



PROCESSES & IT
THEATRE

Panel discussion: Continuous improvement

- Nick Shipton, Sales director, Kirona
- Thomas Somers, Innovation and transformation manager, Wandle
- Tom Way, Innovation manager, L&Q

www.sli.do #CX2019Processes

Brought to you by:

**INSIDE
HOUSING**

Sponsored by:



GATEONE



Hitachi Solutions



KIRONA™



mgilearning

CAPITA



PROCESSES & IT
THEATRE

Thomas Somers, Innovation and transformation manager, Wandle

www.sli.do

#CX2019Processes

Brought to you by:

**INSIDE
HOUSING**

Sponsored by:



GATEONE



Hitachi Solutions



KIRONA™



learning

CAPITA



PROCESSES & IT
THEATRE

- Beyond surveys – continuous feedback for continuous improvement
- Using IoT data from properties - buildings as customers and avoiding the “first time” by reducing reactive repairs with better placed maintenance
- Building a faster horse and the limits of feedback

Brought to you by:

**INSIDE
HOUSING**

Sponsored by:



GATEONE



Hitachi Solutions



KIRONA™





PROCESSES & IT
THEATRE

- Surveys are really useful – BUT: be careful of fatigue and asking questions you don't actually care about the answer to.
- Great for a snapshot and benchmarking, but can be tricky for service improvement.
- Need to account for various issues – primacy/ recency, “Halo effect” etc...

Brought to you by:

Sponsored by:

**INSIDE
HOUSING**



GATEONE



Hitachi Solutions



KIRONA™





HAPPYORNOT®



PROCESSES & IT
THEATRE

- Still some tricky issues – notably why are some people happier than others?
- We need to ensure that we are keeping our satisfaction figures alongside our operational reporting.
- If there isn't a correlation are we measuring the right things?

Brought to you by:

**INSIDE
HOUSING**

Sponsored by:



GATEONE



Hitachi Solutions



KIRONA™





PROCESSES & IT
THEATRE

- As housing providers we have two key roles – customer service and asset management.
- We can't separate the two – we all know that poor customer relations damages asset value, and conversely that poor asset stock damages our service.
- What can we do to ensure that we manage the two harmoniously?

Brought to you by:

Sponsored by:

**INSIDE
HOUSING**



GATEONE



Hitachi Solutions



KIRONA™





PROCESSES & IT
THEATRE

Our residents don't like talking to us.

Brought to you by:

**INSIDE
HOUSING**

Sponsored by:



GATEONE



Hitachi Solutions



KIRONA™





PROCESSES & IT
THEATRE

This isn't a bad thing.

Brought to you by:

**INSIDE
HOUSING**

Sponsored by:



GATEONE



Hitachi Solutions



KIRONA™





PROCESSES & IT
THEATRE

- How can we understand our buildings without our residents telling us?
 - IoT (Internet of Things)
 - Data analytics

Brought to you by:

**INSIDE
HOUSING**

Sponsored by:



GATEONE



Hitachi Solutions



KIRONA™





- There is a heating system in a building.
 - Thanks to the data it provides every day, we know how much energy it usually uses and how much heat it provides.
 - We also know how often it has been serviced and how often it breaks.
- Over the course of a month, the system reports that it is using more energy and creating less heat.
 - It also notes that it has been some time since it was last repaired.

Brought to you by:



Sponsored by:



GATEONE



Hitachi Solutions



KIRONA™





- A **Reactive** approach would wait until the system breaks and fix it.
- A **Planned** approach would potentially catch the problem if it was scheduled for maintenance.
- At this stage a **Predictive** system would recommend that someone look at it.
- However, a **Prescriptive** system would order itself a repair/ maintenance visit, potentially including information on what part needs to be replaced/renewed. It would also provide some information on why it is not working properly - for example that the energy supply is not correct.

