RENAISSANCE MANCHESTER HOTEL, 4TH JULY 2018 • **CONFERENCE 2018**



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Retinue **texthelp**^{**}





CHAIR'S WELCOME AND INTRODUCTION

#digi18

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Group Chief Executive Thirteen Group





Using Amazon Alexa and Voice Control Software in Independent Living

Steve Taylor

Care Technology Specialist PA Consulting / Hampshire County Council



VOICE CONTROLLED TECHNOLOGY IN SOCIAL CARE

Digital Innovation in Housing Conference 2018 4th July 2018

arae

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CONTENT

- 1.Argenti in Hampshire
- 2.Need for innovation in supporting older people
- 3.Role of voice controlled technology in social care
- 4.Project results and next steps





ARGENTI IN HAMPSHIRE

ARGENTI CARE TECHNOLOGY IN HANTS

Performance in the first 4 years:



£7.1M net savings by the end of Year 4



9,800 active service users

Ê⊕;

Over 1,230 health and social care practitioners

trained and certified

9 out of 10

social workers say Argenti care technology is "good" or "very good" at achieving desired user outcomes

System Benefits:



Argenti is working to drive wider take up of care technology with Hants CCGs and Hampshire Constabulary







Feedback is excellent:

94%

of users surveyed feel that care technology has "Increased their feelings of safety and security"

ĥ

98% of users surveyed would "recommend service to others"

Appearances

- July 17- featured on BBC Radio 4's The World Tonight
- Oct'14/Sep16; featured in the Guardian
- Oct '14 Jointly branded County-wide private pay service

Awards

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- Winner MJ Awards 2017: Delivering Better Outcomes
- Winner LGC Awards 2016 : Driving Efficiency through Technology
- Winner TSA Crystal Award two years running; 2015 &
 2016 for Innovative service delivery









NEED FOR INNOVATION IN SOCIAL CARE

2



RISING DEMAND

WHERE WE HAVE COME FROM.....

- 1952 Audrey, from Bell Laboratories could recognise 9 digits.
- 1970s US Defence investment. Harpy System could understand 1011 words, vocab of a 3 year old.
- 1980's Voice control becomes commercial.
 5000 words
- 2000 Progress slows. Google data on billions of searches was the key to unlocking predictive voice recognition.
- 2010 Google apps mainstream voice recognition, 230 billion words/searches now known.





INNOVATION AND THE SHIFT TO DIGITAL IN PRACTICE

Out of the box

Alexa has the capability to control many Smart Home devices including lightbulbs, heating and locks, assuming that compatible devices are installed around the home. Additional skills can be installed to allow further control.



Note: Some manufacturers, such as Hive and Nest, offer an ecosystem of smart home products and are able to offer discounts for multiple devices.

the front door"

HIVE



ROLE OF VOICE CONTROLLED TECHNOLOGY IN SOCIAL CARE

3

RELEVANCE IN SOCIAL CARE

- Unlocking potential of voice controlled applications
- Consumer product that is accessible and relevant to service users, not a normal 'telecare device'
- Easily networked with existing applications used in the home
- Easily adapted and personalised.
- Rapid development of health and support apps
- Specific success so far with service users living with visual impairment and mobility limiting conditions like ME and MS

amazon echo

Always ready, connected, and fast. Just ask.



HEADLINES OF PROJECT

- Hampshire County Council and Argenti applied for funding from the Local Government Association and in November 2017.
- Project supported 50 service users with Amazon Alexa devices and some connected light bulbs and plugs. Each service user will continue with the equipment after the project.
- All referrals come from social workers and other adult service teams.
- Each case is assessed for their individual need and the equipment set up to help meet the desired outcomes.

STAGE 2 – DESIGNING OUR OWN 'SKILL'

- Allows service users and their family to record their desired tasks on a list for a domiciliary care worker to access and update.
- When the care worker arrives they will ask the Alexa device for a list of tasks to complete.
- This will help Service users who struggle with memory issues and family members to help influence the care of their loved one.







