

Understanding our tenants



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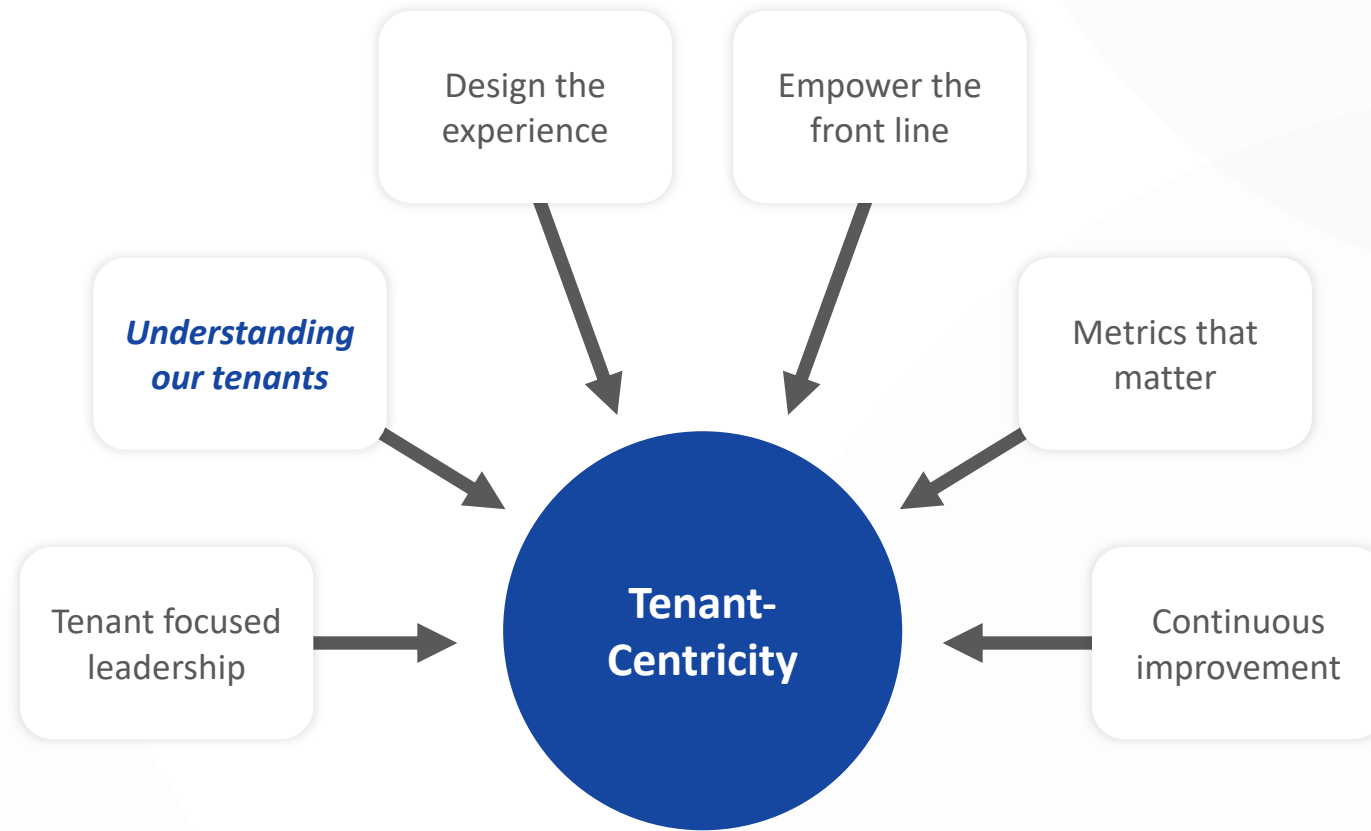
Only 14 percent of businesses say that ***customer-centricity*** is part of their strategy.



Source: Harvard Business Review 2019



Most of us would pride ourselves in saying that we are ***tenant-centric*** and that we put their needs at the forefront of what we do...



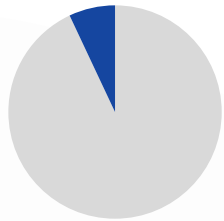
...and that ***understanding our tenants needs*** is key to being tenant-centric.



However, *tenant and landlord interaction remain low*, despite efforts to push them.