Brought to you by:

Sponsored by:



GATEONE



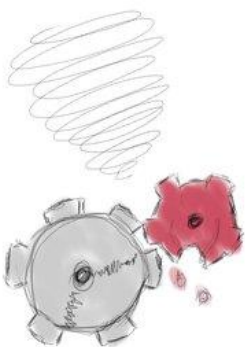
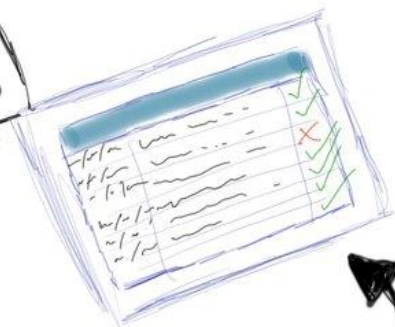
Hitachi Solutions



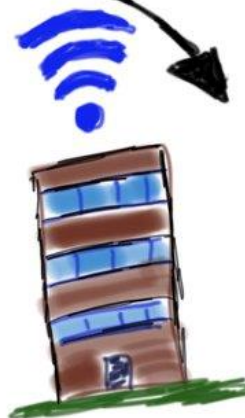
KIRONA™



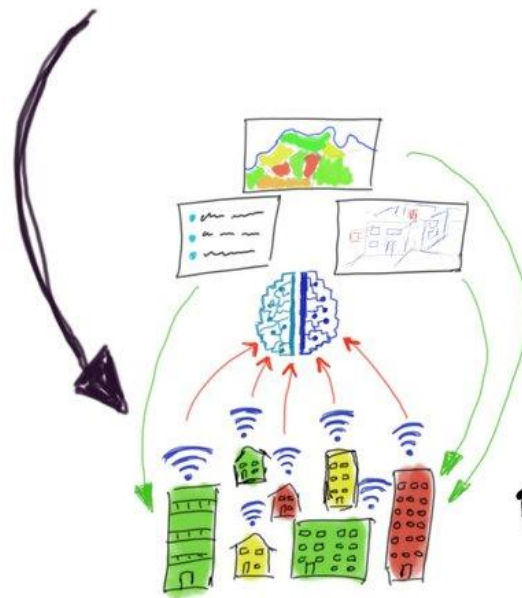
Planned



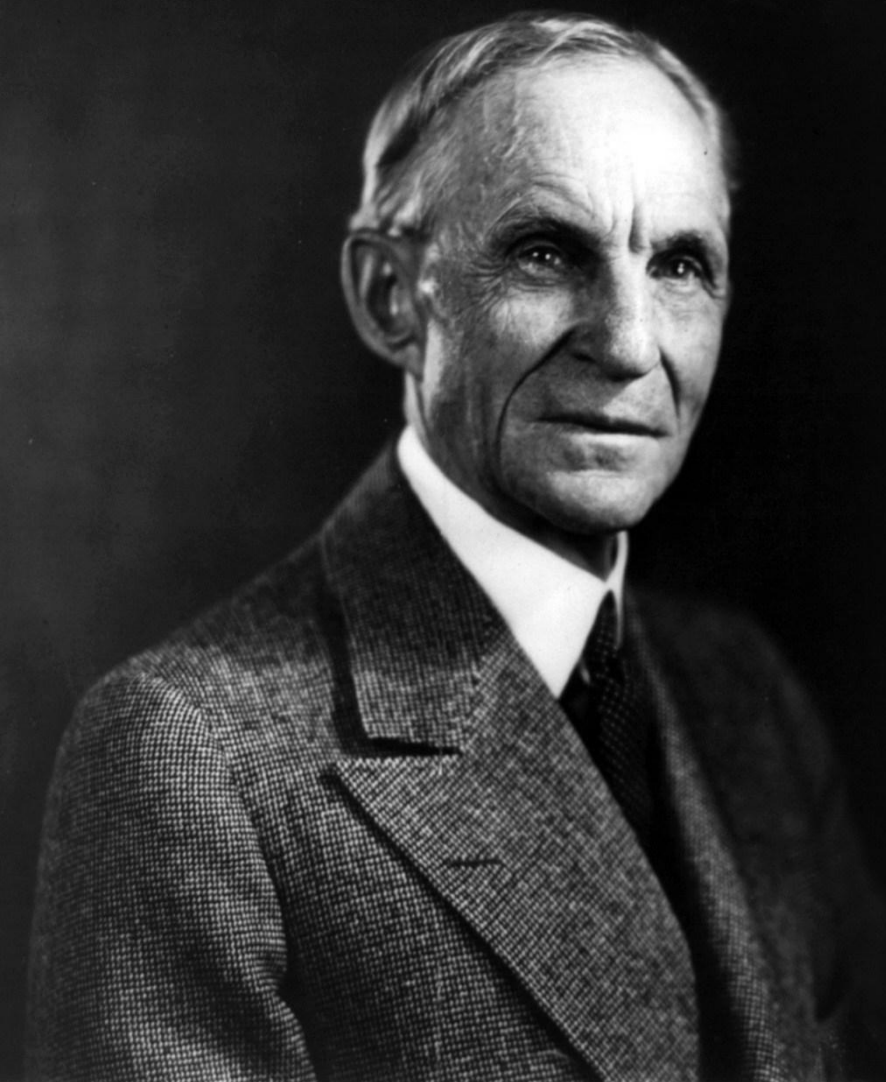
Reactive



Predictive

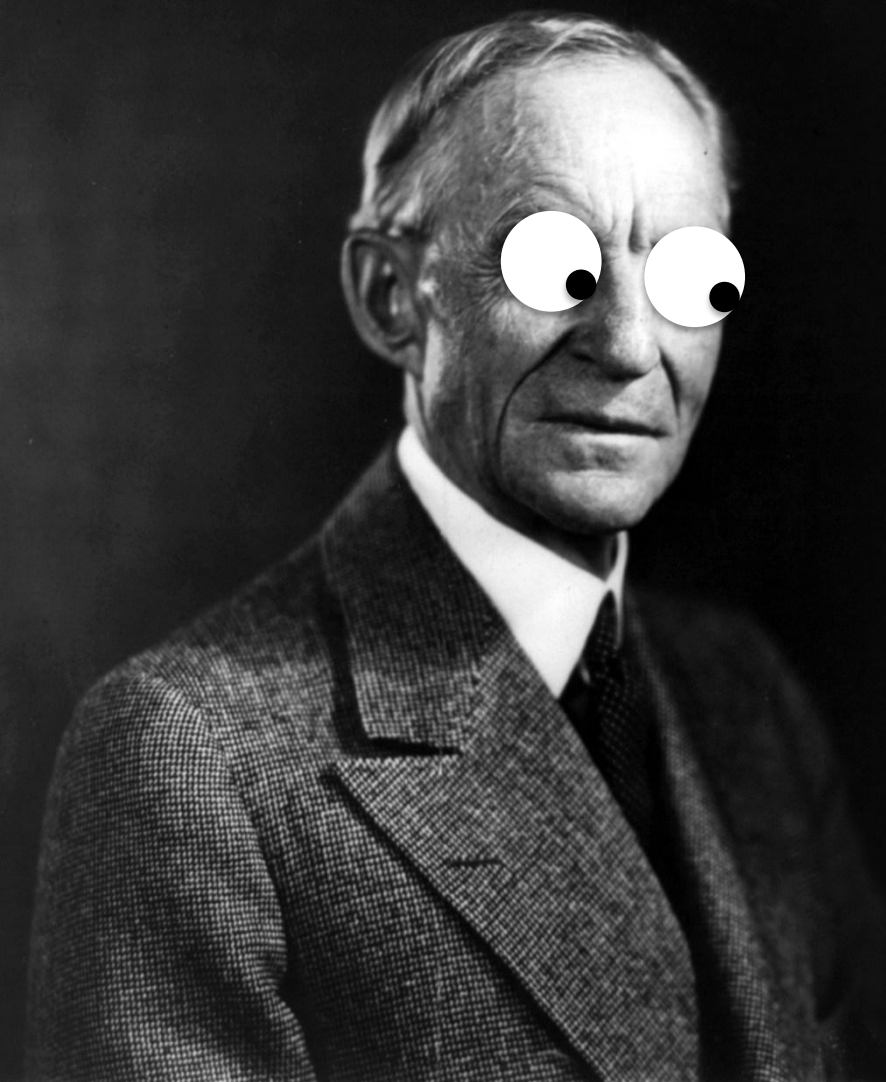


Prescriptive



“ IF I HAD ASKED PEOPLE
WHAT THEY WANTED,
THEY WOULD HAVE SAID:
FASTER HORSES... ”

Henry Ford



“ IF I HAD ASKED PEOPLE
WHAT THEY WANTED,
THEY WOULD HAVE SAID:
FASTER HORSES... ”

Henry Ford

maybe...



- Thinking about customer satisfaction tends to value incremental improvements and efficiency over innovation and radical change.
- This can be fine, but can create the risk of being unexpectedly left behind by changing tastes and tech.
- Our residents aren't the people employed to determine the strategy of a Housing Organisation – you are.

Brought to you by:



Sponsored by:



GATEONE



Hitachi Solutions



KIRONA™





PROCESSES & IT
THEATRE

