



Transforming Customer Engagement in Housing Repairs

Using real-time tracking and two-way communication to bring efficiency savings and an improved customer experience

- A twelve-week discovery programme to improve customer experience with your repairs service while reducing operational costs
- Starts October 2021
- Discounted rate for PIN members

PIN 
Proptech
Innovation
Network

Specialist network delivered by



DINLab in partnership with:

localz
making the day of service **awesome**

DINLabs 

The Challenge

How to improve the customer experience whilst also reducing the cost of your repairs operation?

Customer expectations are shaped by their experiences across other sectors. Real-time updates and tracking are the norm for deliveries, taxis etc - so why should repair appointments be any different?

The Charter for Social Housing Residents echoes this, shining a spotlight on customer engagement, satisfaction, and managing complaints.

An excellent customer experience would involve:

- Real-time appointment updates via SMS, email or landline
- Estimated time of arrival (ETA) measured in minutes, with live tracking maps for customers
- Two-way communication between the customer and operative
- Immediate post-appointment feedback in a quick and simple format

These measures are designed to make customers' lives easier. But the ROI goes far beyond the customer experience. Streamlined communication workflows have proven to reduce call centre congestion, increase first-time access, and speed up appointments, contributing to significant operational savings.

What is a DINLab?

A DINLab is our innovation platform to rapidly test, learn and evaluate new services and solutions with start-ups, early-stage growth and new market entrants. For many organisations, being able to fully participate in prototyping and proof of concept trials with new products or solutions is not always possible on their own; either due to lack of resources, experience, or financial issues.

DINLabs offers you the chance to collaborate together as a group of providers to build, test and learn at speed from some of the very best new technologies and organisational design processes.

Who is this DINLab for?

This DINLab is for you if you:

1. Are dedicated to providing a frictionless customer experience that residents expect from repair appointments, based on real-time ETA updates and visibility.
2. Want to reduce the operational costs associated with missed appointments and call centre contacts by keeping customers in the loop.
3. Know that to improve customer service and minimise complaints; you need to collect feedback that's immediate, representative and actionable.
4. Have a field-based team of 150 or more colleagues. This may include repairs, gas electricity compliance, or other appointment-based visits such as housing officers.

What solutions is this DINLab looking to test?

Automating customer communication sequences related to appointments, including ETAs measured in minutes, and real-time operative tracking on the day of service.

Providing customer-to-operative two-way messaging, enabling customers to pass useful information and instructions directly to their assigned operative.

Simple, convenient, and prompt feedback requests sent to customers immediately after each job completion, linked automatically to Job ID and Operative ID.

Back-office dashboard providing colleagues with live visibility of operative journeys, ETAs, customer messages, customer feedback, and live alerts for negative feedback.

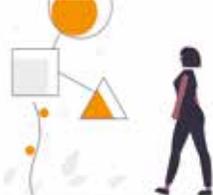


Introducing Localz - Our DINLab partner

Localz tech makes it easy for landlords with a direct work force to streamline communication workflows to reduce call centre congestion, increase first time access and speed up appointments, contributing to significant operational savings.

The Localz approach

Delivering moments of happiness for businesses across sectors based on the unique customer experiences that fit their journey.

 <p>User engagement</p> <p>We deliver tools designed with the end-customer in mind, while constantly measuring and acting on feedback.</p>	 <p>Customer satisfaction</p> <p>Using feedback, we continually tweak and tailor your end-customer's journey until it's right for your business.</p>	 <p>Operational improvement</p> <p>By improving CSAT, we'll reduce your no access rate and increase your ability to complete jobs in the field the first time.</p>	 <p>Continuous innovation</p> <p>Constant innovation and rapid deployments keep you ahead of customer expectations and competitor activity.</p>
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For housing providers taking part

Outcomes

Localz will be deployed to around 15 to 20 front line mobile workers in each participating organisation, and used to manage customer engagement in the appointments they are assigned for the duration of the Lab. The back-office dashboard will be made available to relevant colleagues in operations, scheduling, and customer services.

Regular reports will be produced during the lab, monitoring no-access failures and customer feedback scores, by operative and by team. Qualitative data, such as messages sent by customers, will be used to assess the reaction and engagement of customers.

