents Latch key kids Rising levels of divorce	9/11 terrorist attacks Reality TV Environmental awareness Google Earth Rise of Social Media	Economic downturn Global Warming Mobile devices/ Cloud Energy Crisis Arab Spring Wiki-leaks
Optivo residents ¹	14%	25%	41%	20%	0%
UK population	12%	22%	37%	27%	4%
Attitude to technology	Largely disengaged	Early info adaptors	Digital Immigrants	Digital Natives	Technoholics
Aspiration	Home ownership	Job security	Work-life balance	Flexibility and Freedom	Security & stability
'Hook' ²	Security	Usefulness and Security	Convenience and Flexibility	Ease & Reliability	Ease & Reliability
Signature product	Car 	TV 	PC 	Tablet/ Smartphone 	3D printing, virtual reality 
Communication media	 Formal letter	 Telephone	 Email and text message	 Text or social media	 Handheld
Communication preference	 Face to Face	 Face to Face ideally Telephone	 Text messaging or email	 Online or text messaging	 Facetime

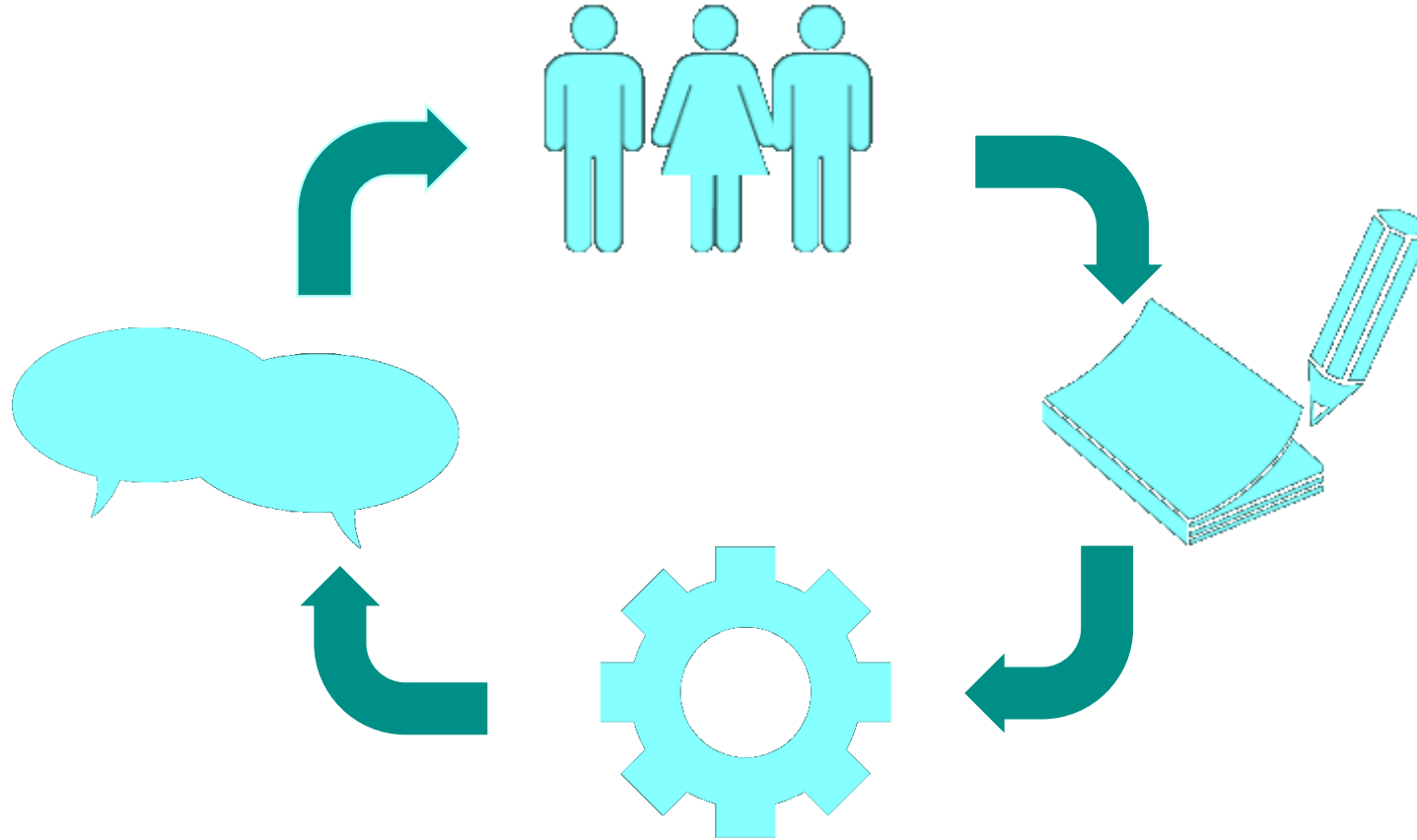
¹ Optivo residents as at August 2017 (Lead tenants). UK estimates 2015 over 16 (Office of National Statistics)

² The benefits of technology you can promote to this group]

Satisfaction Drivers



Co-Create



Together Better



We don't do:

Glazing repairs

Unblocking sinks

Repairs to garden paths and patios



Replacing locks

Replacing letterboxes

TV Aerials



99.3% satisfaction

and

19% savings



Questions
