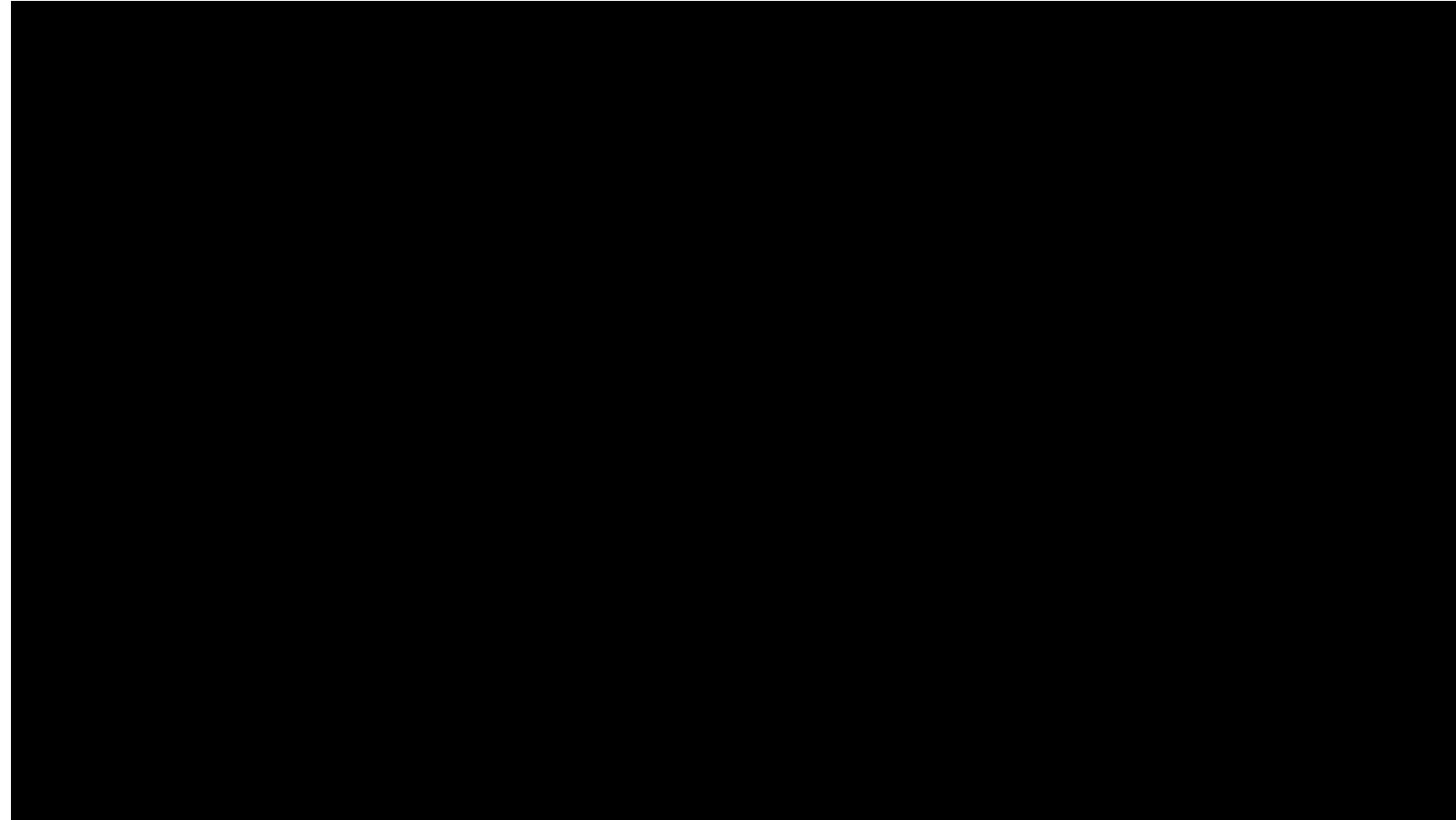We Riverside

Alison Stock
Director
IT & Change

Transforming Lives and Revitalising Neighbourhoods
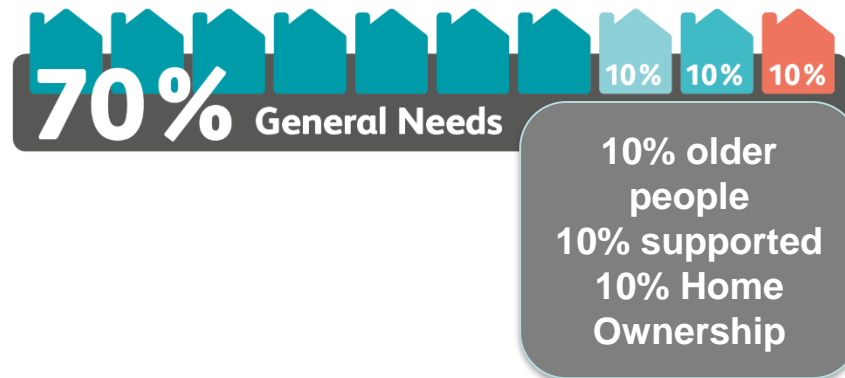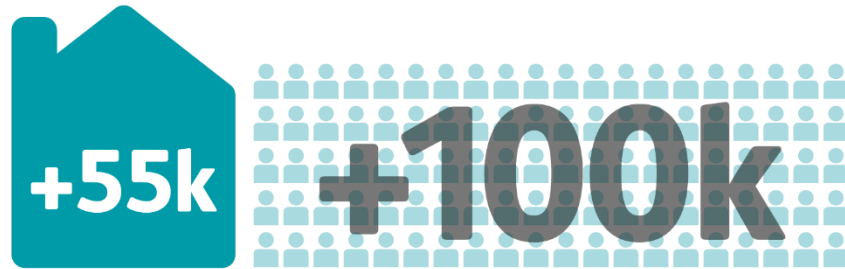
Leveraging the power of technology to put people first.

