



Unlocking Tenant Experience

How to craft your day of service communication journey

localz

Customer communications fit for a modern housing provider

Customer expectations are changing. It's no longer good enough to do better than your peers - the bar for customer experience is set by giants such as Uber and Amazon. Global crises have accelerated these changes so that digitalisation is no longer optional.

It's no surprise that housing associations now cite **tenant experience** as a top priority. The sector is taking big strides to improve satisfaction, increase access to information, and listen to residents' feedback. And many of these **customer experience measures** come with **significant operational benefits**.

Take repair and maintenance appointments as an example. By simply communicating with tenants on the day of service, organisations stand to **increase first-time access** and **reduce inbound calls**.

In this guide, you'll find actionable tips to make the day of service awesome for tenants - all the while driving operational efficiencies.

What's inside?

Preparing for the day of service



Making the day of service awesome



Post-appointment engagement



Housing industry examples



The tools you need to get started



Preparing for the day of service

When your tenants shop online, they receive an instant email confirmation and SMS updates tracking their delivery. Imagine their dismay when they receive a poorly-timed letter offering a four-hour window for a repair appointment. Leaving tenants in the dark causes unnecessary uncertainty, contributing to missed appointments and increased call-centre activity.

The solution

Leading up to the visit, service providers can help tenants to prepare mentally and practically. Depending on your needs, you might send a notification when the job is created, on the morning of the visit, or when a technician is assigned. This is also an ideal time to give instructions that the customer needs to be aware of.

As well as easing tenants' anxiety, you'll be on your way to increasing first-time access and freeing up call-centres.

Preparing for appointments with Localz



Automated notifications: Send reminders on or before the day of service - either via SMS, email, push notification, or landline call.



On My Way: A notification is triggered when the technician is en route, so tenants can go about their lives, knowing when to prepare.



Configurable workflows: Send the right message at the right time, based on your business needs.

“

With an industry average of **15% no-access** failed appointments and each failed appointment costing **£60-£75**, it is business-critical for landlords and contractors to reduce the time wasted and costs incurred associated with these failed appointments.

Ian Stewart | Commercial Sales Manager | Castleton Plc.

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The service has been designed to improve the customer journey for residents and overall customer satisfaction.