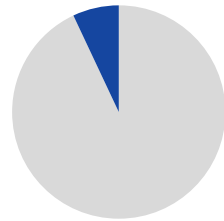
Source: Public attitudes to social housing: findings from the British Social Attitudes Survey 2018

If we are relying on these engagement alone,
we may not be listening to many of them at all.



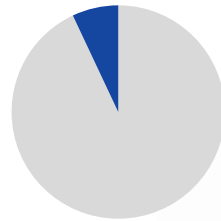
7%

had attended
meetings



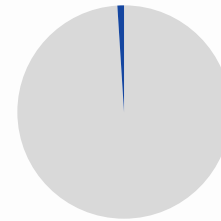
7%

had filled in a
questionnaire



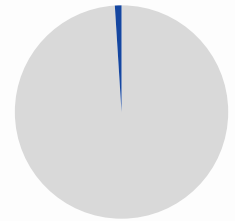
5%

had sent
a letter



1%

were part of a
neighbourhood forum



1%

were on a board
or scrutiny panel

Source: Public attitudes to social housing: findings from the British Social Attitudes Survey 2018



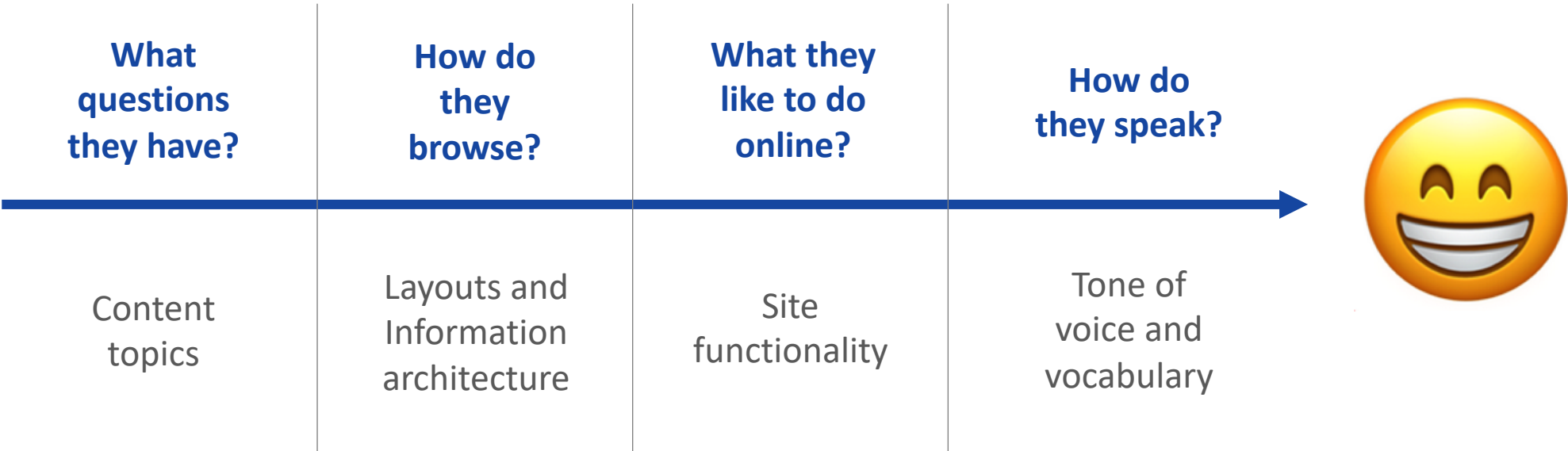
If we want to be truly tenant-centric,
we should think digital, and
where possible be data-driven.



Using ***digital & data*** to
understand our tenants...



...to drive a ***positive tenant experience*** that is tailored towards their needs.





Understanding *'what questions they have'*.

How?

