

# Measuring Customer Expectations



**Measuring against customer expectations not customer satisfaction - will this improve service delivery?**

**A discovery learning lab to test if there is a better way to find out what customers actually want**



in partnership with

**PROMISING  
OUTCOMES**

**A 12 week online programme  
starting February 2021**

**DINLabs** 

# Introduction

As part of the Disruptive Innovators Networks DINLabs programme we are inviting expressions of interest to participate in this business experiment.

DIN are collaborating with Promising Outcomes on a new discovery lab project. We are seeking between six to ten housing organisations to join in this project.

## The challenge

In research and conversations with the sector, a number of housing providers have expressed concerns about the current methods by which they measure relationships with their customers.

While complying with current regulations, the satisfaction feedback methods they use are not generating the degree of insight they seek to make targeted investments in improvements in this important relationship.

The Regulator of Social Housing seeks higher standards than today in the Social Housing White Paper. Housing providers do not know how to “upgrade” the current methods.

Their challenges relate to understanding tenants’ perception of landlord performance in a sector where competition is limited. If the service performance gap grows by comparison with service performance outside of the sector, landlords will lose resident trust. This is not desirable.



## What’s DINLab?

DINLabs/business focusses on testing fresh ways of working and new business models.

We will engage with and learn from thought leaders and organisations using new or alternative business processes to explore how they can work in the social housing sector.

Early areas include exploring the following areas:

- The future of the workspace
- Buurtzorg self-managing team’s methodology
- Building a circular and sharing economy

## Measuring Customer Expectations DINLab – What's involved?

A low risk and low cost way to trial the use of expectations vs. performance methods as THE method for measuring the customer experience. This DINlab will seek to address many of the problems expressed by Housing Providers. In particular:

- Understand the expectations of an ideal tenant relationship.
- Understand how well they are doing now as an organisation against these expectations.
- Understand what improvements are required and in what order of priority.
- Understand other insights from the tenants.

This DINLabs project will be a joint experiment between the housing providers, DIN and Promising Outcomes to explore how this methodology could work in practice and what lessons there are for the sector as a whole.

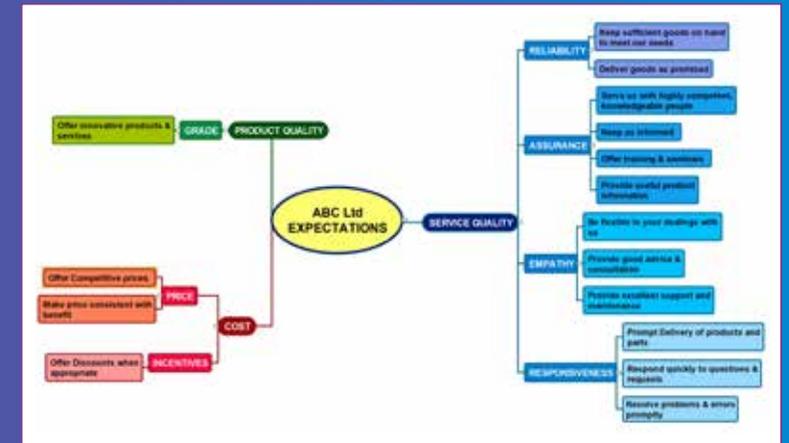


## What does the 12 week process involve?

1. The DINLab will be run by Promising Outcomes and coordinated by DIN.

2. A kick-off meeting will be run for all participants. In this session we will explain what we are looking to learn from the DINLab, what will be the resource and data requirements and commitment from the participants, timescales, key milestones and how we will resolve any issues/problems. Once the lab commences, participant organisations will be asked to submit a list of approximately 30 customers emails to Promising Outcomes. These tenants must have given GDPR consent to their emails being shared to a third party. It is important you are aware of this requirement from the outset.