David Morgan | Managing Director | Wates Property Services

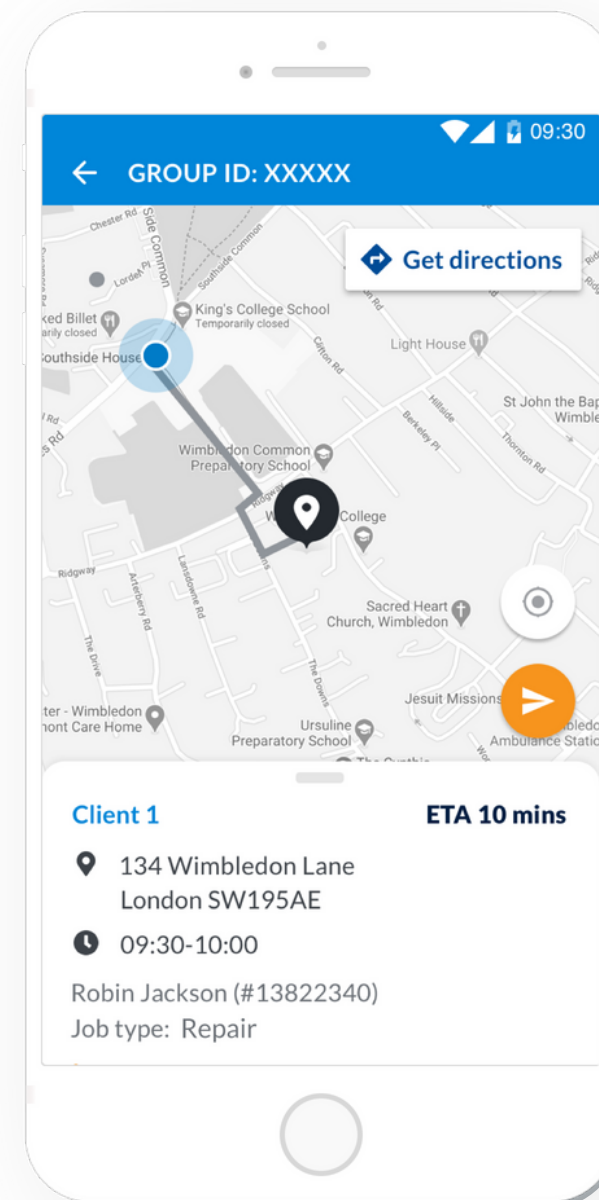
NOTIFICATIONS IN ACTION

Leading affordable housing maintenance provider, **Wates Living Space**, introduced Localz On My Way technology.

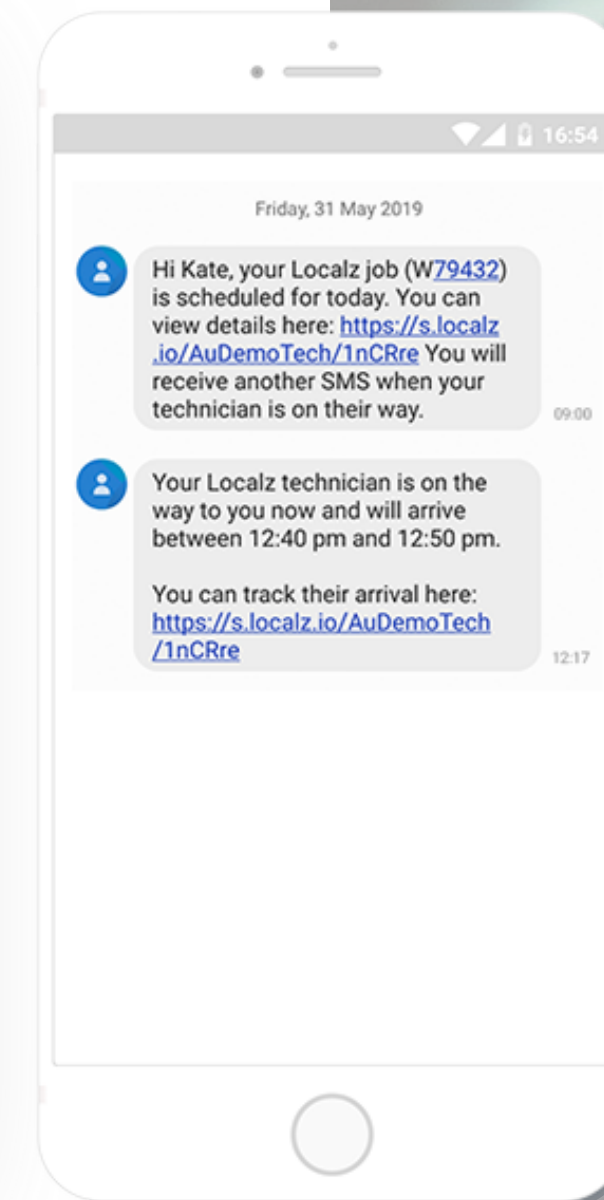
This enables residents to receive **automated SMS messages** notifying them when their engineer is due, plus view a **real-time tracking map** of the operative's location.

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Technician view



Tenant view



During the day of service

When it comes to the day of service, an open-ended ETA window causes customers to feel trapped at home. If they do take a chance to go out, or if they're slow to answer the door, they'll potentially miss the appointment. Ultimately, the tenant is unnecessarily stressed and your organisation risks a wasted visit.

The solution

With a few small actions, landlords can turn service appointments from a drain on resources into a positive experience. By empowering tenants and operatives to communicate, you'll significantly increase first-time access and reduce inbound calls.

Add location tracking into the mix, and you'll deliver an experience to rival eCommerce and delivery services.

An awesome day of service with Localz



Real-time map and ETA: Tenants know when to be at home, so they're less likely to miss an appointment.