At the end of the DINLab reports will be produced comparing KPIs achieved against the status quo benchmarks set out at the beginning.



What we need from you

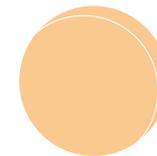
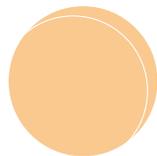
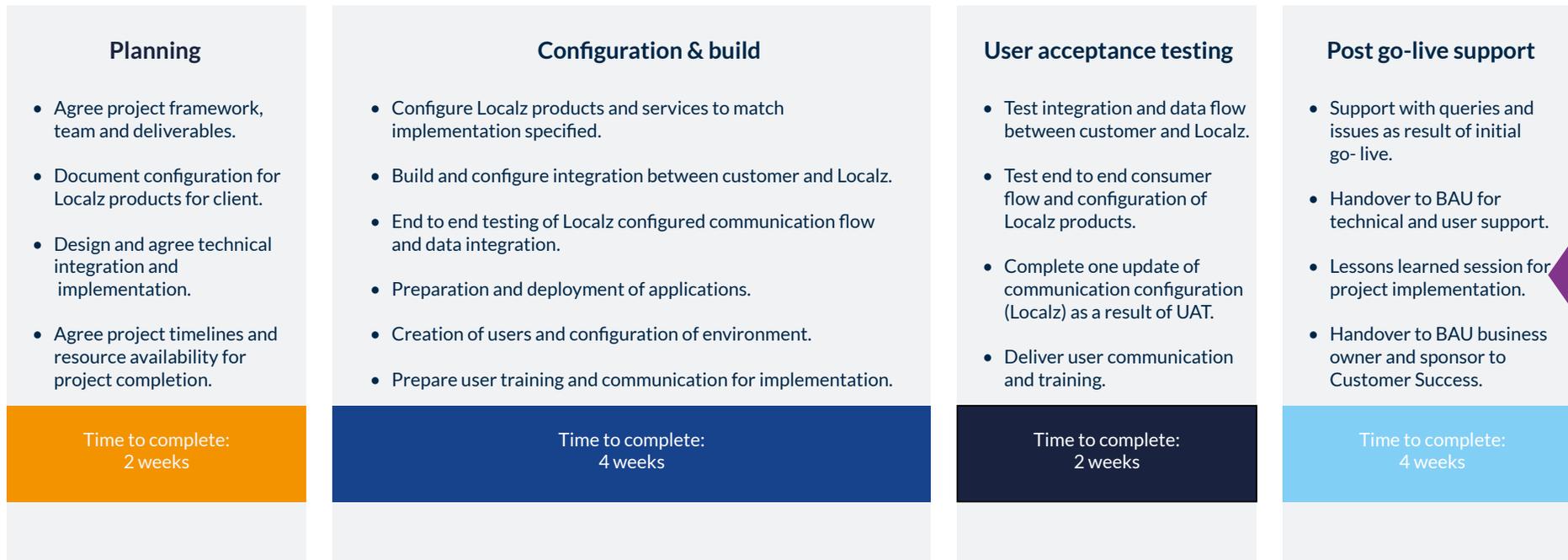
- **Executive sponsorship**
When: joins a one-hour hour kick-off meeting and participation in a webinar at the end of the programme .. to feed back to the sector about the experience and the lessons learned.
- **Operations Lead - e.g., Director of Repairs**
When: Attend an online meeting every two to three weeks (for up to two hours) to discuss results and feedback.
- **Operational Team e.g., Heads of Repairs, Customer Care, Customer Experience, Housing Services**
When: 3 x one-hour appointments over eight weeks to understand the value that the technology can bring.
- **Commitment** to share your findings and, if requested, take part in a post lab working group/webinar.
- **Data** and the technical resources to make it available. For each appointment, Localz needs Job ID, Date, Address, Customer contact details, and Operative ID. For the lab this will most likely be via batch file transfer.

We are looking for five organisations to take part in this DINLab for up to twelve weeks.