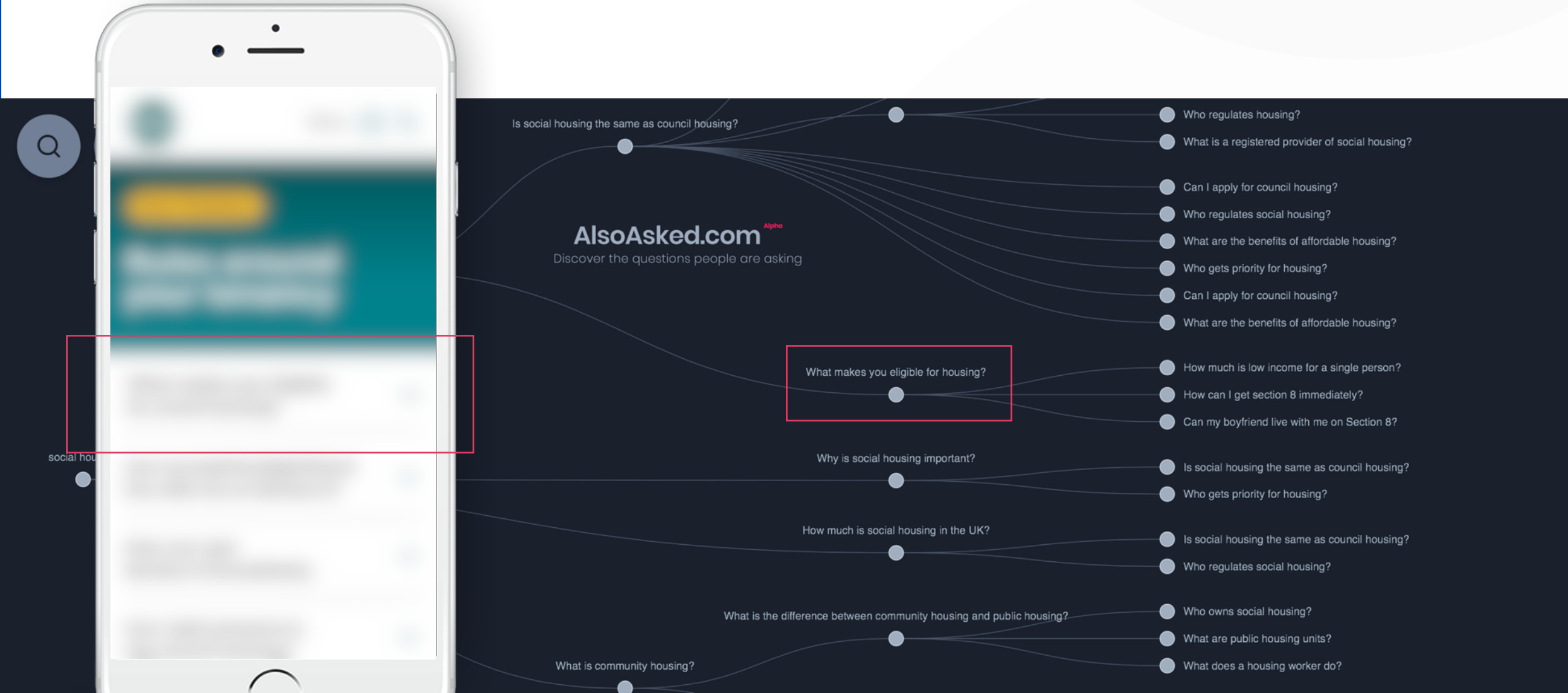
Analysing search trends to understand what are the most asked questions by our existing and potential tenants.

Why?

Overcoming content gaps online will ensure we are there when our tenants need us, with the right answer.



Understanding *‘what questions they have’*.





Understanding *'what questions they have'*.



How?

Scraping brand tweets and using AI Sentiment Analysis technology to identify positive or negative sentiment.

Why?

We are not involved in every conversation; early indication of satisfaction or dissatisfaction puts us ahead of the curve.





Jose

@ieatwebsites

 Follow

Nightmare! Woke this morning with a Pigeon Infestation, what the hell shall I do?? @homegroup. today is going to be a bad day!

3:10 PM - 31 Jul 2016



♥ 5

Understanding '*what questions they have*'.



Understanding *'how they browse'*.



How?

Analysing site traffic using Google Analytics to identify trends on our most used devices by segment.