Riverside

+55k

+100k

70% General Needs

10% 10% 10%

**10% older people
10% supported
10% Home Ownership**

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156

We work with 156 Local Authorities

50%

…of Riverside stock in the most deprived areas

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Age Profile

Age	Percentage
16-24	4.4%
25-34	15.5%
35-44	16.4%
45-54	19.2%
55-64	18.3%
65-74	13.8%
75-84	8.4%
85+	3.9%
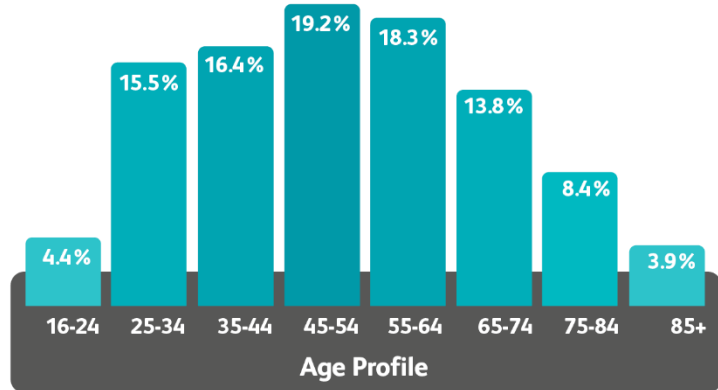
18% of our customers who are 55+ are living in specialist housing for older people

Ethnicity – Riverside's BAME customers

1%

4%

7%

21%

56%

+50%
….live alone

12k
…. were supported by Riverside in 2018/19 who were homeless or at risk of homelessness

2012 50%

2018 25%
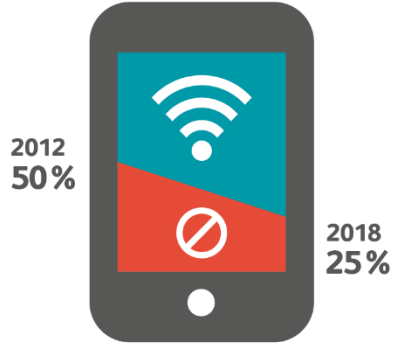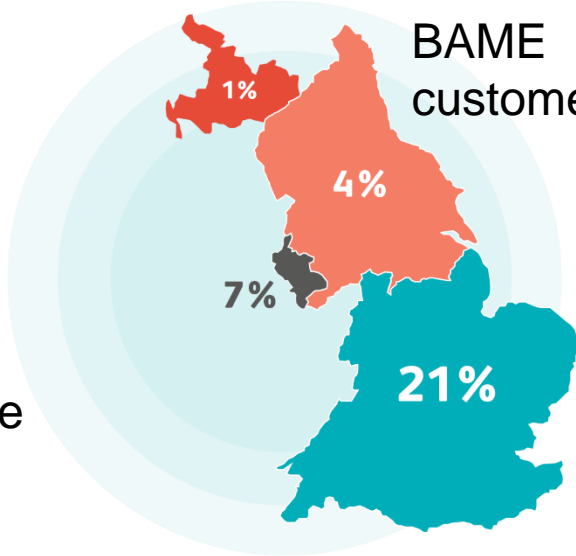
A quarter of our customers have no access to the internet

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100,000+ customers

2,700+ Riverside colleagues

Imagine….. leveraging the power of technology to put people first

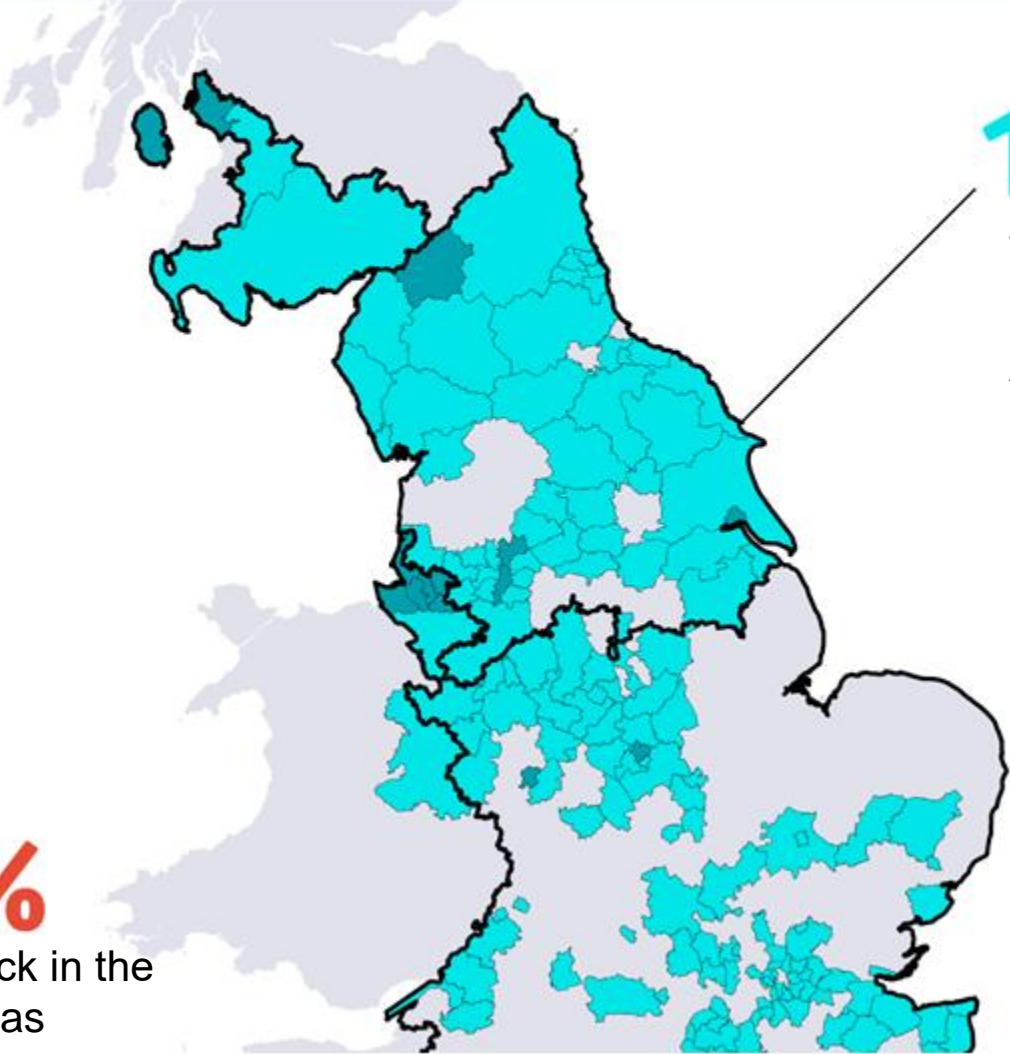We are Building.   We are Connecting.   We are Renewing.   We are Riverside.

