



STRATEGIC PLANNING  
THEATRE

## Panel Discussion: Putting quality at the heart of customer experience

- Sarah Mbatha, Director of housing, care & communities, Octavia –
- Kate Gascoigne, Executive director of customer experience, Irwell Valley Housing Association
- Andrew van Doorn, Chief executive, HACT
- Umbar Shakir, Client director, Gate One

**#CX2019Strategy**

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## Sarah Mbatha

Director of Homes, Care and Communities, Octavia

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We put customers at  
the heart of all we do...



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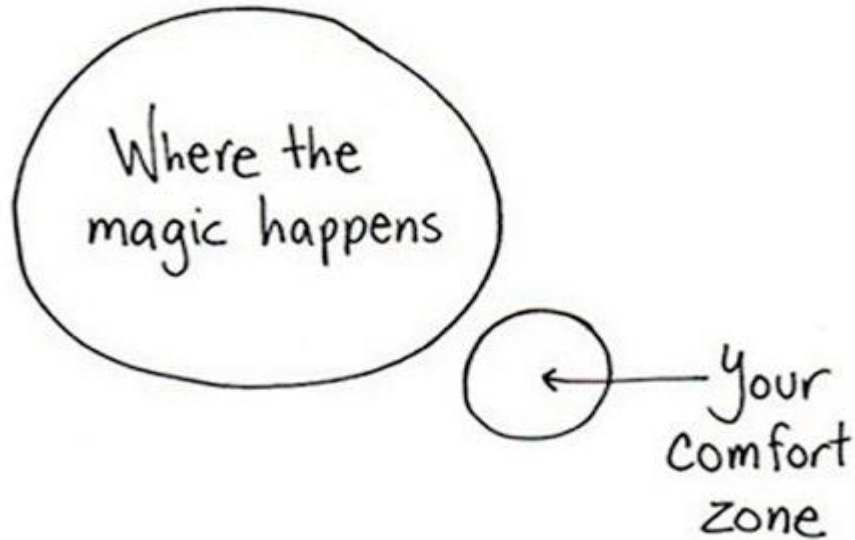


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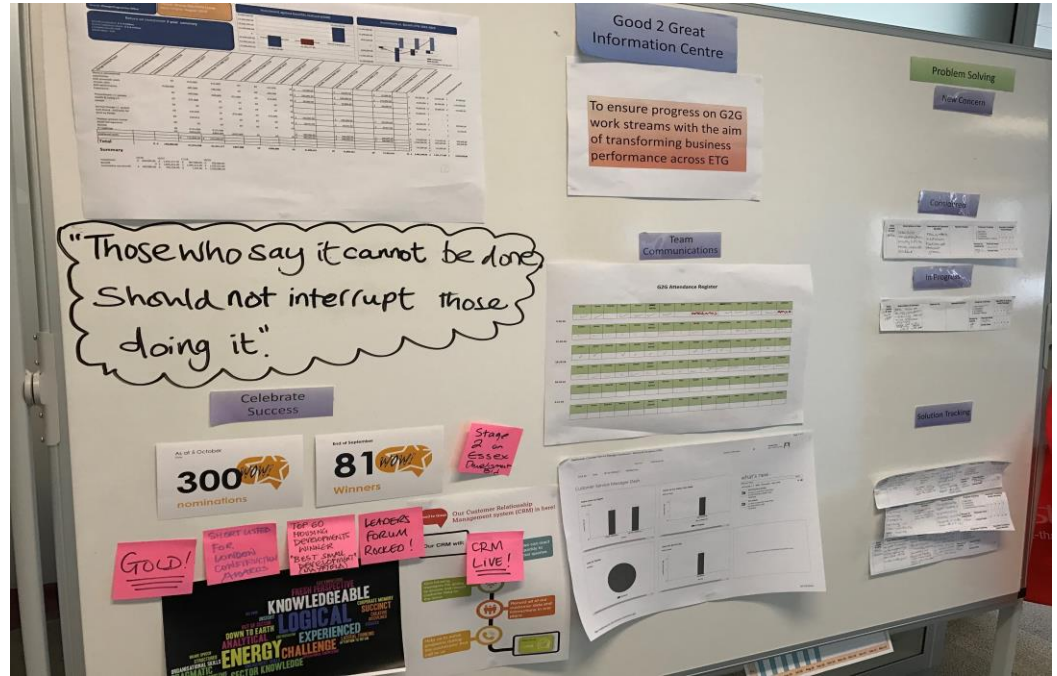
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Don't ever hide from the data