PROJECT RESULTS AND NEXT STEPS

CASE STUDY - CLAIRE



EARLY RESULTS

LESSONS

- Wifi / Connectivity
- User ability/personal approach
- Data governance
- Support Providers
- Wrap around package was key
- Designing our own bespoke skill is challenging
- Real opportunity for linking units and IoT devices together in a hub model



QUESTIONS





Bringing Ingenuity to Life





Digital Tenancies: the Benefits for Tenants and Organisations

Paul Warburton

Director of Property Operations Your Housing Group



Operate Paul Warburton, Director of Property Operations

Digital Transformation







Business Intelligence

- Only 1 Communication Channel Telephone
- Move to digital world Customers want greater accessibility at their convenience
- 1% rent reduction £65 million reduction over 5yrs
- External Environment Welfare Reforms
- Customer Journey identified staff processes were administratively intensive and inefficient.



Why



We will create a fit for purpose operating model, for the management of all stock that provides an optimum service to customers and reduces the direct management costs.





Developing the digital solution creates opportunities to centralise, streamline and automate services.

Analysis

50% of all customer contacts could be signposted42% of staff time couldn't be accounted for

81,000 income related calls (24,000 payments taken)

140,000 repair calls per annum – initial and follow up works

SIGN UP

2,300 hours per year spent manually signing up customers

Priorities Identified













We have changed our operating model as we become a progressive housing provider, delivering a mix of social and commercial products.





Customer Experience

- Consistent service simplified agreements
- Convenience from home, mobile, 24/7
- Another channel for customer-landlord interaction
- Increased visibility for customers around repairs and maintenance
- Digital experience for the customer
- Value for money channel more resource into building more homes and improving existing properties
- More agile staff increased visibility of staff





Impact to YHG





Redefine the service offer resulting in a better customer experience

Next Steps for the Portal



View available properties, book a viewing, pay deposits and payments and book additional services



View communal and estate related services and dates



Book a handy person, track cyclical and planned maintenance and provide leasehold repairs service



Book a tenancy visit, ask a question on my tenancy and request permission

Thank you

Paul Warburton Director of Property Operations Paul.Warburton@yourhousinggroup.co.uk 07770 874335



Professional Practice Session 1



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1) Overhauling Core IT Systems for Digital Transformation and Growth (This Room)

Geoff Kirk, Service Director Business Systems, WDH

2) Dealing with Digital Stress In Staff (El Greco Room)

Louise McQuillan, Business Development Manager, TextHelp

3) Migrating to Microsoft Office 365 and Cloud Security Considerations (Bernini Room)

Chris Bartlett, Business Unit Director – Public Sector, Comparex

Tony Spruyt, Services Sales Manager, Comparex
Professional Practice Session 1



Overhauling Core IT Systems for Digital Transformation and Growth

Geoff Kirk

Service Director Business Systems WDH





Overhauling Core IT Systems for Digital Transformation and Growth

Geoff Kirk Service Director Business Systems

delivering promises, improving lives

Digital disruption is coming



Over the coming decade NO industry will escape *profound* digital disruption ...





Drivers for change







People Property

Place Performance



Digital blueprint







Connected Workforce Connected Homes

Connected Communities Connected Business











Building WDH's digital platform





wdh

Microsoft Dynamics 365



Integrated solution

• Front, middle and back office.

Cloud and innovation

- Rapid implementation.
- Continuous development.

In-built Intelligence

- Self-service business intelligence.
- Big data and cognitive service.
- Internet of things.



HCL added value



An **Marcell** Company



The story so far





What's happening next









KeepCalmAndPosters.com





Infrastructure readiness



- Connectivity speed and resilience.
- Virtual Desktop upgrade.
- Office 2016 / 365 rollout.
- Data Centre upgrade: hybrid cloud.
- Disaster recovery review.
- Integrations with legacy systems.

Organisational readiness



- As-is / To-be process mapping.
- Data rationalisation and cleansing.
- Familiarisation sessions.
- Communication and engagement.