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Customers

Digital

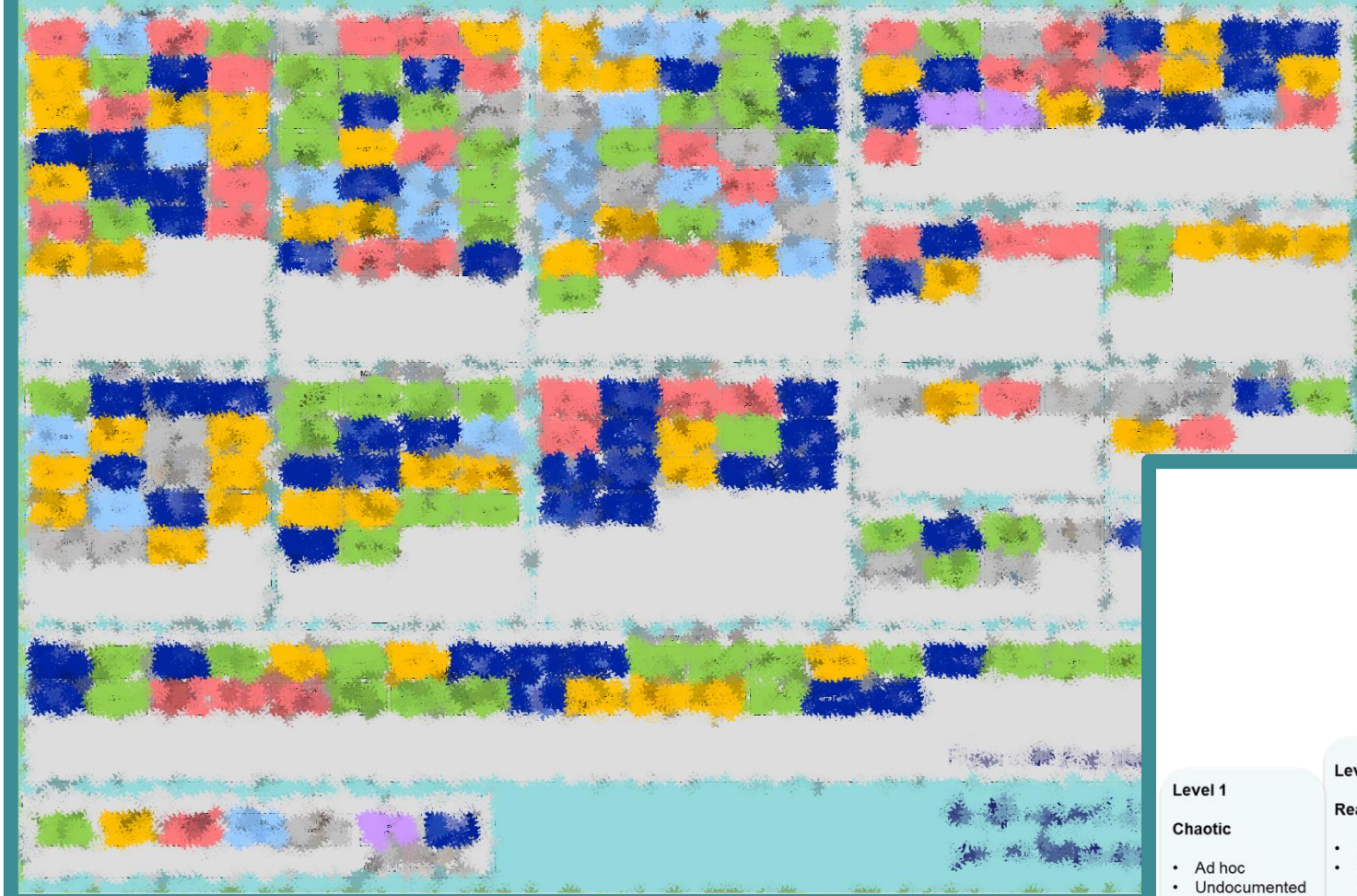Rate of change; Agility

Colleagues

Data driven decisions

By 2022, public cloud services will be essential for 90% of business innovation.
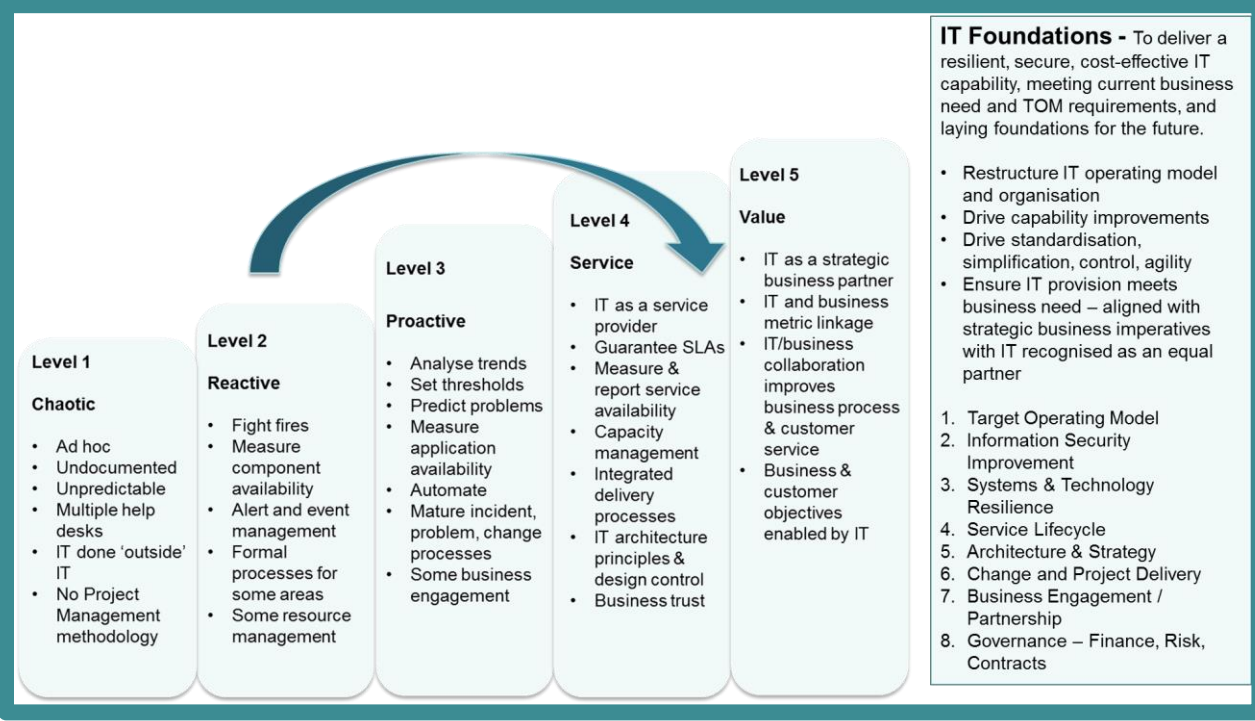
Gartner, June 2019

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In the beginning

Capability maturity assessment of 250+ applications & the IT Foundations Programme

Previous focus on customers and growth – but not on exploiting technology

IT Foundations - To deliver a resilient, secure, cost-effective IT capability, meeting current business need and TOM requirements, and laying foundations for the future.

- Restructure IT operating model and organisation
- Drive capability improvements
- Drive standardisation, simplification, control, agility
- Ensure IT provision meets business need – aligned with strategic business imperatives with IT recognised as an equal partner

1. Target Operating Model
2. Information Security Improvement
3. Systems & Technology Resilience
4. Service Lifecycle
5. Architecture & Strategy
6. Change and Project Delivery
7. Business Engagement / Partnership
8. Governance – Finance, Risk, Contracts

Level 1

Chaotic

- Ad hoc
- Undocumented
- Unpredictable
- Multiple help desks
- IT done 'outside' IT
- No Project Management methodology

Level 2

Reactive

- Fight fires
- Measure component availability
- Alert and event management
- Formal processes for some areas
- Some resource management

Level 3

Proactive

- Analyse trends
- Set thresholds
- Predict problems
- Measure application availability
- Automate
- Mature incident, problem, change processes
- Some business engagement

Level 4

Service

- IT as a service provider
- Guarantee SLAs
- Measure & report service availability
- Capacity management
- Integrated delivery processes
- IT architecture principles & design control
- Business trust

Level 5

Value

- IT as a strategic business partner
- IT and business metric linkage
- IT/business collaboration improves business process & customer service
- Business & customer objectives enabled by IT

