

# DIN their words

## Ian Kelly

**Director of Digital and Innovation  
Plus Dane Housing**

**Plus Dane Housing, which operates across  
Merseyside and Cheshire, has used a number of  
DINLabs, which give members the chance to test  
and report on potential solutions together.**

Since taking part, the organisation has introduced  
new approaches in a variety of business areas, to  
benefit the business and its tenants.



## What was the problem you wanted/needed to solve or improvement you wanted to make?

We got involved with three DINLabs. Two were closely linked to home services, around repairs and compliance; Help me Fix and Safecility and the third was around customer communication and engagement.

Safecility was about automation and streamlining processes, including safety tests and emergency lighting, and using remote diagnostics for repairs and improving our response times.

Help me Fix was about using video calling for repairs and we used the DINLab to see if it was a way to cut down on customer wait times. To see if we could fix things quicker and also to understand if there was a customer appetite for it.

Hello Lamppost was the third DINLab. It was about community place-based information sharing, through QR codes and a chatbot.

We used the DINLabs for the labs themselves and not the tech solutions.



## How did you go about it?

We have an innovation framework that links into our project management, so we create a project proposal and fill in an initiation document, which details a number of important things, such as how it aligns to our plans and objectives.

We share a lot of DIN information internally so normally teams will come forward to suggest getting involved in DINLabs that are relevant. We have an innovation budget set aside for these type of ideas and programmes team to support.

We have internal conversations where multi-departmental teams are involved, particularly if there will be an impact on wider teams. It depends on the size and scale of the DINLab but we will get representatives from lots of teams involved to help the DINLab be as successful as possible.

Executive support is also vital. Without that, it's not going anywhere.



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this turned out?

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