Benefits



Feature	Benefit
Automation of routine administrative tasks.	Increased productivity and reduced overheads.
Single unified asset register.	Improved regulatory compliance.
Procure to Pay purchasing control.	Procurement savings.
Dynamic scheduling.	Reduced fleet costs and increased capacity.
Enhanced job triage and skills based scheduling.	Reduction in repeat repairs visits.
Expanded and improved self service options.	Reduced calls and walk-ins, and reduced no access visits.

Next steps







www.wdh.co.uk





LUNCH AND NETWORKING

Professional Practice Session 2



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4) Partnership Working to Improve Digital Inclusion (This Room)

John Fisher, Chief Executive, Citizens Online

5) HACT's Digital Data Standards (El Greco Room)

Dr Rob Wray, Deputy Chief Executive at HACT Housing

6) Migrating to Microsoft Office 365 and Cloud Security Considerations (Bernini Room)

Chris Bartlett, Business Unit Director – Public Sector, Comparex

Tony Spruyt, Services Sales Manager, Comparex

Professional Practice Session 2



Partnership Working to improve Digital Inclusion

John Fisher

Chief Executive Citizens Online



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REFRESHMENT BREAK





How Customer Segmentation Can Drive Decision-Making Across Your Organisation

Chris Walker

Head of Business Intelligence Coast and Country Housing How Customer Segmentation can drive decision making across your organisation

Chris Walker Head of Business Intelligence



About Coast & Country

- Established in 2001 following a large scale voluntary stock transfer from Redcar and Cleveland Borough Council
- Own and manage over 10,500 homes across a range of products, locations and tenures
- G1/V1
- Great Customer Experiences, Great Homes and Places, Great Business Delivery
- Merger with Yorkshire Coast Homes to create a new 15,000 unit provider with a strong presence across the Tees Valley and North Yorkshire.











RENT STANDARD





... the Big Bad Wolf?





Welfare Reform Act 2012









Channels, Choice, Confusion



Customer Insight and Segmentation


Defining the Project



Working together to make a difference

Know your Data



Working together to make a difference

Know your Demographics



Building your Personas



ONE SİZE FİTS ALL

MADE TO MEASURE



Visibility and Application



Working together to make a difference

The Power of Personas

- Allow us to manage and anticipate customer requirements by understanding how the needs of customer groups differ
- Help us plan for the long term through understanding trends and how demand will evolve over time
- Effective allocation of resources through understanding where and when investment in service delivers the greatest benefit
- Inform service design understand how customers prefer to access services and the mix of services they need
- Ensure marketing is more effective by understanding channel preferences



Application – Gas Servicing

- Scenario: Increased number of customers reaching stage 5 of the Access procedure
- Risk: Failure to perform annual gas safety checks
- Customers segmented based on their age, family composition, district location and level of arrears
- Trends identified: younger customers (predominantly under the age of 45, single parent families or single adults typically in arrears
- Introduced SMS campaign to raise awareness of process based on the characteristics of the segmented customer group
- Outcome: Increased access, reduced risk



Application – Development

- Scenario: Low demand across some products types within our development portfolio
- Risk: Loss of income, fractured communities, reputational impact
- Developed an insight proforma for future schemes which looked at local demographics, affordability, changes in local property prices and location based factors (local facilities)
- More targeted development activity building the right products in the right place at the right time based on segmented customer data
- Outcome: Faster sales, increased income, higher customer satisfaction



Application – Rent and Income

- Scenario: Increased proportion of customers missing rent payments during the Christmas period
- Risk: Increased arrears, potential for increased enforcement action
- Analysis of customers who had missed payments in previous years customers segmented and risk ratings applied
- Targeted Christmas campaign with key messages/images linked to specific customer groups (families, single adults/single parent families, older customers)
- Outcome: Increased engagement/reduced arrears, embedding our Rent First culture



Application – Customer Involvement

- Scenario: Tenants Panel and Residents' Scrutiny Group largely made up of unemployed, female customers aged 50+
- Risk: Customer voice/opinions skewed by one dominant segment
- Recruitment drive SMS messages/e-mails (younger customers), postcards/information on rent statements (older customers)
- Outcome: Creation of e-panels that provide a vehicle for short notice/out of hours engagement removal of barriers and increased involvement from under represented customer groups.