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Our Unified Platform
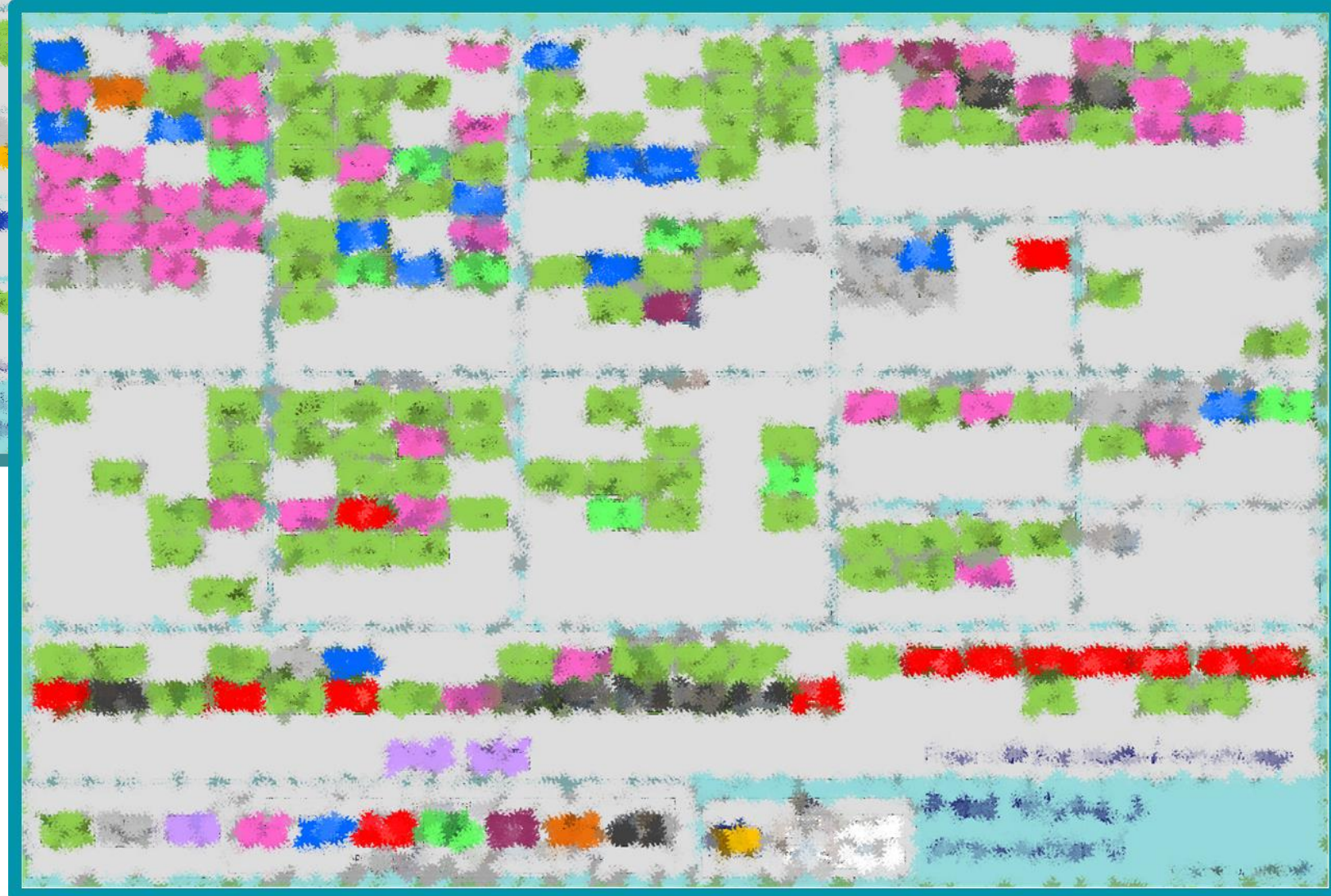
The Riverside 'Customer Plan'

Patrick New and John Glenton explain **Customer Experience** and our **Digital Services** in the new Customer Plan.
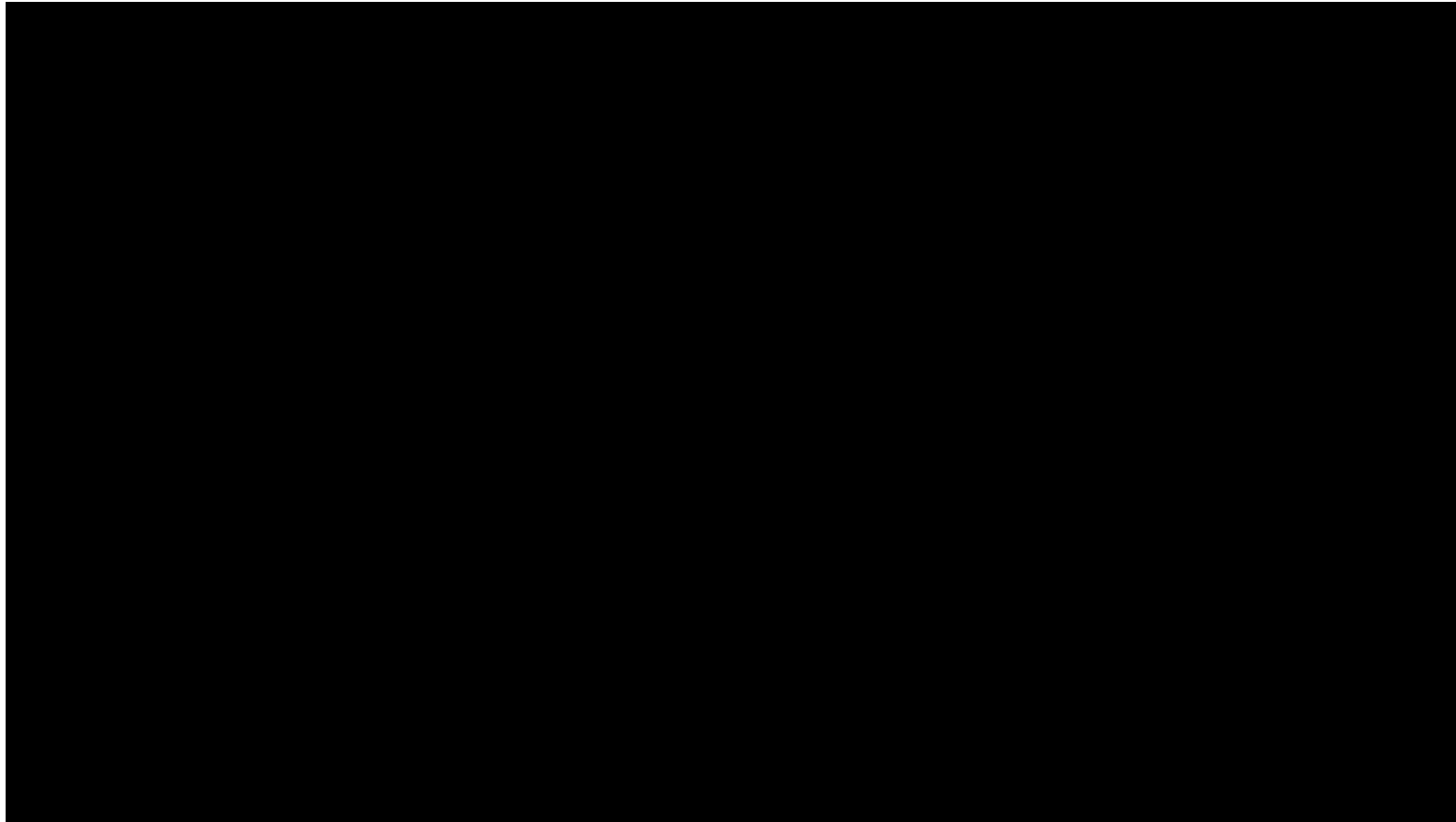
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Customers First – our focus on the Customer Contact Journey

Ease and choice in interactions with us. Efficient and effective services, where, how and when our customers want them. Increase problem resolution at first contact. Minimise 'handoffs'.