“YouGov’s average satisfaction index score for Debenhams, House of Fraser, John Lewis and Marks & Spencer is double that of the high street retail sector overall.”

Marketing Week - 31 Jan 2019

Brought to you by:

**INSIDE
HOUSING**

Sponsored by:



GATEONE



Hitachi Solutions



KIRONA™

mgillearning



PROCESSES & IT
THEATRE

Debenhams secures £40m lifeline as it battles for survival

Short-term loan aims to buy time to arrange finance and shop closure plans



House of Fraser collapse leaves brands millions out

17 August 2018



John Lewis profits slump 99% in 'challenging times'

13 September 2018

M&S names next 17 stores it wants to close

15 January 2019

MARKS & SPENCER

Brought to you by:

Sponsored by:

INSIDE
HOUSING



GATEONE



Hitachi Solutions



KIRONA™



mgil learning



PROCESSES & IT
THEATRE

- We shouldn't be worrying about what people think of us as much as we should worry about what makes our service work.
- You should already have a decent idea of what annoys/pleases people. Feedback should either help you report or challenge your assumptions, not define strategy.
- There is a balancing act between evolution and revolution.

Brought to you by:

Sponsored by:

**INSIDE
HOUSING**



GATEONE



Hitachi Solutions



KIRONA™





PROCESSES & IT
THEATRE

In conclusion

- Only ask questions you actually want the answer to.
- Treat your buildings as customers – they are probably happier talking to you anyway.
- Make sure you are combining data sources to see the big picture – your residents aren't housing professionals, you are.

Brought to you by:

Sponsored by:

**INSIDE
HOUSING**



GATEONE



Hitachi Solutions



KIRONA™





PROCESSES & IT
THEATRE

Tom Way,
Innovation manager,
L&Q
www.sli.do
#CX2019Processes

Brought to you by:

**INSIDE
HOUSING**

Sponsored by:



GATEONE



Hitachi Solutions



KIRONA™



mgillearning

CAPITA

Objectives of today

Understand how Customer Experience fits into L&Qs goals

How we're innovating towards quality Customer Experience

Innovating Towards Quality & Scale

L&Q has a strong heritage of innovation that we will dial up in the next few years as we become known as the Home of Innovation in the Sector with purposeful innovation to improve the quality of our services and homes.