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# Trust in me



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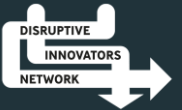
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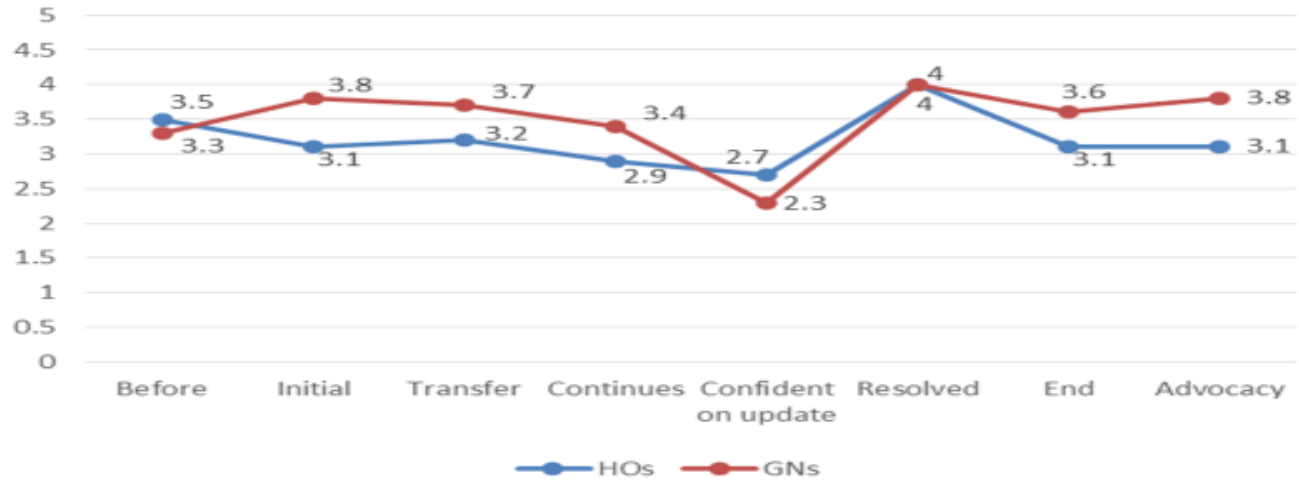


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## Overall average HOs / GNs comparison



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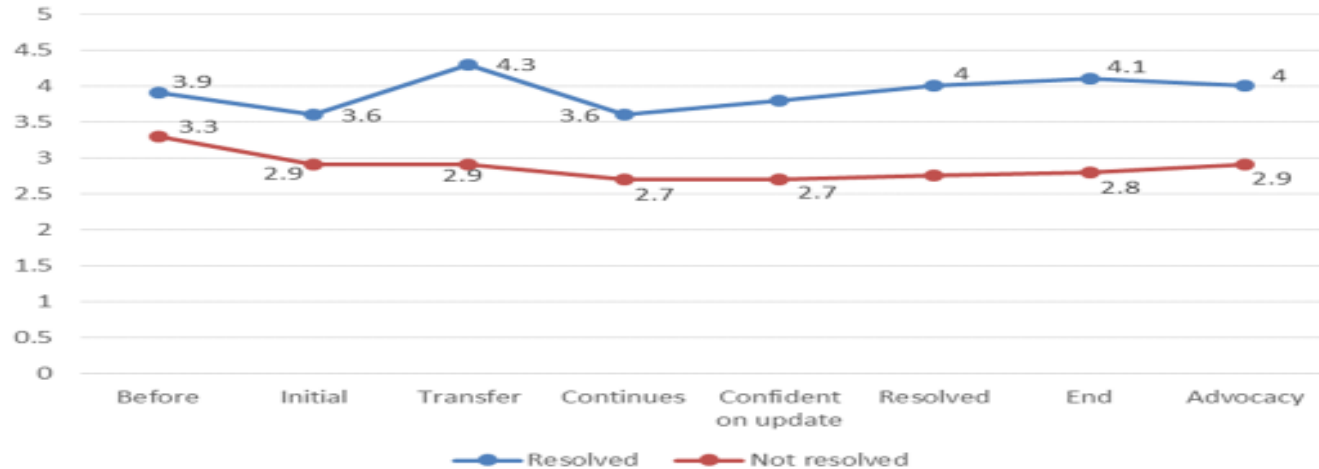
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## Resolved / not resolved comparison