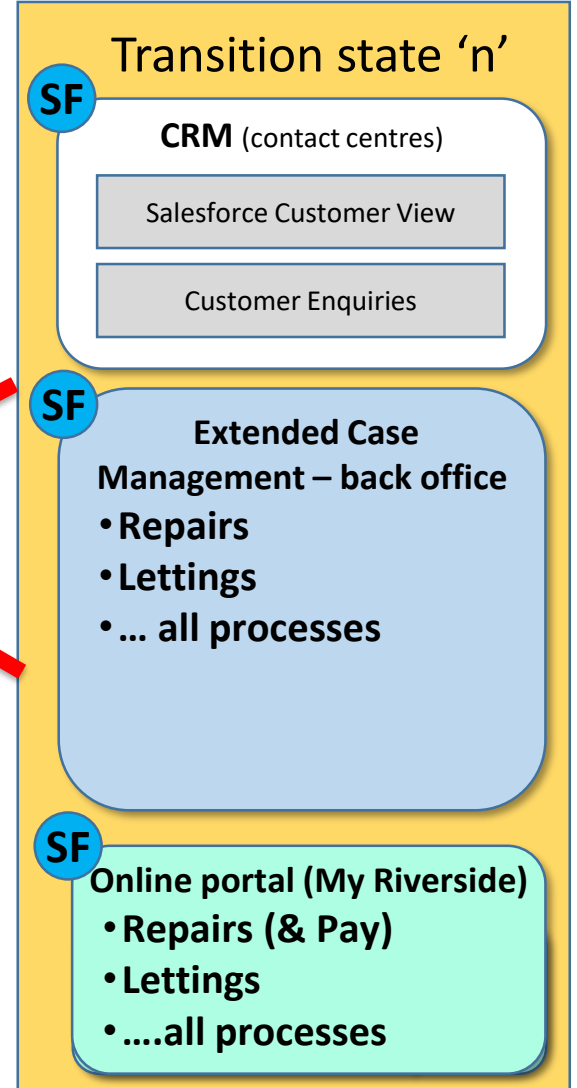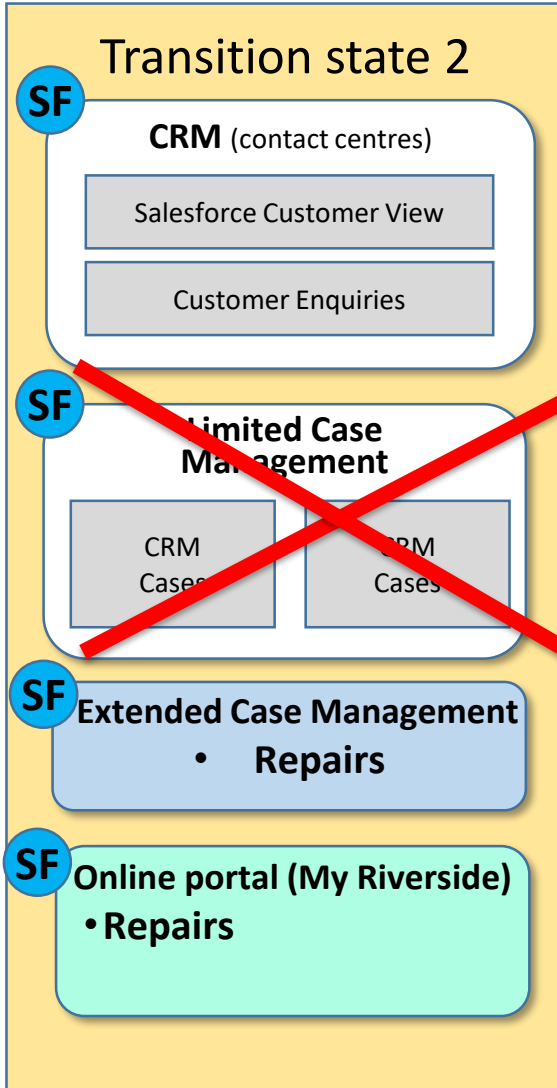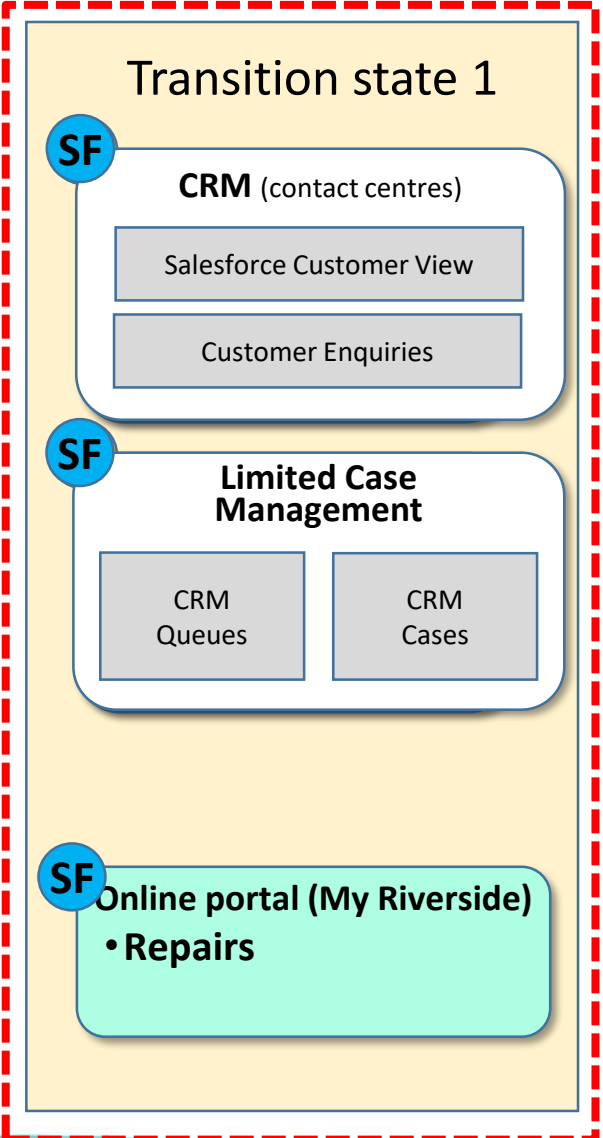| Increase Customer Knowledge & Self-sufficiency	Channel of Choice Consistency of Service	Increase First Time Resolution	Effective, End to End Case Management	Case Prioritisation & Effective Complaints Handling