3. Promising Outcomes will then use the combined list to gather the expectations of an ideal customer experience through a single question online survey. The responses will be analysed and presented to the participants organisations as an Expectations Map, like this:



4. Promising Outcomes will then use the expectations to generate a performance survey sent to about 60 tenants from each participating organisation whose email addresses will have been provided to them.

5. Responses will then be analysed, and a report created on the aggregate results.

6. The participants will attend a virtual workshop where the results will be explained, and the actions based on the areas for improvement discussed.

## What are the benefits?

1. Participants will be able to experience the Expectations vs. Performance measurement method first hand in a low risk, low cost way.
2. The experience and outcomes of this method can be compared to methods currently in use.
3. You will have a measurable set of insights about what is a priority to your customers
4. You will learn the methodology and approach to measuring against expectations

## What do I need to provide?

1. A project manager to run the project internally, that has access to the required data and has direct access to the leadership team with delegated authority to make decisions with respect to the project.
2. The required data with any necessary GDPR consents for third party access
3. Attendees at the workshop

## Sharing the DINLab findings

Parties will also be expected to share their experiences and lessons from the DINLab in a post lab webinar and report.

## What is the lab participation fee?

This will depend on the number of organisations participating. assuming five organisations participate, the fees per participant company will be **£6,750+ VAT**.

## When will it happen?

The project will run over a period of 12 weeks from February to April 2021.



# Who will run the lab?

## Meet the DINLabs team

The lab will be managed by DIN's lab Director, Helena Moore, who will ensure the expectations of participants are met and the objectives of the project delivered.



### Helena Moore - DIN Associate and DINLab Director

Helena has versatile skills and experience in both corporate and operational services in the housing sector most recently at Director level in HR, Organisational Design & Development, Transformation Sponsorship, Communications, and Facilities.

Since 2011, Helena has been involved in consultancy assignments predominantly working with global innovation companies supporting agendas around leadership development, cultural change and customer experience across a number of sectors including pharmaceutical, utilities, engineering and hospitality sectors.

Helena's strength is an ability to bridge the gap between innovation and current reality with capability to present this in an engaging way that stretches thinking and leadership teams about new possibilities and strategic directions.



### Rowan Jackson MVO

After serving a 20 year career in the Royal Marines and the Royal Household, Rowan applied his leadership ability to business and has become an in-demand strategy consultant and coach. He is known for his memorable workshops, top team facilitation, extensive industry knowledge and is a regular Vistage speaker. He is the Co-Founder of Promising Outcomes.

## About the Disruptive Innovators Network

DIN is a membership organisation for social housing providers investing in innovation. We have a passion for thinking and doing things differently. By capturing the best insights and knowledge from all sectors, embracing disruption and innovation we inspire leaders wanting to transform their organisation.

With a hands-on approach we explore new ways of working, test new and emerging technologies, fresh business models and understand how to effectively deal with disruption. We are about collaboration, sharing and learning together.

To find out more about how we deliver this, please visit our website at [www.disruptiveinnovatorsnetwork.co.uk](http://www.disruptiveinnovatorsnetwork.co.uk)



## More about Promising Outcomes

Promising Outcomes measures and then improves the relationship between an organisation and its customers, employees and suppliers to increase revenue and profit.

It does this by first gathering the expectations of the stakeholder (customer, employee etc) and then assessing the organisation's performance against those expectations. Having gained a performance assessment, the PO team then facilitate the results with top leaders to gain buy-in to the improvements identified by their stakeholders.

The PO method has been used for over 30 years by over 100 organisations to huge success. A UK-based company, Promising Outcomes has associates in the USA, Singapore, UAE and in several European countries. [www.promisingoutcomes.com](http://www.promisingoutcomes.com)



## Next steps

We will be seeking initial expressions of interest by 7th January 2021.

Register your expression of interest in Measuring against Customer Expectations DINLab and others by contacting

Helena Moore, DINLab Director

**email: [helena.moore@disruptiveinnovatorsnetwork.co.uk](mailto:helena.moore@disruptiveinnovatorsnetwork.co.uk)**

**or tel: 07764 580913**