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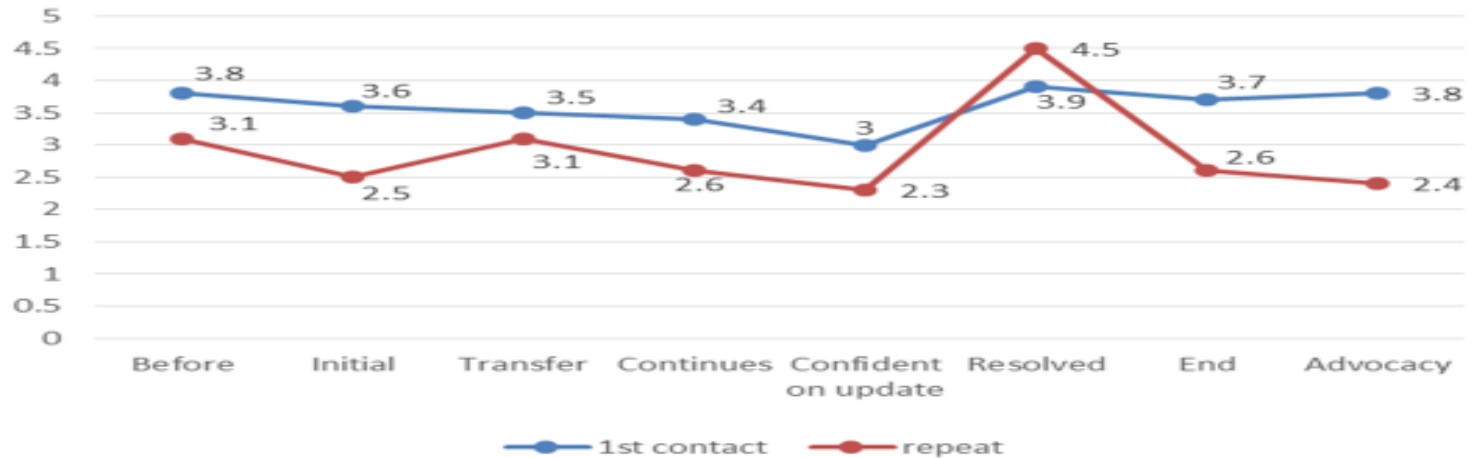


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## 1<sup>st</sup> contact / repeat contact



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START WHERE YOU ARE

USE WHAT YOU HAVE

DO WHAT YOU CAN

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## Kate Gascoigne

Executive Director of Customer Experience, Irwell Valley Housing

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# Building an Operating Model that puts Customer Experience at the heart



Kate Gascoigne

*Executive Director of Customer Experience*

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## My Background

- Not the '**normal**' housing route
- Spent **15 years** helping **40+ organisations**
- Have worked in and out of the housing sector in private, public and not for profit organisations across England
- **Seen 1<sup>st</sup> hand when organisations, teams and individuals get it right and when they don't**



## My Current Role

- Executive Director Customer Experience since **April 2018** at Irwell valley homes
- **Responsibilities:** All front line customer services teams including, customer contact, customer voice, tenancy services, income, supported, social investment, repairs, gas and planned works



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## My Change Insights



It is vital to continually understand who the key influencer/ees' are for an organisation and how they are shaping its decisions and direction of travel.