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Salesforce Transition

SF Salesforce **L** Legacy CRM

Starting Point

L

CRM (CSC)

- 360 Customer View
- Customer Enquiries

L

Limited Case Management

- CRM Queues
- CRM Cases

Transition state 1

SF

CRM (contact centres)

- Salesforce Customer View
- Customer Enquiries

SF

Limited Case Management

- CRM Queues
- CRM Cases

SF

Online portal (My Riverside)
- **Repairs**

Transition state 2

SF

CRM (contact centres)

- Salesforce Customer View
- Customer Enquiries

SF

Limited Case Management

- CRM Cases
- CRM Cases

SF

Extended Case Management
- **Repairs**

SF

Online portal (My Riverside)
- **Repairs**

Transition state 'n'

SF

CRM (contact centres)

- Salesforce Customer View
- Customer Enquiries

SF

Extended Case Management – back office
- **Repairs**
- **Lettings**
- **… all processes**

SF

Online portal (My Riverside)
- **Repairs (& Pay)**
- **Lettings**
- **….all processes**

Delivering Salesforce into Customer Services

Proposed Services for Customers - My Riverside

- Guidance & FAQs
- Log, Appoint, Cancel, Repair
- Track a Repair
- Arrange a Gas Service
- Rent a Property
- Submit a Complaint
- Report Anti-Social Behaviour
- Make Tenancy Changes
- Pay Rent / Service Charges
- Etc...

All Customer Services Functions & Roles will use Salesforce

- Customer Service Centre
- 'Front Line' Housing Colleagues
- Housing Services
- Income Collection
- Riverside Repairs
- Regional Service Delivery

Customer Services processes will be built end to end on Salesforce

salesforce

- First Contact Enquiries
- Allocations & Lettings
- Income Collection
- Tenancy Management
- Complaints
- Responsive Repairs
- Safeguarding
- Etc......
- Etc......

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Illustrative: Implementation Sequence Considerations

Simplification in Riverside technology

Compliance and Risk

Customer Service

Reduce waste

Predicted self service use
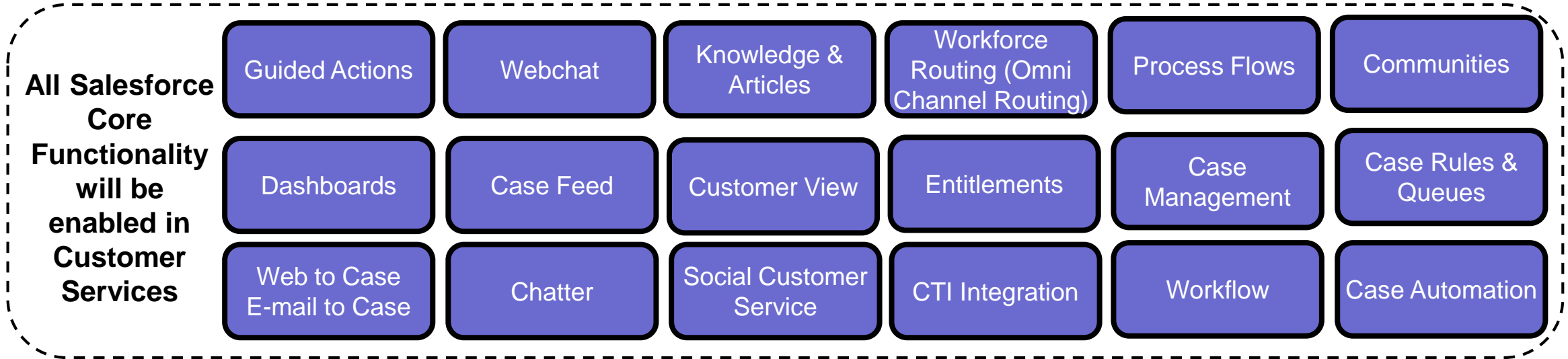
Protect rental income

Remove spreadsheets

Customer Satisfaction

Process	Est. Size	Benefit Score	Key Customer Segments			
			Social Housing	Retirement Living	Shared Ownership/ Leasehold	Supported Housing
			Customer Segments Applicable by Process			
R1: Customer Enquiries (Including Core Application)	L	130	●	●	●	●
R2: Responsive Repairs	L	185	●	●	●	●
Process	**Size**	**Benefit Score**				
Allocations & Lettings	L	175	●	●		
Income Collection	M	165	●	●	●	●
Gas Servicing	M	155	●	●	●	●
Safeguarding	S	130	●	●	●	●
...ids	M	125	●	●		
...w Sales	M	115			●	
ASB	S	110	●	●	●	●
Neighbourh...	M	105	●	●		
...nante...	M	95			●	
...ola...	S	90	●	●	●	●
...e	S	65	●	●		
	S	45	●			
...t & Se...	S	45	●	●	●	●