Conclusion

- Customer needs, preferences and behaviours are changing
- One size fits all no longer appropriate
- Failure to segment and target communications leads to inefficiency and lost messages
- Segmentation allows us to provide a more personable service, ensure resources are applied in the right areas at the right time and can improve customer satisfaction
- Learn from others both in and out of the sector



Thank You and Questions

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Using Data to Drive Your Organisation Forward

Martin Johnson, Operations Director, Andrew McKinney, Business Development Manager

Sagacity Solutions



Sagacity Solutions

USING DATA TO DRIVE YOUR ORGANISATION FORWARD

JULY 2018

04/07/2018

V0.2





INTRODUCTIONS



Martin Johnson

Operations Director

Sagacity Solutions Limited



Andrew McKinney

Business Development Manager

Sagacity Solutions Limited

ABOUT SAGACITY





OUR PRODUCTS & SERVICES











ITS WHAT YOU DO WITH IT THAT COUNTS...



'Big Data' is extremely large data sets that may be analysed computationally to reveal **patterns, trends, and associations**, especially relating to human behaviour and interactions

However - the amount of data is **not important**. It's what you do with it that counts. Big data can be analysed and processed for to generate **insights** that lead to better decisions

ACCORDING TO DILBERT...



BIG DATA & THE 4 V'S



STRUCTURED DATA = 4V DESIGN

0.0069229501 058278 0068940549442 0.00659507242366 0 89045 0.01265180972 765218552883 0.0590 0.0109141801386 0. 0 0.0 0.0125138443

Structured Data



Unstructured Data



What you find in the 'wild' (text, images, audio, video)

RR3A7RAQ5RAQ7 0.0 533053165968890 594 0.0 0.0 0.0 0.0 0.0 9.0 0.0 0.0 0.0 0.0 0.0 0. 0.00780884831731 0.0 0.0 0.00729618761988 0612402604352 0.0 0.0 3128530202 0.0 0.0855 0.0 0.00651896383846 \$ 6.0 0.0 0.018372078 0.00563145224982 0.0

0.00532527484854 0.00557795196481 0.00557795190401 0.0 0.00547402853299 0.00526170306591 0.0 0.0069521

KNOWLEDGE IS POWER

- Big Data is getting bigger
- But how do we harness the potential power
- Our four step process helps clients take raw data and turn it into information that can be used to make informed business decisions



DATA IN HOUSING

Housing associations in England are awash with data on their properties and their customers...



SO WHAT IS THE STRATEGY?



Why have a Data Strategy?

- To facilitate a consistent understanding of business information needs between Data Users and Technology
- To avoid duplication of data and data processing systems, to establish a 'single version of the truth'
- \checkmark To clearly define the key performance indicators for data
- \checkmark To ensure that any data initiatives are aligned to the organisation strategy
- ✓ To address issues that occur when different teams perceive and use data differently
- To ensure that data initiatives are made visible across the business so that they can be coordinated effectively

The Housing Sector has a wealth of data which can be harnessed to improve business performance

DATA STRATEGY IN PRACTICE



Utilisation

How to use, store and interrogate data to support business processes

Data Quality

The effective measurement of completeness, accuracy and validity of data

Governance

Ownership and control framework for the management of data Security & Privacy

Controlling access, data protection, information security

DATA STRATEGY IN PRACTICE



Utilisation

How to use, store and interrogate data to support business processes

Governance

Ownership and control framework for the management of data

Data Quality

The effective measurement of completeness, accuracy and validity of data

> Security & Privacy Controlling access, data protection,

UTILISATION – ILLUSTRATIVE DATA OVERVIEW



Illustrative Model Inputs

Illustrative Views

THE SECTOR FACES DATA QUALITY CHALLENGES



Letters can be sent to incorrect tenants, or with misspelt names



Email or SMS communication is not possible if data is ^r incorrect or missing

t Tenants are unable to auto register for self-service platforms, leading to poor uptake and increased support costs



Data analysis becomes less accurate



Time is lost re-formatting addresses on letters



In the event of an emergency, it is difficult to provide full and accurate tenant information Article 5 of GDPR states that "Every reasonable step must be taken to ensure that personal data that is inaccurate is erased or rectified without delay."