Understanding why people come to work and how aligned that is to the organisations mission is vital especially when identifying how much change is needed



Policies and procedures although 'seemingly' efficient, are often not designed for, nor actually serves the Customer



If a customer finds a process hard then more often than not colleagues find processing them even harder

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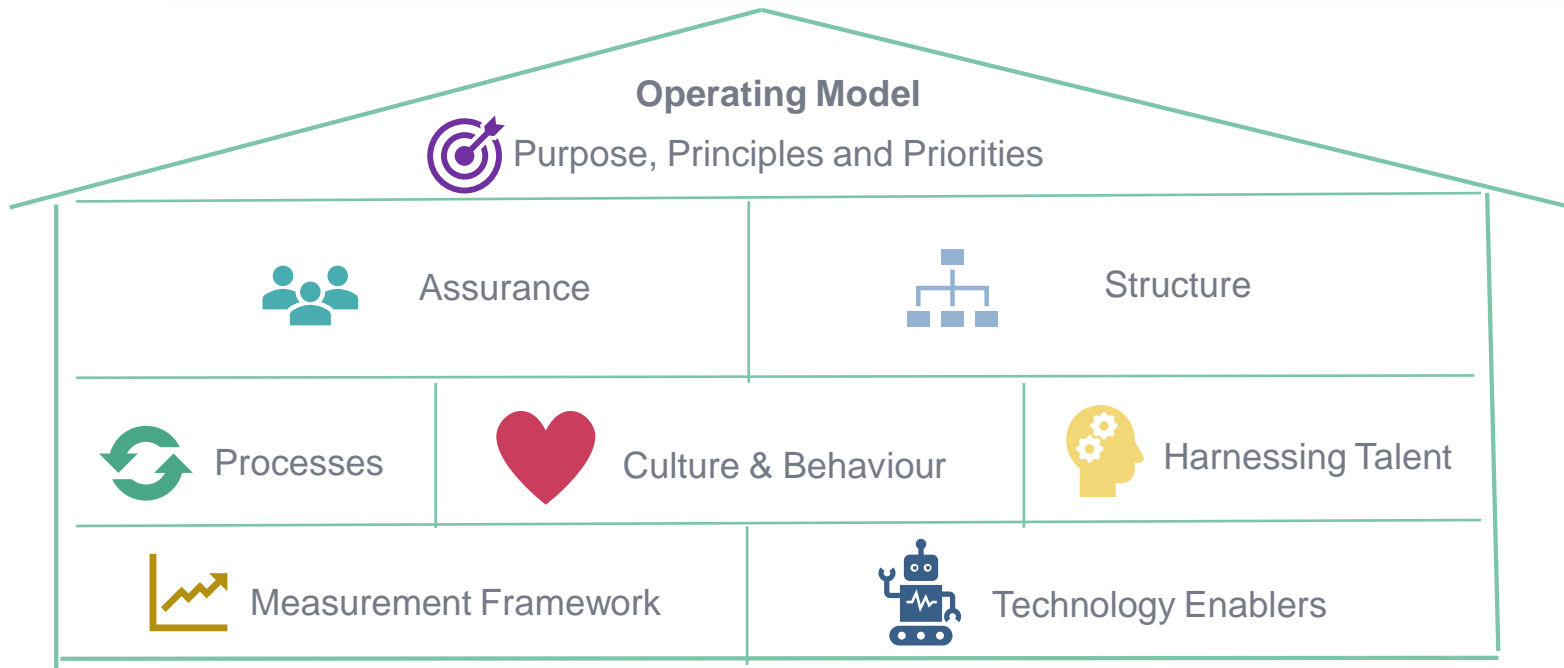
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## Customer Experience Principles

1. Effortless
2. Reliable
3. Relevant

What's the difference between Customer Service and Customer Experience?