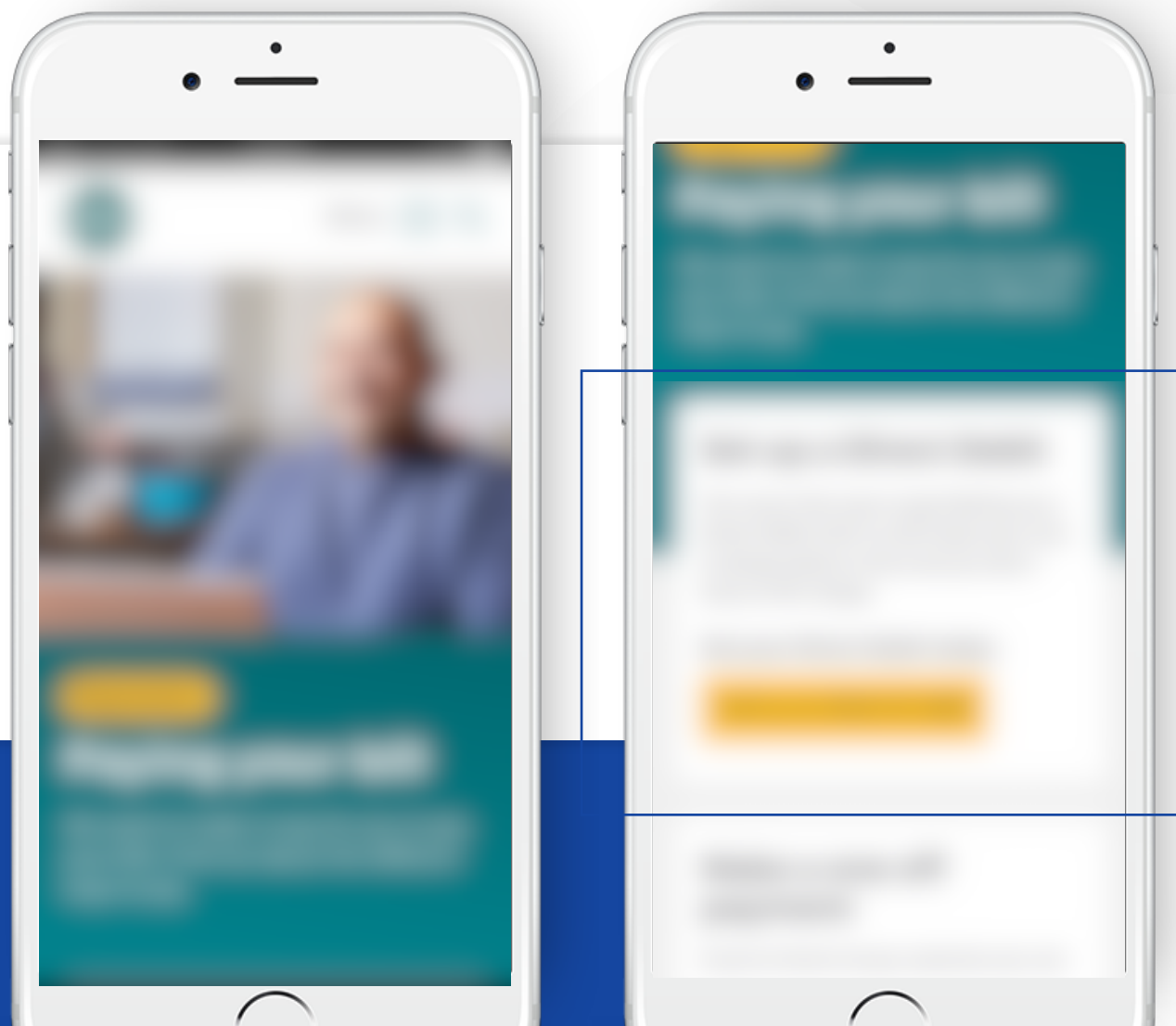
Why?

To ensure the information architecture of our new layouts are optimised across desktop, tablet & mobile.



Understanding *'how they browse'*.

We can now look to prioritise important content in our layouts to drive increased engagement and satisfaction.





Understanding *'what they do online'*.



How?