Among the first HAs
to deliver **Shared
Ownership** Housing

Acquired Gallaghers
Estates to become
Master Developer

Leading the sector
on **modular
construction** using
strategic
partnerships with

Launched Innovation
Working Group &
Futures Network to
enable innovation

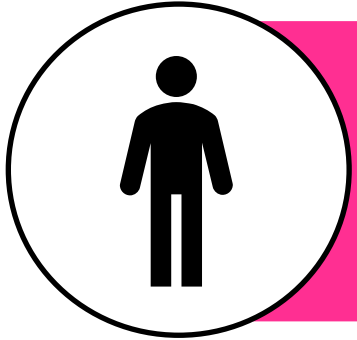
Pioneered new
ways of **financing**
the construction of
new homes

The first HA to use
IoT & Voice
Services to support
tenants (ET/LQL)

Leading the sector
on **Smart Buildings**
by connecting BMS
to cloud and
providing high speed
internet to
customers

Published Customer
Promise outlining
new commitment to
customer service

Innovating towards Quality & Scale



Service



Production

Better, faster, lower cost

We've made a promise

We've made a firm and accessible commitment to quality with our Customer Promise.



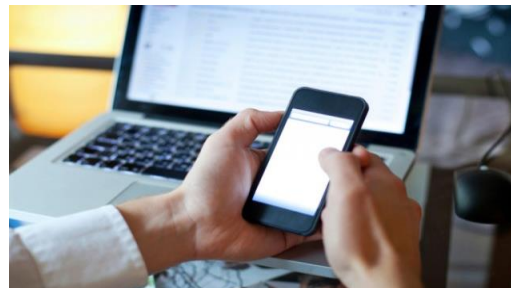
We'll provide good
quality homes and
services for you



We'll listen and act



We'll keep you safe



We'll make it easy for
you to deal with us



We'll put things right

Becoming a Better, Faster & Lower Cost Service Provider



Modernisation



Innovation

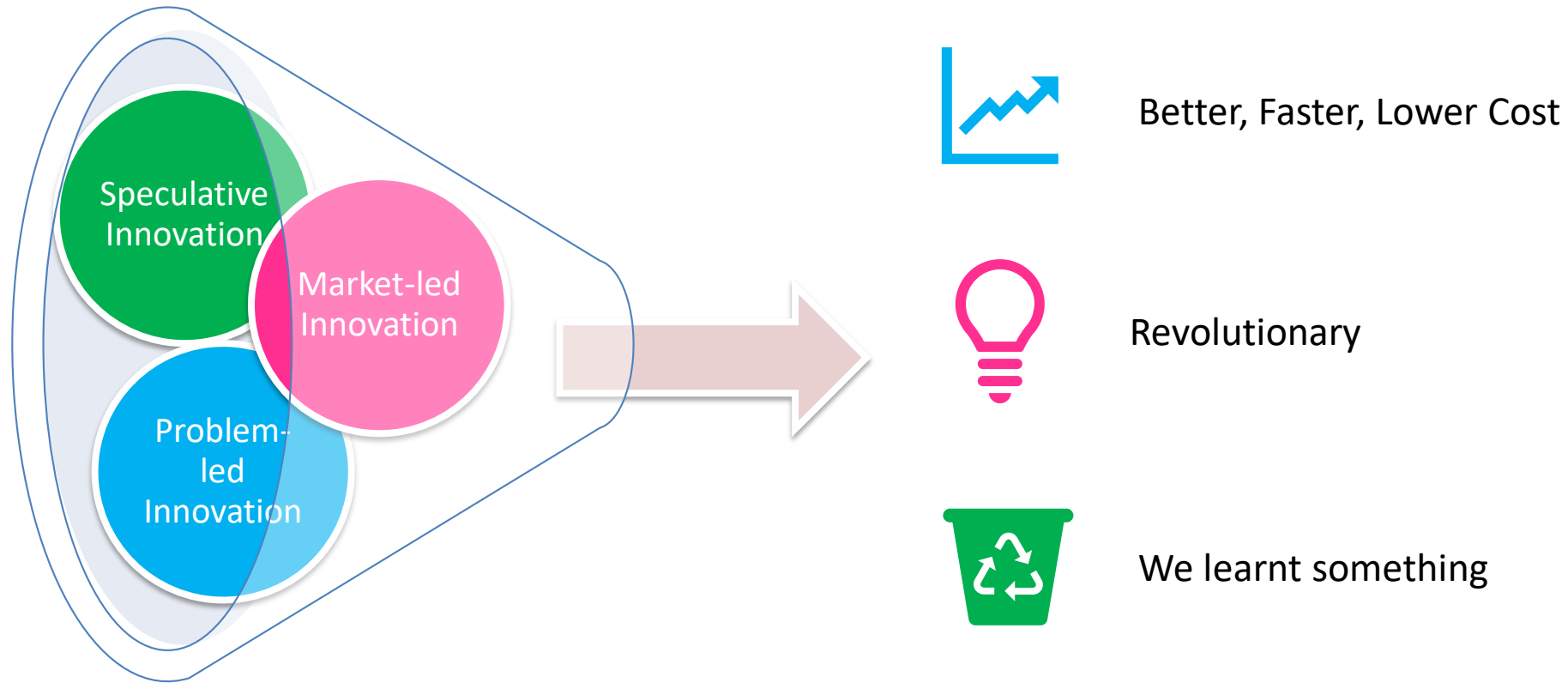
- Simplify and Streamline
- Getting digital
- Becoming data-hungry