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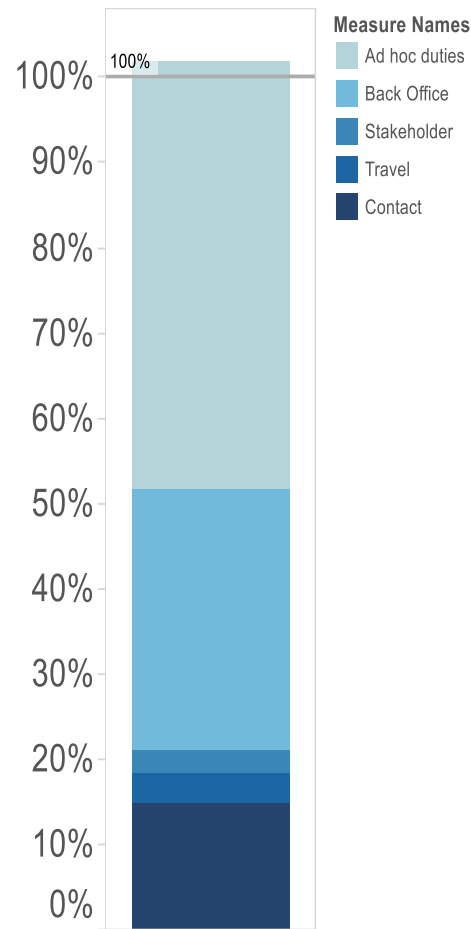
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## Housing Management Study 2015

- 12 Housing Management Teams
- 188 Colleagues all backgrounds
- 13,646 Customer contacts captured
- 4 weeks each team / 48 weeks in total
- 3411 Customer contacts a week
- 18 Customer contacts a week (w/days)
- 3.6 contacts per staff member a day



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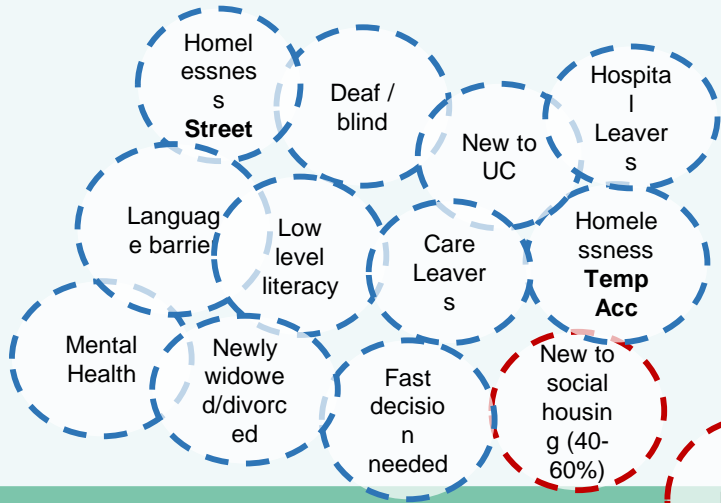
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High need for reassurance and clarity /  
More time needed

**Build Trust** 

Tailor experience, pre-empt support and be pro-active and consistent with contact



Low level of comfort and understanding of process

High level of comfort and understanding of process



*Low need for reassurance /  
less time needed*



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# Andrew van Doorn

## Chief Executive



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 **HACT**  
ideas and innovation in housing

“  
People are not just  
buying Products or  
Services, but an  
Experience.”

source: [www.sqi.org.sg](http://www.sqi.org.sg)

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JOHN RUSHKIN

Quality is never an  
accident. It is  
always the result of  
intelligent effort

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Quality is  
about  
Protecting &  
Creating Value

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## STEVE JOBS

Be a yardstick of  
quality. Some people  
aren't used to an  
environment where  
excellence is expected

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BRUCE LEE

Mistakes are always  
forgivable, if one  
has the courage to  
admit them

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# It's Time to Create & Innovate

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## Umbar Shakir

Client director, Digital lead, Gate One

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# HUMANISING TECHNOLOGY TO IMPROVE CX

UMBAR SHAKIR, CLIENT DIRECTOR

#DigitalinHousing



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