Technician details: Tenants know whom to expect, meaning less anxiety and fewer queries.



Two-way communication: Customers can share entry instructions, social distancing preferences and more, decreasing time spent at the property.

COMMUNICATION IN ACTION

DW Support Services provides property repair services to social landlords. The company prides itself on putting the customer at the centre of its business model.

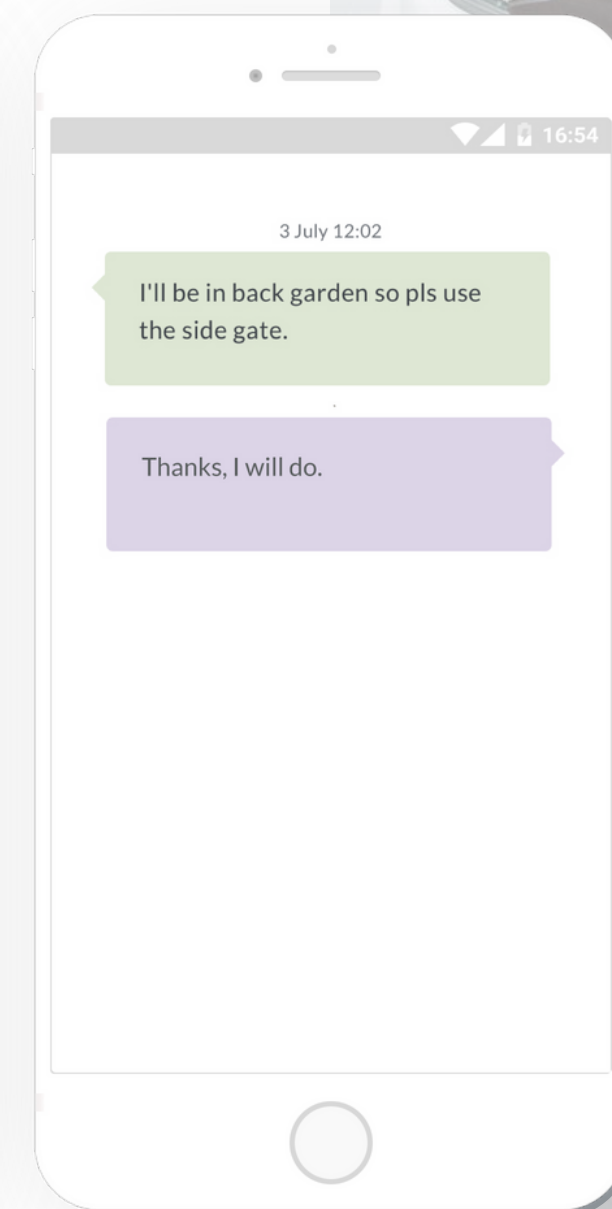
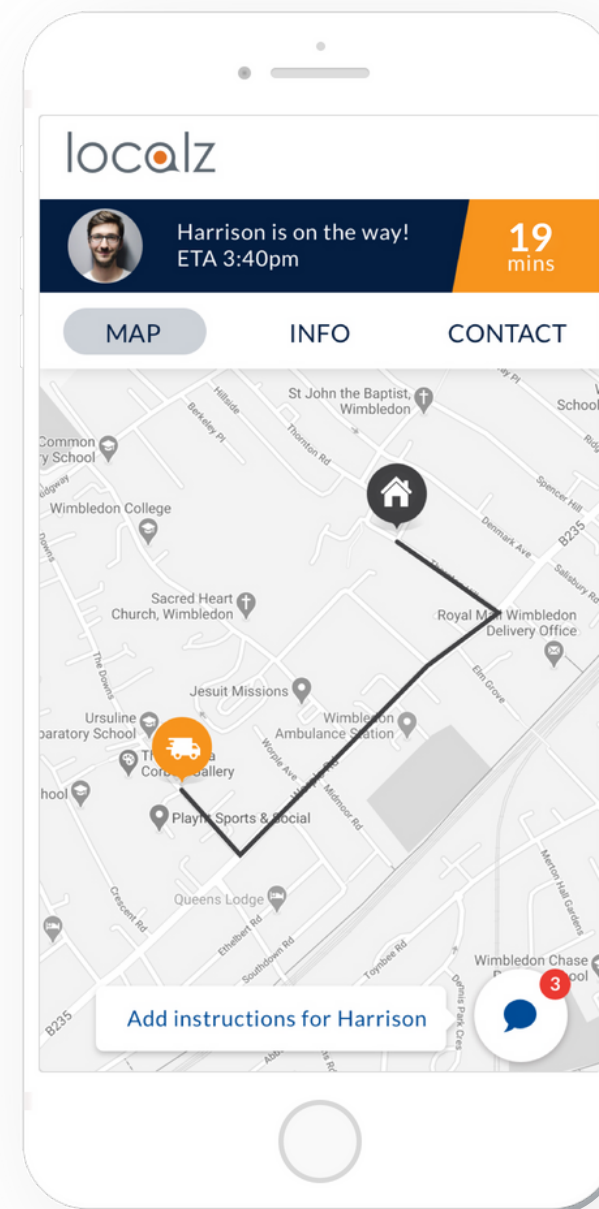
Localz was chosen to enhance the **customer experience**, drive **efficiency savings**, and give DW a **competitive edge** in the repairs contractor market.

