



INSIGHTnet

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Customer profiling is a term that has been used within the private sector for some time - knowing who your customers are, understanding what they want and what they don't want, and delivering services they need in a way that they desire and demand is something that the private sector has become very adept at. The public sector has fallen behind in adopting this methodology but given recent cuts and a greater need than ever for effective service delivery, customer profiling is essential to the survival of housing organisations and local authorities.

INSIGHTnet will explore ways of working more effectively with your tenant base and will help you to ensure that your services meet their needs, aspirations and expectations.

What will you get?

INSIGHTnet members will gain new ideas and best practice by meeting with their counterparts, learning from sector experts and carrying out network-led benchmarking. In addition, members will have input to the customer insight annual event and interactive workshops. The quarterly meetings will hear from high calibre speakers, from within the Housing Sector and beyond. In detail, the network will offer:

- **Positive practice toolkit**

The toolkit will highlight case studies throughout the housing sector and beyond, and provide practical steps in data collection, analysis of information and interpretation of intelligence. This booklet will be developed throughout the year and will act as reference document for members to maximise their customer profiles and include practical applications for overall service improvement.

- **Briefing papers**

INSIGHTnet members will receive regular briefing and issue papers on specific aspects of customer profiling and customer insight. This will include everything from data collection and analysis to information interpretation and forward planning to shape tailored services.

- **Customer profile and insight benchmarking**

This service is available to INSIGHTnet members to measure what they do in both quantitative and qualitative returns. The benchmarking is member-led, and the benchmarking framework will evolve to reflect member needs. High performers will be invited to share their experience in how they achieve excellent results to other group members.

- **Knowledge exchange and shared practice**

INSIGHTnet members will meet regularly to discuss their issues and latest topics affecting customer profiling and insight; this will include everything from collection and analysis of data to utilising the intelligence to shape and tailor service delivery. This allows members to share their knowledge and experience within their own customer profiling and insight exercises and beyond.

- **Online discussion forum**

INSIGHTnet members will gain access to the online forum to share experiences, challenge practices and pose questions or queries to the rest of the network members and tap into the expertise of the Northern Housing Consortium (NHC) team.

- **Industry professionals**

Industry experts from both the public and private sector will attend group meetings to talk about issues INSIGHTnet members have prioritised, so that best practice can be shared within the housing sector and beyond.

- **Annual conference and interactive workshops**

INSIGHTnet will develop a focussed annual conference and specialist interactive workshops (with discounts for network members), concentrating on the latest developments and issues in customer profiling and insight, both in the public and private sector.

Within the annual conference, workshop topics may arise directly from the quarterly INSIGHTnet meetings, and there will be opportunities for members to host workshops at the event.

- **Access to independent service audits**

The Northern Housing Consortium has an established Performance and Practice Team who specialise in service analysis. As an INSIGHTnet member, you will have access to these services at a reduced rate.

Outcomes from the network

- Improve the quality of data collected and analysed
- Evidence Value for Money with tailored services
- Develop more effective communication with customers
- Market services more effectively (for example income management with vulnerable groups to reduce rent arrears)
- Improve trust of customers to disclose personal information
- Reduce waste through rationalisation of services that are not meeting customers' needs
- Focussed delivery of services
- Monitor access to services to demonstrate fair access
- Evidence equality and diversity, internally and externally

Who should join?

- Heads of Performance Development
- Business Improvement Managers
- Customer Involvement Managers
- Heads of Customer Service
- Equality and Diversity Managers
- Customer Insight Managers
- Knowledge Managers

Membership Fees

£595 + VAT per annum for NHC members

£795 + VAT per annum for non-members

Contact

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Please click here to complete an INSIGHTnet membership form

- Conferences and workshops, consultancy projects and interventions will incur an extra cost.