How confident are you in the accuracy of your customer data?



Lack of available housing due to illegal subletting

POOR DATA QUALITY IMPACTS YOU & YOUR CUSTOMERS



TRADITIONAL SOLUTIONS

The traditional methods for improving data can be time consuming and often have limited impact

CSA's updating details at point of contact can be hit and miss if call volumes are high

Tenant response rates to updating their details can be low

Surveys are expensive, slow, and time consuming

Traditional solutions can be costly and require a large amount of manual effort

DATA QUALITY SOLUTIONS



DIAGNOSE

- Understand the quality of your data
- Identify where the problems are
- · Know how to fix them



CLEANSE & ENRICH

- Clean your customer data
- Complete the gaps in your data
- Validate that the data you hold is correct



KNOW YOUR CUSTOMER

- Identify who is living in the property
- Highlight additional and alternative tenants
- Track where people have moved to if arrears need collecting

CLEANSE AND ENRICH



- Rule set defined based on Health Check
 results
- Cleanse rules configured based on risk
 appetite
- Bespoke cleanse rules created for unique data items
- Data matched using proprietary matching algorithms
- Quality assurance and manual review to minimise the risk of errors
- Data returned for loading including confidence scores and a report detailing the changes made

BENEFITS OF USING DATA EFFECTIVELY






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Sagacity Solutions





Next Steps for Innovation – Customer Centricity

Tim Cook

Chief Executive nGage

Customer Centricity





Customer Centricity





My new hero - (Jobs is dead)





Chosen quotes from my new hero



"Screw the travel agents. Take the f**kers out and shoot them. What have they done for passengers over the years?"

"MBA students come out with: 'My staff is my most important asset.' Bulls**t. Staff is usually your biggest cost. We all employ some lazy bas***ds who needs a kick up the backside, but no one can bring themselves to admit it."

"Lets stop unnecessarily pis*ing people off."

"If delivery is a bit better than expected then I'm happy with that."





"The Happy Curve"



Thing 1 & Thing 2 – Ryan Air





"Age of the Customer"





Traits of a Customer- Centric organisation



- Data drives segmentation
- Knows its best customers
- Focuses on products and services for those customers
- Uses lifetime value to segment
- Customer success is a driver
- Customer commitment top down
- Knows its customers across all channels
- Process and Policies designed through the customer lens
- Measures what matters to customers (knows what matters)
- Aids customer innovation service by the customer for the customer

Brand & Innovation - Bezoz



- Brand is like the reputation of a person...
- Trust is earned not owned
- Make a promise and deliver on it again and again
- Innovation is doing something better what is the something?
- Solutions already exist improve them put some wheels on your suitcase...
- Five stars rating Amazon first to go large impact.



Sector Challenges – My observations





- Lack of customer choice in your sector has led to late adopters to consumer revolution
- Mind set towards customers has been 'one fit', intuitive more than data driven
- Social purpose often leads to complex, unambiguous strategy, plans and measures that matter
- We see ourselves as working within the 'housing' sector and not the 'customer service' sector

Benefits of customer centricity



- Drives value every single transaction or touch point costs money
- It's not about gold plate service its about having products that are fit for purpose and a service experience that creates loyalty
- Your customers are our biggest wealth generators our average customer stays for 8 years their life time value is £50,000
- Data tells us -
 - 70% of customers can self manage
 - 20% need some support
 - 10% need on-going support
 - *if our models of service reflect this we have created efficiency
- Investing in this relationship right is a win/win
- Driving efficiencies in service and improving our 'products' strengthens business resilience and provides opportunity for growth

Why investing in your customer service strategy matters





And in conclusion...





- 3/5 stars isn't good enough
- Do we really understand "Thing 1"
- Does your Board get it ?
- The customer before the business...

Comments and Observations ?



THANK YOU

#digi18

QUESTIONS AND ANSWERS



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CHAIR'S CLOSING REMARKS

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