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Implementing Localz will make our end-customers' lives easier, will reduce call wait times, and increase first-time access rates - all the while improving the overall customer experience for tenants.

Alan Elliott | Head of Responsive Repairs | DW Support Services



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Please **wait for 5 mins** after knocking, I'm slow on my feet.

Two-way communication from a customer

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Post-appointment engagement

Whether you're operating with a DLO or contractors, the day of service will colour tenants' perception of your organisation as a whole. And we know that happy customers cost less to serve, that long tenure is cost-effective, and that advocacy and reputation have a tangible value. It's therefore vital to collect feedback and act in a timely manner if something isn't right.

The solution

It's a good idea to send the resident a geo-triggered feedback request as soon as the operative has left the property. This allows tenants to express themselves while the appointment is still top-of-mind, but without being swayed by the presence of the technician. You'll also avoid the need to pass a device or physical feedback form to the person.

Actionable feedback with Localz



Geo-triggered feedback requests: Prompt feedback accurately reflects the tenant's experience.



Optimised feedback forms: Simple questions in a convenient format make it easy to respond.



Real-time back-office alerts: Respond to negative feedback quickly, and therefore at a lower cost.

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At Clarion we are passionate about continuously improving customer experience. We are already seeing great benefit from receiving real-time feedback from our customers and using this feedback to quickly enhance our service.