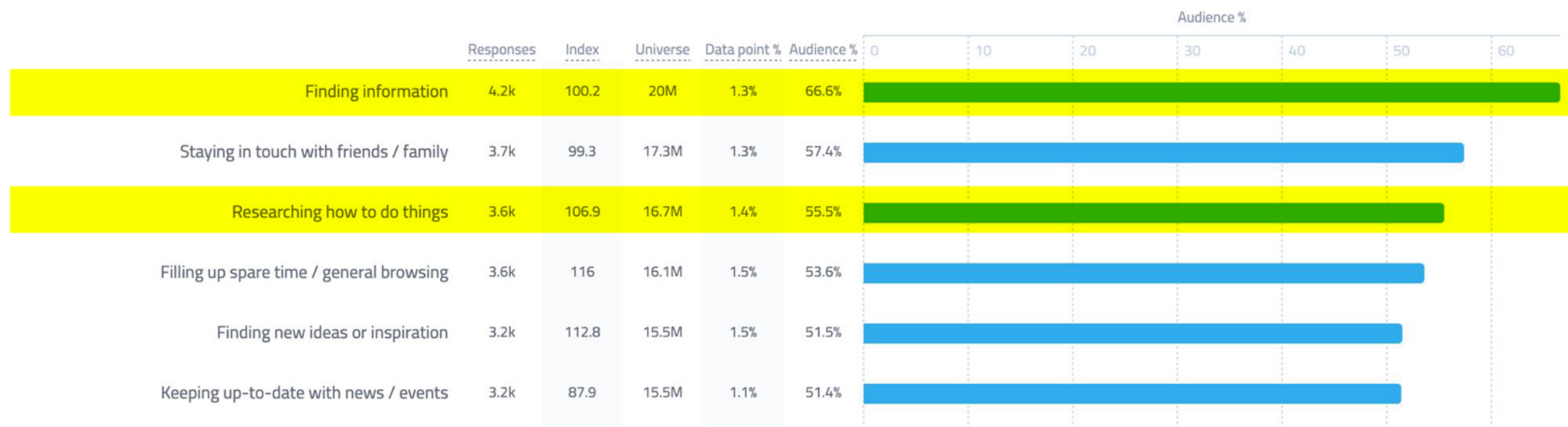
Entering customer segments into the Global Web Index helps us understand why our tenants *'go online'*.

Why?

These insights help shape functionality that we should look to build to ensure we can engage with our audiences online.



Male/Female, Aged 18-25, Low Income/Unemployed, UK

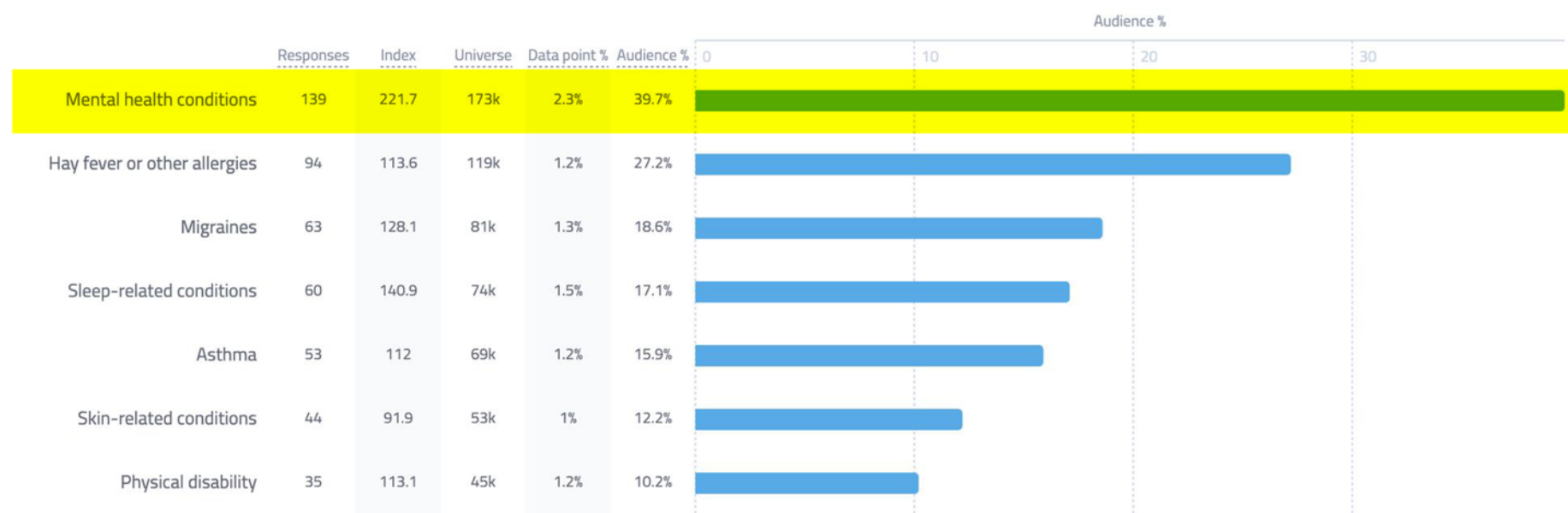




There is a huge
appetite from our
future customers
to *self serve* – not
just report online.