The DINLab programme framework: process and methodology

The process will start with the identification of KPI benchmarks to be used in measuring the impact of Localz during the Lab. These will likely include no-access rates, inbound query calls, customer satisfaction, and numbers of complaints.

Due to the nature of this lab, transfer of data is required. However, to reassure Lab participants, this is fully compliant with GDPR regulations. Contracts will be issued which will include clauses related to data protection, privacy and security.



Meet the DINLab team



Matt Michell, Customer Success Manager Localz

As Customer Success Manager, Matt is on hand to guide customers throughout their journey with Localz. By building relationships across departments, he gains a thorough understanding of customers' field service challenges. With a keen eye for data, Matt is always on the lookout for ways that customers can get more out of the platform.



Jenny Danson, DINLab Director DIN Associate and Network Director for PIN

Jenny coordinates DIN's specialist networks PIN (Proptech Innovation Network) and IAN (Intelligent Automation). She will be the main point of contact for this DINLab.

She had led transformational change and service improvement programmes for over 25 years in CEO, COO, Executive and Program roles in a number of Housing Association's, Councils, ALMOs and companies including Lovell, Ilke Homes, Fortem, BAA plc, Boots Opticians, and ISS Mediclean.

About Localz

What is Localz?

Localz is a SaaS (solutions as a service) platform that automates customer communications related to appointments - including confirmations, reminders, accurate ETAs, and live tracking maps. Besides keeping customers informed, Localz supports interaction, incorporating direct customer-to-operative two-way messaging, and real-time feedback requests.

Back-office colleagues have a live view of operative progress and journeys, as well as customer feedback. Office colleagues can monitor, and take part in, any dialogue between customers and their assigned operatives.

Customer engagement. Their way.

Localz fills in the gaps along the customer journey with location-triggered communication workflows, live ETA tracking, two-way customer communications and real-time feedback.

Localz technology combines real-time location tracking to deliver transparent, customer-centric solutions that make the day of service awesome. Localz has been focused purely on this area of customer engagement for over 7 years, building ideas and requirements across various sectors to continually evolve its capabilities.

Clients include RAC, HSS Hire, Rentokil, Welsh Water, and Ovo Energy/SSE. In the housing sector Localz is used by Clarion Housing, One Housing, Vale of Aylesbury Housing Trust, Watford Community Housing, Engie, Wates, PH Jones, and United Living. Through our repairs contractor clients, Localz is also used at Hyde, Stonewater, Anchor Hanover, Southern Housing, Birmingham City Council, and Peabody.

<https://www.linkedin.com/company/localz/>

<https://twitter.com/localz>

<https://www.facebook.com/localzco/>

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About PIN

The membership network for social housing organisations and leaders investing in Proptech in partnership with Ministry of Housing, Communities and Local Government

We offer housing providers an opportunity to experience, learn and share the latest developments from the world of proptech so that they understand what technologies and ways of working are truly innovative and add value to their approach to delivering repairs services and asset management.

PIN is for anyone working in the development, repairs & maintenance or asset management space interested or responsible for business transformation and innovation will benefit from membership.

PIN is a specialist DIN Network. The Disruptive Innovators Network has a passion for doing things differently. By capturing the best insights and knowledge from all sectors, embracing disruption and innovation we inspire social housing organisations in their transformation journey.

For more info about DIN and PIN

www.disruptiveinnovatorsnetwork.co.uk

<https://www.linkedin.com/company/disruptive>

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Timescales

Tuesday 14th September	Launch Webinar
Thursday 30th September	Expressions of interest
Wednesday 13th October	Kick off meeting
Monday 18th October to Friday 26th November	DINLab planning and configuration build
Monday 29th November to 10th December	User acceptance testing
Monday 13th December to Friday 28th January	Live pilot

Meeting times will be confirmed with participants to ensure availability

Participation fee

- **PIN Members** £2,995 plus VAT per organisation
- **Non Members** £4,995 plus VAT per organisation

For more information or to register your interest in this DINLab please contact Jenny Danson, DIN Associate and PIN Network Director at:
jenny.danson@disruptiveinnovatorsnetwork.co.uk
or telephone **07733 323 748**.

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