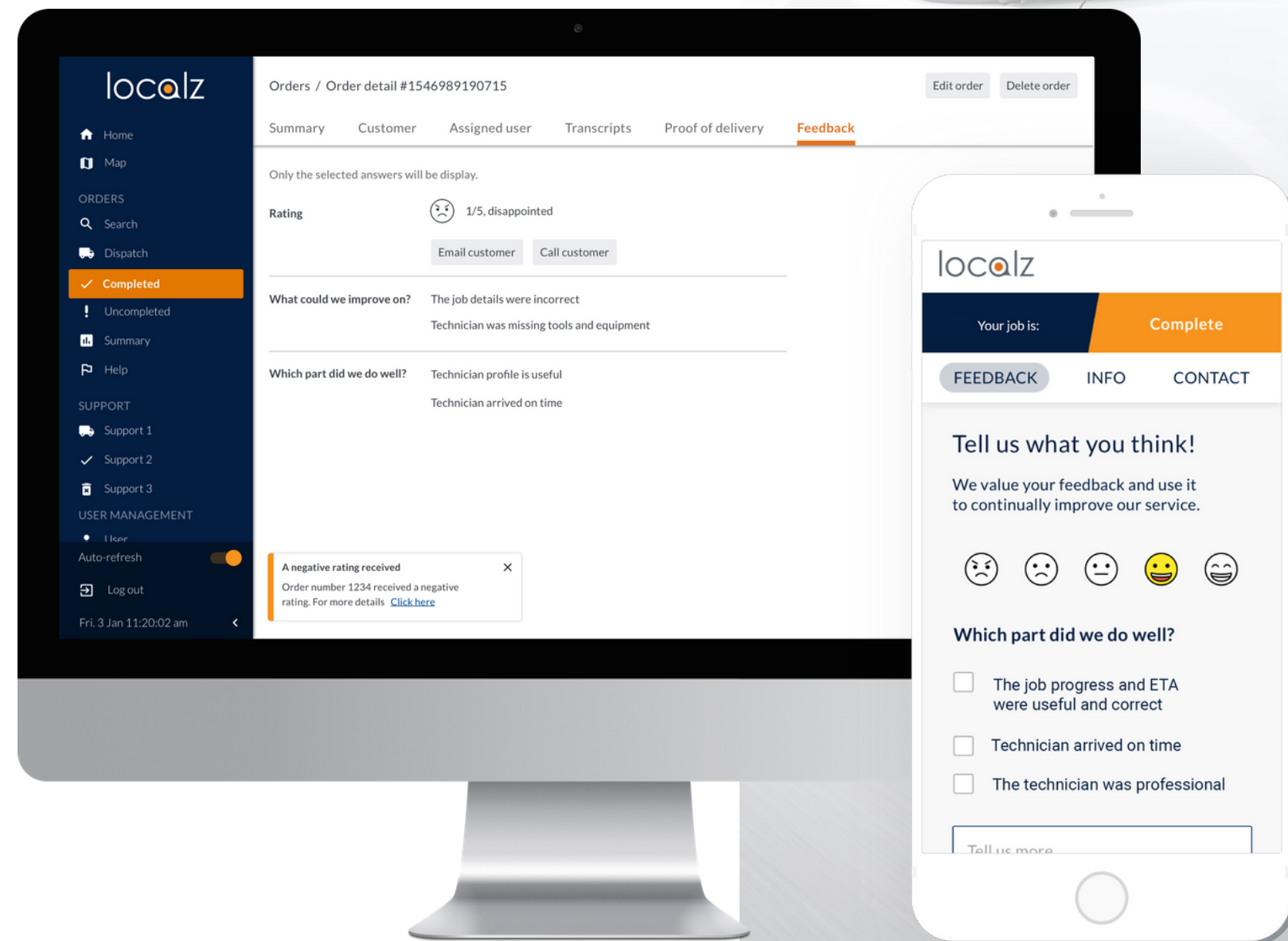
Rob Lane | Group Commercial Director | Clarion Housing

FEEDBACK IN ACTION

Clarion Housing has a genuine and publicly-stated objective to continually improve customer satisfaction. Its culture is embracing innovation and technology to improve business processes and efficiency.

With this in mind, the company has implemented Localz technology to **reduce missed appointments** and **collect feedback**.

[WATCH VIDEO](#)



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The two operatives have done a very professional job, they were polite and cheerful. **A very satisfied customer here.**

Real-time customer feedback

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Localz for housing

Mix and match Localz out of the box applications, or integrate our location and communications SDK's into your own enterprise solution. Enhance the tenant experience and drive operational savings on the way.

- Increase tenant satisfaction
- Reduce call-centre costs
- Increase first-time access
- Visibility for office-based staff



On My Way

Real-time location tracking and customer notifications.



Chat My Way

Two-way communications between the customer and operative.



Rate My Experience

Dynamic feedback forms and negative feedback alerts.



Manage My Appointments

White-labelled customer portal with map and technician details.