Understanding
‘what they do online’.

Male/Female, Aged 18-25, Low Income/Unemployed, UK





Understanding *'how they speak'*.

How?

Analysing search trends to understand the language used in search terms used by our tenants.

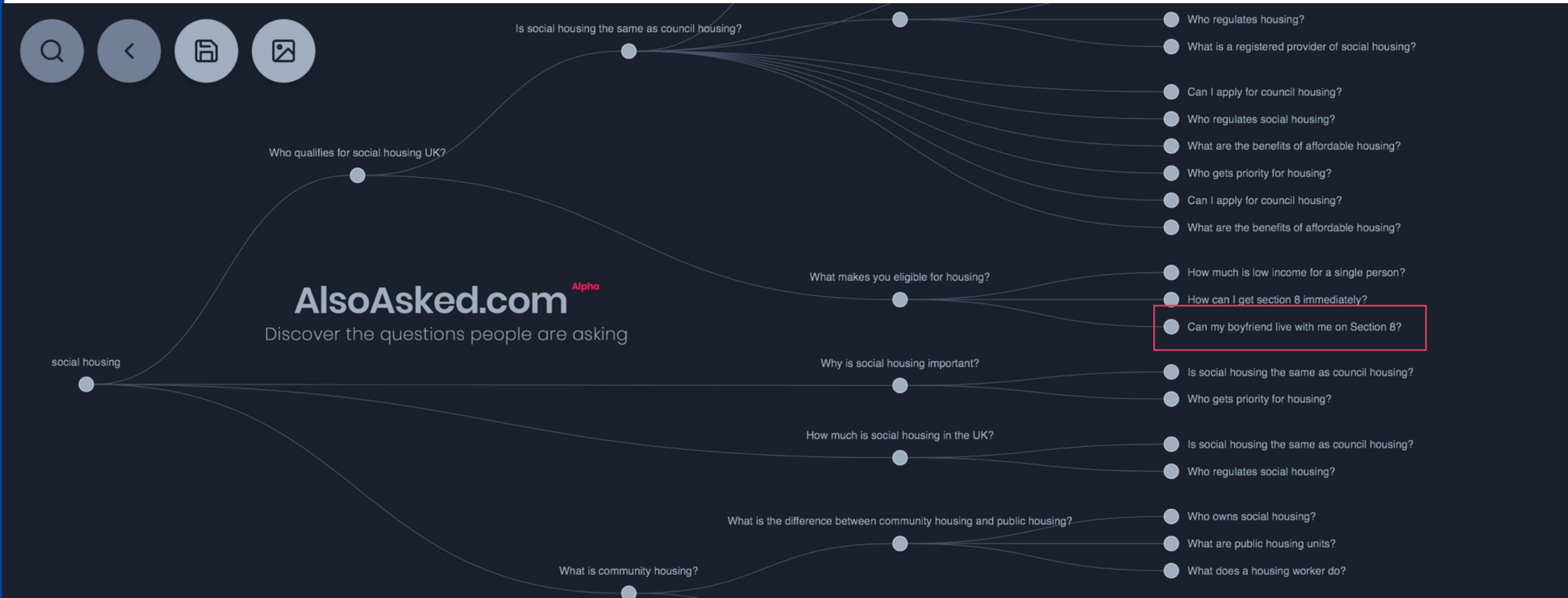
Why?

Speaking our tenant's language means we are visible when they search, and they feel at home when they arrive.





Understanding *'how they speak'*.