- Optimisation of services
- Next generation digital services

- Continuous modernisation
- Problem-solving
- Adding value

Insight to Action: Innovation at L&Q

The Innovation team leads on the design and implementation of purposeful MVPs to support the growth of L&Q and improve services and the experience of living in our homes.







Kirona Solutions

Improving Customer Experience
Getting the foundations Right

Nick Shipton – Sales Director

About Kirona



Founded in 2003



350+ Customers



95 Kirona Staff



3 office locations -
Cheshire, UK
Watford, UK
Caen, France



€33M Investment
to date



£12m Turnover



G Cloud Digital
Framework
Supplier



BSI ISO Accreditations -
27001
9001
20000-1

What do Kirona do



Getting the Foundations Right

- Improvements to Customer Service can't just rely on the bright new shiny innovations
- Need to ensure the foundations are right
 - Back Office Systems
 - CRM
 - Housing Management
 - **Scheduling**
 - **Mobile**
 - **Analytics**
 - **Reporting**
 - **Work Flow**
- Systems, data and the end to end processes need to be right to ensure we have a chance of offering 1st class customer service
- Continued monitoring, useful reporting, analysis and challenging of process ensure that you don't stand still

Basic Examples

Scheduling to support smart appointments

- Customer Service Centre
- Self-service
- Mobile

Need to offer smart appointments that offer true optimised appointments to reduce travel at the first point of contact

- Gives resources a better chance of making appointment slot
- Increases appointments made and kept
- Increases customer confidence
- Reduces fuel costs
- Improves resource efficiency
- Improves staff morale (less time driving more time fixing)
- Still offers customers choice
- Consistent service through whichever channel

Basic Examples

Real Time Reporting – not just KPI's

- Managing the emerging day
- Coping with change as it happens
- Actionable insights
- Planners need help to make informed decisions to assist them in delivering the days appointments
- Up to date information
- Keep customer in touch with any changes
- Highlights potential for failure
- Identifies potential future capacity issues
- Continual improvement of service builds customer confidence, satisfaction and service

Basic Examples

Workflow

- Automated work-flow based on inputs and outcomes
- Examples
 - Automatic creation of follow-on tasks based on job completion
 - Possibility of booking appointments from mobile device before leaving
 - Creation of associated tasks (non-repairs related) when raising work
 - Create Case/Job for a damaged external door
 - Workflow creates standard repairs job to fix door
 - Also creates an ASB visit to potentially resolve any overriding issue

Get the Foundations Right

Then investigate the shiny new stuff

- Raising repairs using Google Assistant, Alexa etc...
- Predicative Analytics
 - Predict best appointment times to offer customers
 - Analyse assets to predict need for program works
- Use of IOT
 - Monitoring assets to automate raising of preventative maintenance jobs