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Salesforce Core Functionality

All Salesforce Core Functionality will be enabled in Customer Services

Guided Actions	Webchat	Knowledge & Articles
Dashboards	Case Feed	Customer View
Web to Case E-mail to Case	Chatter	Social Customer Service

Workforce Routing (Omni Channel Routing)	Process Flows	Communities
Entitlements	Case Management	Case Rules & Queues
CTI Integration	Workflow	Case Automation

System Integration
(Illustrative)

Salesforce

Integration Hub

- Repairs Diagnostics
- Data Warehouse
- Compliance
- Planned Maintenance
- Housing Management
- Repairs Operations
- Other functions….
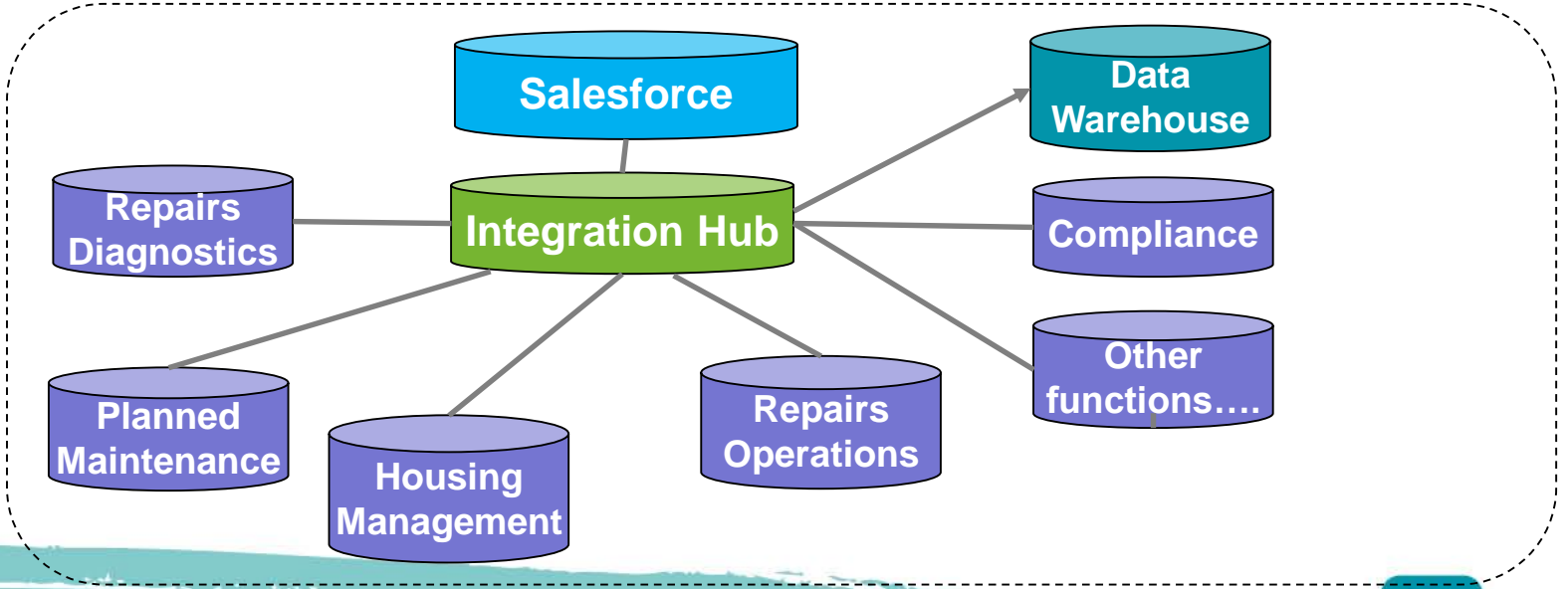
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My Riverside - 'Self Service' Repairs

- Agile approach – Customer Services product owners.

- Improvements in UX design ahead of national roll out.

- Challenges around data quality and authentication.

- Roll out has grown organically from MVP to 6,000+ customers, who:

  - Check their rent

  - Diagnose repairs

  - Book repairs

salesforce

R Riverside

Welcome to My Riverside

View and manage your personal information, repairs, rent and charges, all in one place.

Email address

Password

Login

Forgot your password?

New user?

Create an account here

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Step 2: Email and Mobile number

Email address:
You need one to set up an account. Where send information electronically, we'll also c you using this address.

Confirm email:

Mobile number:
We'll use this to get in touch with you, inclu sending you appointment reminders. You c register without one.

Confirm mobile number:

☐ I accept Riverside's Terms & Conditions of use and Privacy Policy

Next

R Riverside

Step 1: Your details

Please enter your postcode below, and select your address from the suggestions.

Postcode:

[   ] **Find address**

Now enter your details so we can find you on our system.

Last name:

Date of Birth:
DD   MM   YYYY

Continue

Need help registering?
Visit our advice page for help and how to get in touch.

R Riverside

Step 1: Your details

Please enter your postcode below, and select your address from the suggestions.

Postcode:

[   ] **Find address**

Need help registering?
Visit our advice page for help and how to get in touc h.

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And from there, where next?

From reactive to proactive & predictive

salesforce

Options could include….

Efficient operations, online customer choice and webchat

Predictive early warning (for rent arrears so we can support); Robotic process automation

Smart Boilers for proactive maintenance

Connected Homes – our repairs reporting themselves

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We Riverside

Thank you