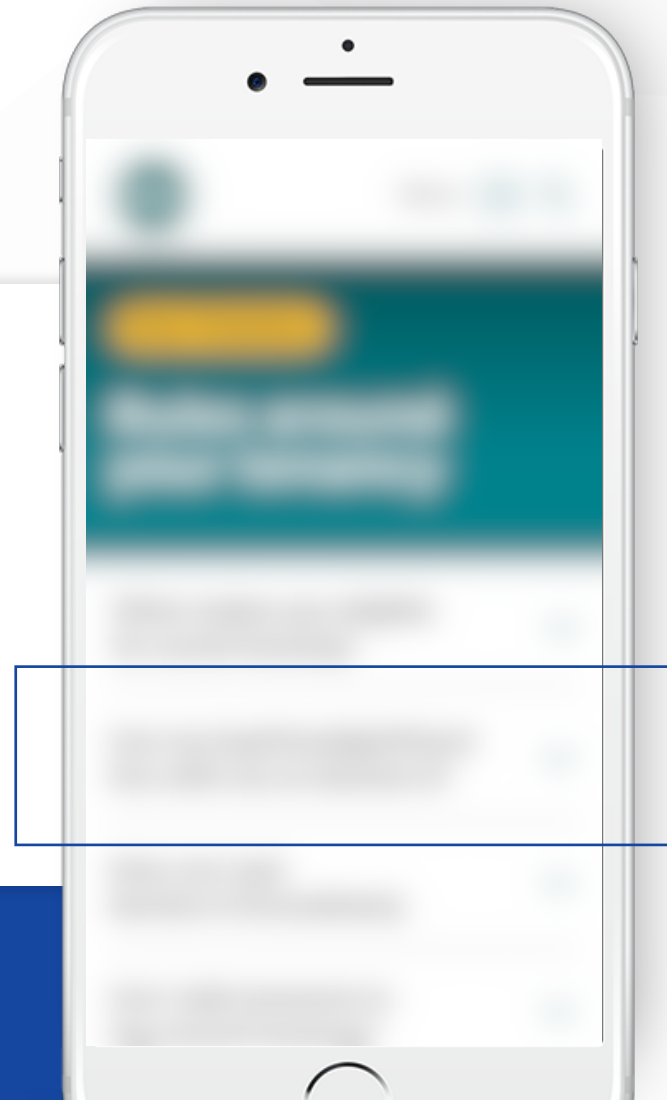




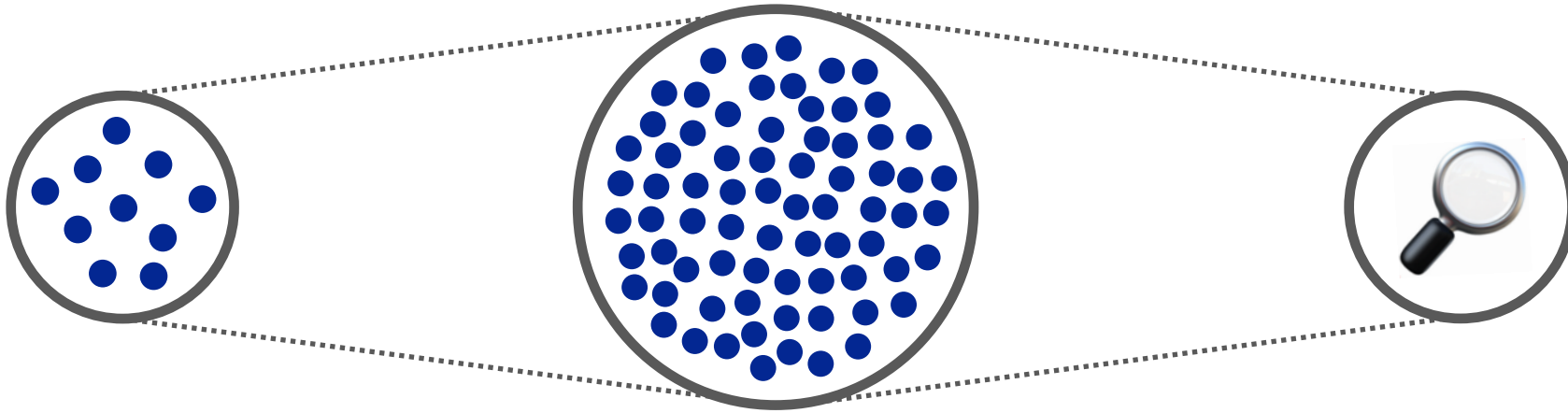
Understanding *'how they speak'*.

Can my *partner* live with me on a Section 8

Can my *boyfriend/girlfriend* live with me on a Section 8



Understanding *'them at scale'*.



Focus Groups

Qualitative data collected with a deliberately selected group.

On Site Surveys

Amplified to larger pool creating ***quantitative data***.

Data Analysis

Decisions are then made on ***larger and tested data set***.

How can we learn from outside of the
sector to ***better serve our tenants?***





functionality described in the Trackpad preferences pane.

A few of the examples of what you can do with a Force click only work if "Force click with one finger" is active. You enable or disable this in the "Point & Click" tab under "Look up & data detectors."