Manage My Workforce

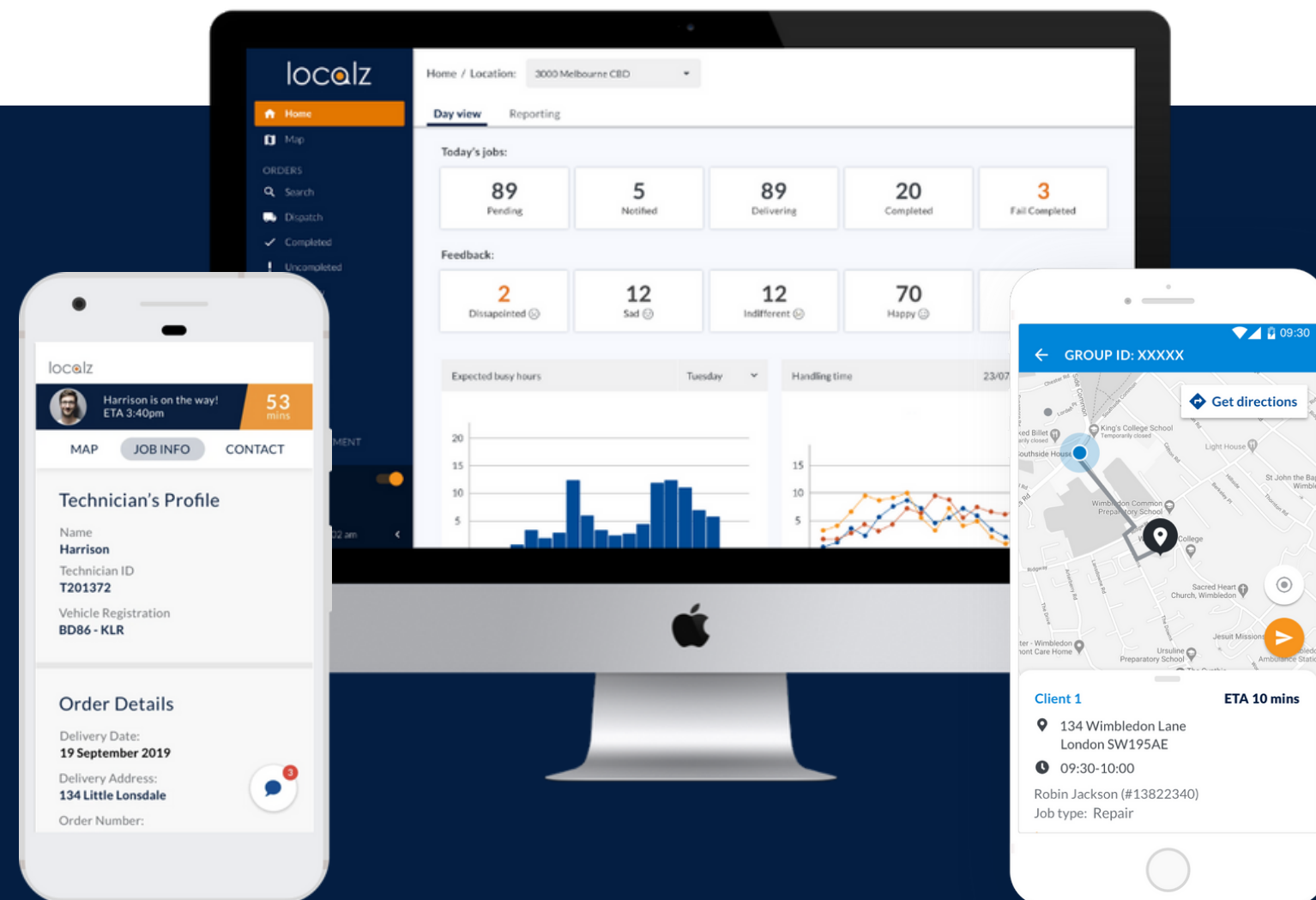
Management dashboard provides real-time visibility for office staff.



Manage My Day

Mobile workforce app to complete jobs and automate communication.

About Localz



Since 2013, our primary focus has been making the day of service awesome for field service, collection and delivery teams.

We take the complexity out of the last mile, providing solutions to businesses with mobile workforces to deliver a frictionless customer, field staff and operational experience.

Get in touch
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