On some Mac notebooks, you can turn off the sound of your trackpad's click by selecting Silent clicking.

Force Touch trackpad must have power to click

Your Force Touch trackpad doesn't click when it's turned on. This applies to Magic Trackpad 2 as well as notebook computers.

Published Date: November 13, 2019

Creating new touchpoints
to continuously farm
feedback from customers

Thanks for letting us know.

How can we make this article more helpful? (Optional)

Please don't include any personal information in your comment.

Submit

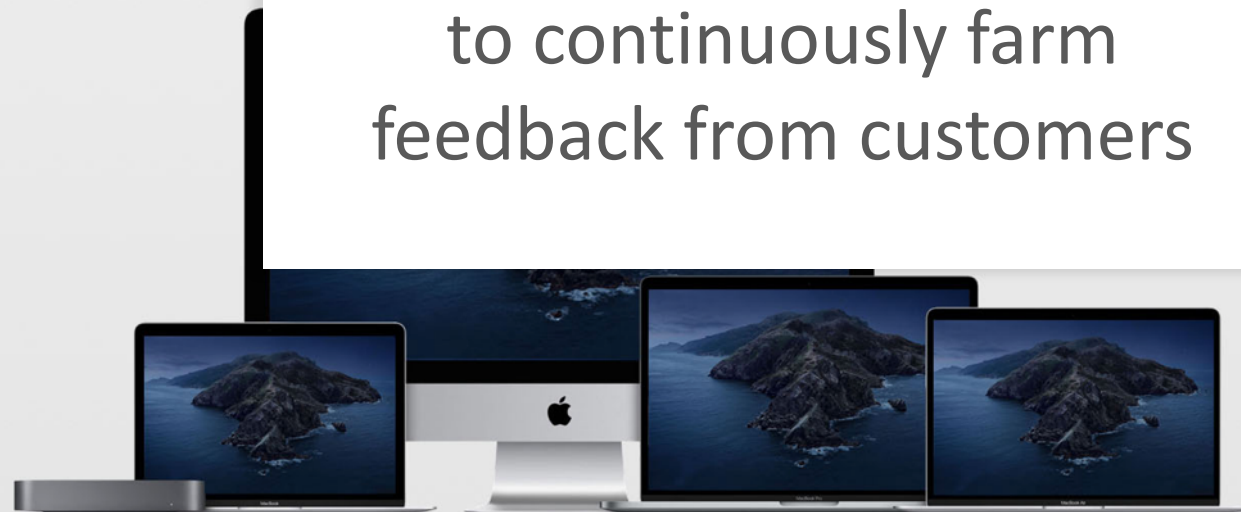
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Mac Support

Creating new touchpoints
to continuously farm
feedback from customers



Using Big Data

to analyse customer behavior and purchasing to identify trends





order pickup drive up

even more with top deals



Free \$5 gift card
when you buy 2 household essentials with same-day order services.*



Free \$5 gift card
when you spend \$25 on skin care.*



Free \$10 gift card
when you buy 2 diaper packs with same-day order services* + more baby deals.

Top Deals

Save on home, clothing, electronics & more

sponsored



Target *'Explainer slide'*.

Mother and baby retailers are constantly fighting to be front of mind for new mothers as early as possible.

Target (Online Retailer) used BIG data about women's shopping habits. They were able to identify that women buying large quantities of unscented lotion, cotton balls, supplements and washcloths might mean that she's anywhere from a few weeks pregnant, to very close to her due date.

And if they can get her shopping at Target before the baby is born, chances are, they'll have her for life.



Categories ▾

Deals ▾

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Same Day Delivery

Search



Sign in ▾



Please select a store

Registries & Lists

Weekly Ad

RedCard

Gift Cards

Find Stores

Orders

♥ 0

▾ More

Save \$10

on your entire purchase when you spend \$100 with Same Day Delivery or pickup.*



same day
delivery

order pickup

drive up

Stock up & save even more with top deals

\$10
GiftCard™



Free \$10 gift card

when you buy 2 diaper packs with same-day order services* + more baby deals.

Top Deals

Save on home,
clothing, electronics &
more

Personalise the experience

to nudge customers
ahead of the field.

with same-day order services.*

sponsored



Thanks to advanced analytics, behavioral recording tools, AI and social, ***digital can help us understand our tenants better than ever before.***



Thank You

